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(A Case Study) Factors That Motivate Kenyans into Using Pirated Software

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Abstract:

Software piracy is a serious problem in the Kenyan context amongst software development companies. Kenyan software development companies lose revenues when pirated software rather than when legally purchased software is used. Intellectual property watchdogs and policy developers are forced to invest time and money into restricting software piracy theft. Much of the published research literature focuses on software piracy by end-users. However, end-users are only able to copy software once the copy protection has been removed by a 'cracker'. This paper focuses on the motivational factors that propel Kenyans to pirate and use pirated software. This paper adopts a behavioral model supported by framework that tests the hypothesis on the Kenyan Context based on past research. The study first applies this model in a number of software development companies in Kenya. The study then conducts questionnaires in 30 software development companies to further validate the findings. The study finds the lack of a central online market that can be termed as for Kenyans by Kenyans that will enhance interactivity amongst developers, buyers and the Kenyan policy makers as the strongest motivation for the actions of crackers.

Keywords

Information technology, Business Software Alliance (BSA), Kenya Copyrights Board (KeCoBo) Business, IS Innovations, Software As A Service (SAAS), Cloud Computing, Diffusion, Information and Communications Technology (ICT), ICT Adoption

1. Introduction

When asked about individual opinions of "technology," 88% of Kenyans straight associate the term to the computer (Kompyuta). Although this perception under represents the true knowledge of the field, the numbers do speak to the omnipresent role the computer plays across many technology disciplines in this I.C.T giant across Africa. Software has become the building block of all major industries and arguably, our modern civilization.

It drives all the digital processes in various Kenyan fields like automation of manufacturing,medical research, avionics, telecommunications, engineering, and even our national defense. With software tools at the heart of design, problem-solving, and innovation for many major technology industries, technology education has accepted the essential role of software. Software, as a digital good, is expensive to

produce but inexpensive to duplicate and distribute (Gopal and Sanders 2000).

1.0 Background of the Study

Numerous studies have reflected in the past few years regarding global software piracy. In the year 1999, the SIIA, Software and information industry association published its annual report on global software piracy and this has had an impact of Kenya as respondents to that report. The report gave an outline of the amount of revenues lost by the leading software developers and the Information Technology field at large. The figures have had a decreasing projected wave. The Kenyan study shows that while the percentage of pirated software decreased yearly during from 2008 to date, the gross revenues lost to pirated software increased due to an increased market. The report by Kenya Copyrights Board concluded that increased consumer education and enforcements can reduce piracy rates, though it will be virtually impossible to eliminate it. This paper comes from a point where the earlier report by KeCoBo decided to put a full stop. This paper explains the various motivations that the Kenyan public has when it comes to pirating software. The following paragraphs provide an overview of the motivational factors that provide an intention to pirate software.

1.1 Problem of Research

A powerful method and a long lasting solution are needed to prevent this vice. By definition, when piracy is committed, the copyright agreement or software license is violated; clearly breaking the copyright law and this is illegal.

This paper in lengthy terms acknowledges the efforts made by the Kenyan government in trying to reduce Software piracy and also the research that has been undertaken by the relevant bodies all in the name of securing the Software development companies and Kenya at large. This paper has brought a view out of the obvious reasons as to why Kenyans pirate Software. There have been a lot of conferences on this subject but there is a lack on motivations basing the arguments on the behavioral model. This paper attributes software piracy as a behavioral addiction. To add interest to the discussion of software piracy motivating factors, the paper not only undertakes its study on the major software development companies but accommodates the top and the average putting in mind the users verses the developers.

1.2 Objectives of the study

General objectives

a) Study the impacts software piracy has on

Software development companies in Kenya.

Specific Objectives

a) Examine the factors that motivate users to use pirated software in Kenya.

1.3 Research Question

What are the factors that motivate Kenyans to pirate software?

1.4 Hypothesis of the study

$H1_0$: Perceived benefits are influenced by the education background of subjects.

$H2_0$: High price of original software will have a direct influence on the piracy.

$H3_0$: Behavioral attitudes will have an influence on the piracy behavior of subject's education background.

$H4_0$: There will be a direct relationship between the availability of a platform to sell and buy original software and the intent of subjects to pirate.

$H5_0$: Legal constraints will have an influence on the intent of the subjects.

$H6_0$: Normative beliefs will be directly influenced by gender as a moderator towards pirating software.

