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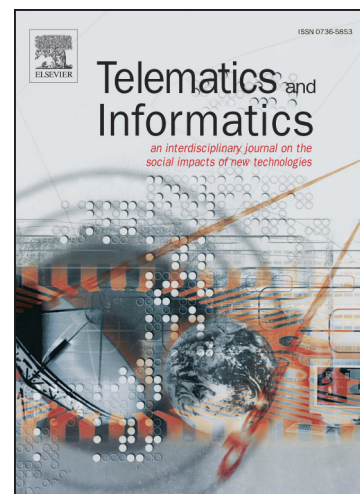
Factors influencing the low usage of smart TV services by the terminal buyers in Korea

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Factors influencing the low usage of smart TV services by the terminal buyers in Korea

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Abstract

Smart TV in Korea faces an asymmetric situation between the purchase of terminals and the usage of services. In spite of this low utilization, there are few prior studies on the causes of adoption barriers for smart TV services in Korea. This study focuses on the research problem of, “Why do people not use smart TV services even after purchasing smart TV terminal in Korea?” Using survey data collected from Korean buyers of smart TV terminals, this study empirically analyzes the factors influencing the low usage of smart TV services. The study’s results show that a lack of sub-services, low network quality, and low usability significantly affect the usefulness of smart TV services. Further, the low usefulness, low usability, and alternatives are the primary determinants of low intention of using smart TV services.

Keywords: smart TV, usefulness, usability, alternatives, diffusion, adoption barriers

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