A STUDY ON ENGINEERS' ATTITUDE AND INTENTION TO PURCHASE COUNTERFEIT SOFTWARE IN SABAH

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Purchasing counterfeit software has become a serious problem in worldwide. The objective of this study is to investigate engineers' attitude towards counterfeit software in Sabah, Malaysia. This study is also to examine the influence of engineers' attitude towards intention to purchase counterfeit software in Sabah. The respondent of this study is estimated about 110 engineers who are working in consultant firm, contractor company and developer office. However, 156 engineers have been successfully answered their questionnaire. The questionnaire is adapted from previous researchers: Nordin (2009), Huang *et al.* (2004), De Matos *et al.* (2007) and Phau & Teah (2009). The conceptual model also adapted from psychological research where behaviour-attitude-intention linkage has been use in this study. Engineers' attitude divided into two major forms: social factors and personality factors. Social factors are referring to information susceptibility and normative susceptibility. Personality factors are including of price consciousness, value consciousness, perceived of risk, integrity, novelty seeking, personal gratification and status consumption. By having a better understanding in the attitude of engineers, manufacturer as well as marketer of original software could overcome the problems which are rampantly happened. It is also a kind of awareness to the engineers to purchase genuine product and not counterfeits.