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A Study of the paying behaviour for subscribing social network sites

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Abstract

This paper adopted a decomposed theory of planned behaviour as the research framework to study users' behaviour of paying subscriptions for a social network site. An online survey was conducted of the users of a popular social network site in Taiwan. Two factors, experience level, and financial resources, were hypothesized to test whether these factors would moderate the relationship between paying intention and real paying behaviour. Partial Least Square was used and the results of 577

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