$H7_0$: There will be a direct relationship between Education university curriculum towards software piracy

$H8_0$: There will be a direct relationship between intent and actual piracy behavior of subjects.

$H9_0$: There will be a direct relationship between gender and behavioral attitudes.

1.5 Scope of the study

This study focused on 153 companies that develop software in Kenya. On a global scale, there has been software piracy related studies in Kenya but there existed none done on the motivations that drive Kenyans to pirate software.

2.0 Literature Review

2.1 Introduction

The soliciting motivations of software piracy in developing countries vary from one nation to another. This chapter therefore provided a survey of previous attempts at understanding these factors.

2.2 Theoretical review

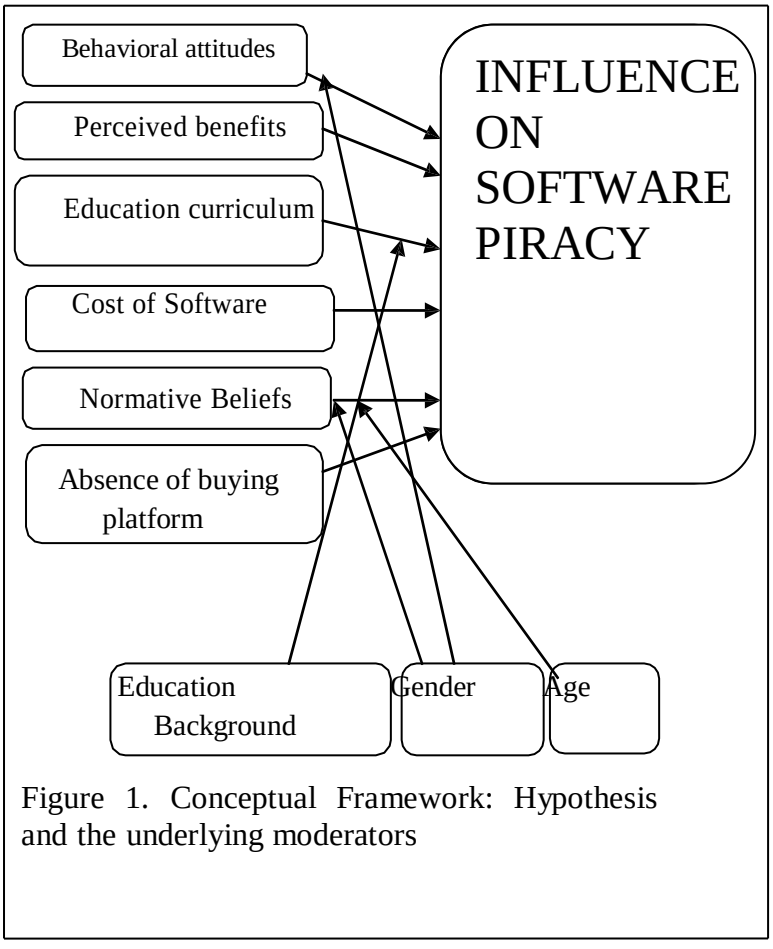


Figure 1. Conceptual Framework: Hypothesis and the underlying moderators

2.3 Intellectual Property

Nairobi hosted a four-day regional workshop from May 17-20, 2011 entitled "The Enforcement of Intellectual Property Rights in Kenya: An Interagency Approach." The interagency effort was a collaboration between the Commercial Law Development Program (CLDP), the Market Access Compliance desk, International Trade Administration (MAC/ITA), the Office of Intellectual Property Rights (OIPR) and the U.S. Patent and Trademark Office of the U.S. Department of Commerce (DOC), the Departments of Justice (DOJ) and Homeland Security (DHS), the Department of State (DOS), and the Commercial and Economic sections of the U.S. Embassy in Nairobi in conjunction with Kenya's Anti-Counterfeit Agency (ACA), the Kenya Copyright Board (KeCoBo), and the Kenya Industrial Property Institute (KIPI). This workshop exposed approximately 100 IP administrative and enforcement officials from Kenya as well as private sector stakeholders from across the region to best practices in interagency collaboration on IPR enforcement. Officials from the governments of Burundi, Rwanda, Tanzania, Uganda, and the East African Community also participated in the program as observers.

