

The Determinants of purchasing the Charged Contents in the Smart-media environment

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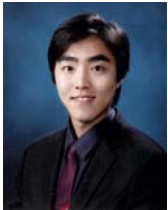
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Abstract— It is important that improving the value of contents felt by consumers and inducing settlement of healthy culture of consuming the charged contents in order to enhance the global competitiveness of contents industry. Korea has gotten into the smart-media era very rapidly, however, many consumers are still reluctant to purchase the charged contents. This research aims to analyse which factors have an effect on purchasing the charged contents in the view of consumers' device selection, innovativeness, and lifestyle. The results show that consumers who use smart-pad, who cognize the value of content high, and who has a role of opinion leader are likely to purchase charged contents. In addition, after considering the sample selection bias, factors to purchase charged content appears differently by types of contents; application, broadcast, news media, video, music, etc. This paper is able to provide some clues to promoting contents industry macroscopically for the policy makers.

Keyword— charged-contents, factor analysis, smart-media, sample selection bias, contents industry



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