

# **An Empirical Examination of User Acceptance of Fee-based Online Content**

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## **Abstract**

Despite the fee-based online content's popularity and potential for extensive growth, its service provision as a business model is struggling to firmly establish itself. Therefore, this study is intended to identify the factors that influence customers' adoption of the fee-based online content services. To date, most information systems (IS) research has been focused on explaining new information technology or systems. Based on theories and findings from various fields, this research attempts to answer the following questions: (1) Does cost really matter in adopting the fee-based online content services? (2) What are salient factors that explain customer adoption in the context of online content services provision? (3) How the characteristics between user groups are different according to the type of online content? This study surveyed Internet users in Korea which has the high Internet penetration rate in the world. The result of this empirical study indicated that the existence of an alternative free online content service plus ease of use do not significantly affect customers' adoption. This result also suggests that online content providers need to segment buyers according to their needs and preferences, and execute their focused market strategy. Finally this paper would provide a detailed account of how customer perceives and accepts fee-based online content services.

**Keywords:** Customer Acceptance, E-Business, Fee-based Services, Online Content