2.4 Importance of software piracy study in Kenya

Software piracy directly affects the earnings and profitability of the software industry, especially a country that is branded as the Africa's Silicon Valley. Countries have had concerns about loss of jobs, shutting down companies and not to forget corruption is also associated with this menace. For every Ksh 200 worth of software purchased legitimately, Ksh 100 worth was obtained illegally. This kind of loss due to software piracy hampers software developers and vendor's incentives to invest in research and development and consumers eventually bear the cost of software piracy in the form of increasing cost of commercial software and not to forget job losses. Software developers in Kenya attribute to the huge consumer software piracy to their downfall.

Microsoft accounts that 78 % of software used in Kenya is pirated. This is in accordance to the Microsoft products. What of the locally software developers? Software is easy to copy. This makes software piracy almost impossible to stop (britz, 2004) making the issue immensely important for software industry. The kind of loss due to software piracy hampers software developer's incentives to invest in research and development and consumers eventually bear the cost of software piracy in the form of increasing cost of commercial software

and job losses. Estimates of software piracy indicate that it prevails globally and causes software manufacturers billions of dollars in loss annually.

2.5 Theoretical studies

As noted by Seale(2002,p.121), "software piracy has been studied from varied disciplinary perspective, including;(1)economics(Gopal & Sanders,1998;Bologna,1982);(2)those that attempt to detect it would be offenders(Holsing&Yen,1999;Jackson,1999;Sacco Zureik,1990);(3) as a risk-taking phenomenon(Parker,1976).Software piracy can be perceived as an international behavior. Behavioral, intentional and ethical decision making models have been proposed in the literature that has been utilized to assess the intentional piracy behavior. Eining and Christensen (1991) and Simpson et al. (1994) also stated that one of the approaches to studying software piracy focuses on the building of a behavioral model. Jones (1991) introduced an ethical decision-making model that was an integration of several similar models which included four main components; awareness, judgments, intention and behavior. Ajzen & Fishbein (1975) suggested a behavioral model called the theory of Reason Action (TRA). Ajzen (1991) later refined this model and referred it as the theory of Planned Behavior (TPB). The purpose of the quoted studies reveals and predict the intentions of anticipate the behavioral attitudes of research participants of a study. There has been numerous studies on the software piracy but limited studies have researched on the Kenyan motivating factors and the impacts it has on Software development Companies. This paper focuses on the behavior model employed in the Kenyan context focusing on the motivational factors that drive Kenyans to use and pirate software

2.6 Motivations of software piracy in Kenya

Software piracy is on the rise in Kenya, Killing the software industries which are already struggling to rise because of little or no government protective support. Kenya has tried to curb the spread of software piracy but some actions have yielded no fruits. For example, the percentage of stolen programs installed in personal computers goes from 23% to 43% in 2016. This costs the industry a lot of losses. Software piracy is considered a crime in most developing countries that legislative authority in many these countries have tried to avoid by enforcing different type of penalties. The collective management organizations (CMO's) a body representing the artists and developers, plays an important role in the anti-piracy activities of KECBO which is a

government agency mandated to administer and enforce the copyright act. The CMO's and KECOBO share a common position on the need to discourage infringement of music and software rights and to act against piracy through concerted enforcements actions countrywide and prosecutions of copyrights cases in our courts. Piracy is a criminal offence in Kenya and its liable to pay fines of even imprisonment. All these have been keen by the GOK, but day in day out software piracy has in return increased .Are we missing something? Criminological theories are more consistent with software piracy in order to understand and prevent such illegal behaviors. These theories have been applied in different domains to understand the complicated criminal behavior. Although the problem of software piracy has received considerable academic considerations, limited concern is given to analyzing the software piracy by criminological theories in developing countries. Analysts describe the cure to software piracy as a technological aspect.

Public awareness: Lack of awareness in proper use of software is considered to be the key point influencing software piracy in Kenya. Although software industries provide information regarding copy-right of software to computer users by employing licensing agreements as a means of information during the installation process, most of the users do not even bother to read license agreements before moving to the next step in the installation period. Many people misuse software products. They install software in their computers and make a copy of it and give it to others and they do not even realize that what they are doing is illegal and against the copyright law. **High price of software:** The high price of software is another factor causing software piracy in Kenya. Countries with low economies are likely to have higher piracy rates when software products are priced higher in comparison with the developed countries. Software products developed in economically rich countries are generally not affordable in poorer countries. The economy of any country has a strong correlation with the piracy rates. According to a global study conducted by BSA in 33 countries as a part of the ninth annual BSA global software piracy study, piracy rate was higher in developing countries than in the developed countries. The study found that computer users in developing and poorer countries are unable to afford the higher priced software products and they look for an alternate way to get them. **Legal enforcement:** Several studies regarding software piracy have shown that the piracy rate is mostly higher in the Asian and African countries in

