



**FACTORS INFLUENCING CONSUMERS' ATTITUDE TOWARDS DIGITAL
PIRACY PRODUCT**

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ABSTRACT

Nowadays, pirating digital product is worldwide a problem since the beginning of internet and the development of high-speed broadband. Supporting pirated digital product is absolutely unhealthy activity to be done. Therefore, the purpose of this research is to identify the factors influencing consumers' attitude towards digital piracy product as well as to come up with some recommendation on digital piracy. It can give impact to the economy as well as to the industry especially to those who introduce their products in digitalized forms. This issue should be look into and handle cautiously. Immediate actions need to be taken from various parties before these so called digital disease will widely spreading among the society.