comparison with the countries in the North America and Western Europe. This is because computer users in North American and Western European countries are aware of copyright rules and laws. Copyright laws are strictly followed in these countries. For example in the US, if any business organization or individual is found guilty in copyright infringement, they will be sentenced to jail terms of up to 5 years along with $250,000 as fines. Moreover, European Union Council Directive 91/250/EEC, TRIPS (Trade-Related Aspects of Intellectual Property Rights) international agreement and WIPO (World Intellectual Property Organization) also protect computer programs under the copyright law as literary works". Thus, unauthorized reproduction and distribution of such computer programs without the permission of owner leads to criminal proceeding and penalties. However, a study by Tan (2002) suggests that where there is low probability of being caught and penalized, an individual or business will continue using pirated software. **Pirated software on the Internet:** There are millions of people around the world who use computer and the Internet on a daily basis. Using computers in our daily lives has made our lives easier and has benefited us in many aspects but it has also brought some problems, and software piracy is one of them. Availability of pirated software on the Internet is one of the major factors increasing the software piracy rate globally. Pirating the software from the Internet is termed as the Internet piracy where the Internet is used to download unauthorized software. Access to high- speed Internet connections makes it easier to download software programs. Besides this, many illegally attached computer games are sent through the Internet as emails, which is also a form of piracy. There is a lack of a platform to buy and sell software in the Kenyan market.

2.7 Software piracy behaviors in Kenyan economy

Software piracy comes in different forms. However, the principle of pirating software remains the same. Some computer users do not consider unauthorized copying of licensed software or downloading pirated software from the Internet to be wrong whereas some want to test the software and see if it can fulfill their wishes before they go and spend money on it. Different people have different objectives for pirating software. Some pirate because they do not want to wait until the latest software is released in their country as it can be easily downloaded from the Internet, while some do piracy as their hobby.

3.0 Research Design and methodology

3.1 Introduction

In a span of fifty years, "computers have become central to the operations of industrial societies" (Forester and Morrison,1990, p.1).This new economy is characterized by information, intangibles and services and a parallel change towards new work organizations and institutional firms" (Sharma, 2005, p.3). The shift in the structure of this economy from industrial to digital has brought many benefits for the society as well as many unforeseen legal, ethical and moral problems Ethics is the philosophical study of morality, a rational examination into people's moral beliefs and behaviors" (Quin, 2005, p.48).The study of computer ethics is the study of ethical questions that arise as a consequence of the development and deployment of computers and computing technologies" (Moor, 1995, p.1).In the context of this research, the author has regarded software piracy as an ethical issue that relates to piracy levels as have been by many other authors.

3.2 Research design

Software piracy has been viewed as an intentional behavior. The author contradicted the notion of intentional software piracy behavior and suggests a closer look at software piracy being represented as a significant behavior that results from social norms of a developing country's society. Descriptive design is employed to try to draw a line between the correlation that exist when discussing social norms of individuals and the impacts it has on the Software development Industry. This type of design was used by the researcher to draw relations. The researcher tried to obtain information concerning the current status of software piracy impacts on the companies. Exploratory design was also employed to provide solutions that have never existed by presenting a web platform that will likely solve the software piracy in Kenya. The focus was on gaining insights and familiarity for later investigations. This gave a stage for the next research. Observational design drew conclusions by comparing subjects against a control group. This design not only tried to mention specific companies that are using pirated software but tried to show the link it has on the fall or rise of software development companies in Kenya. Quantitative design will be employed to define the research sample

3.3 Research site

Kenya is the Africa's silicon savannah with the top trends in internet spread. "Investment in the continent's connectivity is creating multiple benefits that Kenya demonstrates as a clear example of a virtuous circle, where each investment accelerates the next, with an ever increasing footprint of beneficiaries," Ben Roberts, Liquid Telecom Kenya CEO said during a presentation on a report on 'Lifting barriers to internet development in Africa'. This study was chosen due the fact that even as Kenya rises, there is a large factor associated with software piracy.

3.4 Sampled procedure

Probability sampling was used to sample the participants. The respondents were imagined to come from either the people who pirate software and the software developers. Slovin's formula was n= be used to obtain my specific sample size from a population of 250 companies.

3.5 Data collection methods

For the purposes of this study, questionnaires were distributed to a sample of staffs who work in the Software development companies. Qualitative and quantitative research methods were employed. Qualitative method would provide underlying reasons, opinions and motivations relating to software piracy. It would provide insights to the problem and help to develop ideas or hypothesis for potential Quantitative research. Quantitative method would also be used to quantify the sample by way of drawing predictions. It would quantify opinions and behaviors. Interviews would be scheduled to draw a clear understanding of the underlying problems in the software development Companies with regards to Software Piracy. All this would help draw a clear picture when designing a solution.

3.6 Results

61 questionnaires were distributed and 42 were returned. However, 12 surveys were deemed unusable, as those respondents indicated that they did not use computers, either at work or at home, leaving 30 surveys for a usable response rate of 84.3%. 86% of the respondents were male, which is not surprising; given the make-up of the workforce in both the software industry in Kenya in general which is male dominated.

28% respondents ranged in age below 18 years old, 29% respondents ranged in age from 18-22 years old, and 35% respondents ranged in ages from 22-26 and the remaining 8% were older than 30 years of

age, at the time of the survey. The sample was well educated, with 58% of the respondents holding an undergraduate degree, and a further 37% holding a postgraduates' degree or higher. The majority of the respondents (64%) were employees in industry, 20% had diploma education only, and 15% were either university personnel or privately employed. 53% of the respondents had good knowledge of I.C.T, 21% were very good, and 26% were moderate in their I.C.T skills. When asked about their knowledge of the laws regarding software copying, 86% reported understanding the concept of software piracy, while 13% reported no knowledge of the issue. Of those that reported an understanding of the subject, 24% reported learning about piracy at school, 41% from media reports, and 34% reported knowledge from both sources. Rather expected, the respondents were very open about their software copying habits. 46% of the respondents admitted to using their companies developed software and buying legit where needs apply rather than using copied software.48% admitted to using pirated software at their job sites, most them developed softwares through reusing code. When asked for the main reason behind their usage of reused codes, the lack of an interactive market to buy and sell the softwares was the number one issue raised. 61% of the respondents listed the absence of a platform to exchange and sell and buy software as the main reason for committing piracy. The respondents were asked to list the source of their pirated software. 86% received software from friends or colleagues both within and outside of their companies. Surprisingly,

17% stated that their pirated software came with the PC that they had purchased, and

3.5% claimed to have received pirated software from their job site, indicating that the problem is inherent in the supply chain. These pirated software's were largely used in the same software development companies to ease in developing their own software's. This in return made it possible for the government to curb this act. Perhaps this was done because of the perceived benefits of using pirated software. When their attitudes were studied further, 76% stated that it is "fair" to be asked to pay for software, since software companies had expended effort to produce the product. Also, 74% thought that it was necessary to require the purchasing of software, in order to sustain the software industry. However, only 3.5% of the respondents stated that they had personally purchased legal software from a technology company, in the past.

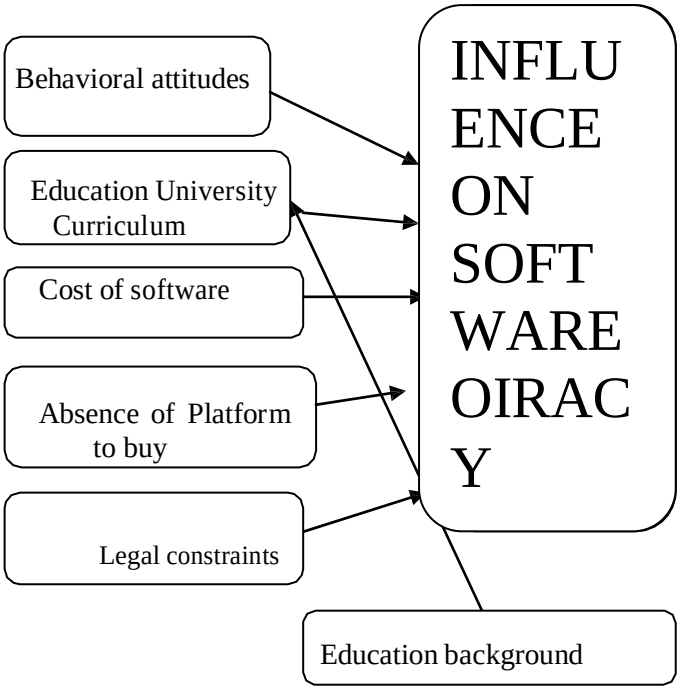
4.0 Research findings and analytics'

4.1 Introduction

The above framework was the final output generated after analysis from the respondents input. This chapter presents the results that were generated after applying statistical techniques. The descriptive statistics computed first for the study were first investigated.

4.2 Descriptive statistics

The author analyses the findings verses the hypotheses vis-a-vie the conceptual framework which highlights the moderators and influencing factors towards software piracy behaviors. The model of behavioral model with the intentions to commit software piracy is tested and the findings are tabulated below in the final output of the framework.



Source. (Author, 2017) showing variables and the relevant moderators that affect levels of piracy in Kenya

4.3 Summary on Findings

This study presented many dimensions with major variables tested with reference to their motivating factor to make people pirate software. Nine hypotheses were tested using the behavioral model to indicate whether the intent to pirate software in Kenya is caused by these factors. Perceived benefits and gender were dropped for lack of a better significance values.0.171 was way beyond the 0.05 which outlines a good hypothesis test.0.173 was also not accurate and was considered as a bad tester when it came to it being a moderator of software piracy in relation to the effects software piracy has on the growth on Software development companies in Kenya. The hindrance factors of software piracy to grow was because of poor educational curriculum with a significance of 0.021,Cost of the software was also a major cause with a significance level of 0.047. The absence of a software which provided an additional solution was very merged with the research providing a significance value of 0.038. This in return had an effect on software development goals with regards to income. The researcher's analysis provided tables that were well defined and generated looking at the various causing variables and

then drawing relation to the effects software piracy has on the development companies in Kenya. The study also established that many respondents hoped for a better environment to grow. Many were very reliant on this sector. Most respondents agreed that the main cause of software piracy is the fact that there lack a platform that can enable interactivity between users and buyers. Information technology is a very dynamic field and knowledge in this field can never be undervalued. There is need for exchange of ideas in order to be the best. This study acknowledged the strategies currently used, license keys, the amnesty campaigns and the zeal of the government to try to create awareness via educating the users and the developers but however the researcher saw this and attempted to create a platform that will be used by the developers to sell and buy software's online. This platform can be found at .185.81.164.179/Chege.

4.4 Hypothesis testing

NO	STATEMENT	P VALUE	STATUS OF ACCEPTANCE OF NULL HYPOTHESIS
$H_0$1	Perceived benefits are influenced by the education background of subjects.	0.171	REJECTED
$H_0$2	High price of original software will have a direct influence on the piracy	0.047	ACCEPTED
$H_0$3	Behavioral attitudes will have an influence on the piracy behavior of subject's education background.	0.032	ACCEPTED
$H_0$4	There will be a direct relationship between the availability of a platform to sell and buy original software and the intent of subjects to pirate.	0.048	ACCEPTED
$H_0$5	Legal constraints will have an influence on the intent of the subjects.	0.031	ACCEPTED
$H_0$6	Normative beliefs will be directly influenced by gender as a moderator towards pirating software.	0.081	REJECTED
$H_0$7	There will be a direct relationship between Education university curriculum towards software piracy.	0.021	ACCEPTED
$H_0$8	There will be a direct relationship between intent and actual piracy behavior of subjects.	0.032	ACCEPTED
$H_0$9	There will be a direct relationship between gender and behavioral attitudes of subjects towards software piracy.	0.173	REJECTED

$H_0$1: Perceived benefits is influenced by the education background of subjects: From the above table the p value performance given was 0.171.This value is greater than = 0.05,hence we rejected the null hypotheses and also rejected alternative hypothesis and thus perceived benefits do not have relationships with software piracy in Kenya. $H2_0$: High price of original

software will have a direct influence on the piracy: From the above table, the p-value for cost of software is at 0.047.As the p-value is less than 0.05, hence we accepted the hypothesis and its alternative hypothesis and concluded that ,cost influenced the software piracy. $H3_0$: Behavioral attitudes will have an influence on the piracy behavior of subject's education background: Relating to the above table, the p-value is at 0.032.As the p- value is less than 0.05; hence we accepted the hypothesis and its alternative and termed cost as a determinant for software piracy.

$H4_0$: There will be a direct relationship between the availability of a platform to sell and buy original software and the intent of subjects to pirate: Based on the above table, the p-value for the availability of a platform is at 0.048 hence making this greater than 0.05 and hence accepted the hypothesis and also accepted it's alternative hypothesis.

$H5_0$: Legal constraints will have an influence on the intent of the subjects: Based on the above table, legal constraint's p-value is at 0.031, hence above the stated correct value of 0.05.We accepted the hypothesis and also accepted it's alternative hypothesis and agreed that lack of legal constrains were a major cause of software piracy.

$H6_0$: Normative beliefs will be directly influenced by gender as a moderator towards pirating software: Based on the above table, normative belief was at a p- value of 0.081, hence above the stated 0.05, we rejected the hypothesis and also rejected it's alternative hypothesis terming it as not an important trigger for software piracy.

$H7_0$: There will be a direct relationship between Education university curriculum towards software piracy: Education university curriculum got a p-value of 0.021.This was above 0.05, hence we accepted this hypothesis and it's alternative hypothesis and termed it as a major trigger to intent to commit software piracy.

$H8_0$: There will be a direct relationship between intent and actual piracy behavior of subjects: Based on the above table, intent to pirate software was at 0.032. Hence above 0.05, we accepted this hypothesis and accepted its alternative hypothesis. The intent to pirate software was largely considered as an impact.

$H9_0$: There will be a direct relationship between gender and behavioral attitudes of subjects towards software piracy. Based on the above table, gender as a mover to

moderator to behavioral attitudes which in turn results to software piracy got a p-value of 0.173 and hence we reject this moderator and its subsequent effects on software piracy.

5.0Discussion conclusion and recommendations

5.1 Examine the current levels of software piracy in Kenya.

The piracy rate found in this survey is much higher than the 64% found by the BSA, most likely due to the sample utilized – computer-using professionals who have the knowledge, skills and opportunity to pirate. While Kenya is not a major developer of software, when compared to the industrialized nations of Europe and North America, the numbers are still significant and indicative of the work that must be done to combat illegal software copying. Perhaps most disturbing is the fact that 48% respondents from these companies of the respondents seemed to show no remorse, despite the fact that 86% claimed to understand the concept of piracy, indicating that they knowingly committed an illegal act. It is also interesting to note that the majority of the software pirates believed that being asked to pay for software is fair, and even necessary to maintain the software industry, showing an obvious conflict between their views and actions. There is clearly a lot of work to be done if Kenya is to continue being the Hub in I.C.T use or are we investing in short-term success just like the pirated softwares that we are using?

5.2 Conclusion and Recommendation

KeCoBo and BSA have undertaken a two-pronged approach to reducing the problem of piracy: enactment and enforcement of applicable laws and education of organizations and individuals as to the ethical and legal implications of pirating. There is evidence from the academic literature that each of these efforts is useful. In particular, punishment is an important factor. Peace, et. al. (2003), found that the level of punishment is directly related to the individual's attitude towards piracy; the higher the perceived level of punishment, the more negative the individual's attitude, and the more unlikely the individual will be to intend to pirate. This study has found that there is no way of understanding piracy behavior across the Kenyan subjects. Although poor national economy plays a substantial role in software piracy rates, behavioral attitudes is also part of the equation that tends to increase the levels. This study has also suggested that the intent to perform software piracy in Kenya cannot only be related to Cost of software but rather more on the behaviors of users. This paper has therefore attempted to create a

platform that will be used by buyers and selling in selling their software's freely to enable them share ideas and minimize the occurrence of software piracy.

6.0 Acknowledgement

The best teacher is the one who suggests rather than dogmatizes, and inspires his listener with the wish to teach himself. ~Edward Bulwer- Lytton. Many of my life's accomplishments have been reached through the good fortune of having encountered the right companions and environment. I hereby wish to express my gratefulness to individuals who have helped me turn this research to the end into reality. First and foremost, my most sincere thanks to my academic advisor, Dr.Collins Oduor Ondieki, for the constant support during this research project's process. Thanks for sharing ideas and moments; for the trust placed in me; for the patience and understanding; and, above all, for introducing me to the world of academic research, which I deeply admire.

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