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Full Research Paper**What Drives Knowledge Payment in the Knowledge Payment Platform?****An Empirical Study on the Purchase Behavior in the Emerging Market**

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Abstract: Knowledge payment has become an emerging interactive mode. This research aims to investigate the influential factors driving knowledge demanders' knowledge payment for online knowledge in emerging markets. By integrating flow experience theory and means-end chain theory, this paper reveals the relationships between each characteristic (product characteristics, demander characteristics, and platform characteristics), and knowledge demanders' purchase intention. Hypotheses and theoretical model with product characteristics, demander characteristics, and platform characteristics of paid knowledge were proposed. 413 effective questionnaires were collected. A structural equation modeling was constructed and AMOS was used to illustrate the original estimate value of each path and correlations between items and factors. The results show that flow experience affects path dependence and perceived cost enjoyment, path dependence influences perceived cost performance. For product characteristics, perceived substitutability negatively influences perceived cost performance and purchase intention, and perceived cost performance affects purchase intention. For demander characteristics, perceived cost enjoyment positively affects purchase intention. For platform characteristics, perceived payment risk negatively influences purchase intention, while perceived payment convenience has no significant influence on purchase intention. The findings of the research provide some strategic enlightenment for content producers, knowledge payment platform managers.

Keywords: knowledge payment, purchase behavior, knowledge payment platform, emerging market

1. INTRODUCTION

From bones, tortoise shells, or bamboo slips, to papers and computers, the way people acquire knowledge is constantly changing. In emerging markets, the rapid growth of the user scale makes us pay more attention to the knowledge payment platform. Paying for knowledge is a very popular phenomenon in China. As of June 2020, in China, the scale of online payment users reached 805 million and affected by Novel coronavirus pneumonia, the number of online education users worldwide has grown rapidly^[1]. This shows the huge growth potential of knowledge payments in emerging markets such as China.

In emerging markets, knowledge, and skills sharing, as a new business form, will inevitably encounter difficulties and challenges. The emerging-market has the following characteristics: (1) In emerging markets, knowledge payment markets are highly competitive, and the free alternatives for paid knowledge content do exist widely due to the lack of copyright awareness. The demand for knowledge in emerging markets is strongly influenced by the value of free sharing^[2]; (2) In emerging markets, many of the consumers are price-sensitive, users may not be willing to pay for online content^[3]. Therefore, it is very important to study the purchase intention of users for online knowledge products in emerging markets.

Previous research on knowledge payment behavior involves four main research objects: content producers, knowledge products, knowledge payment platforms, and knowledge demanders, and these studies mainly focus on the characteristics of a single research object. There are few studies on the influencing factors of knowledge payment behavior from the characteristics of multiple research objects. Therefore, this paper constructs a

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research model to investigate the purchase intention of users to online knowledge products in the emerging market environment. Multi-attributes, including product characteristics, knowledge demanders' characteristics, and platform characteristics have been taken into consideration to investigate essential factors that drive users' intention to pay for online knowledge. This study provides a new insight concentrating on emerging market users and may enrich existing literature in knowledge payment behavior.

2. LITERATURE REVIEW

As for knowledge producers, many scholars focus on the motivations of participants to continue to contribute to the online knowledge community^[4]. Jin et al.^[5] have studied the influencing factors of knowledge sharing from the social exchange theory perspective. We found that the research on knowledge providers is more focused on the exploration of the motivation of knowledge sharing. This kind of research is not highly relevant to our research. As for knowledge products, As an intangible information product, under the circumstances that the quality of knowledge products may not be judged directly, it is worth studying that what factors will affect consumers in the process of purchase decision-making. Zhu and Zhang^[6] examine the type of knowledge payment and the regulating effect of price. In emerging markets, previous studies paid less attention to the substitutability of knowledge products. The widespread of free content on the Internet indicates that despite a strong user base and huge market potential of knowledge payment in emerging markets, low-cost or free alternatives may be more attractive to consumers than knowledge payment. As for knowledge demanders, some researchers focused on the factors that drive consumers' online knowledge purchase intention based on the cognitive-affective-conative framework and customer value theory^[7]. Ding^[8] discussed the influence of hopes and anticipated regret on previous user behavior and user satisfaction. However, less attention has been paid to the perceived cost enjoyment of knowledge payment. As for knowledge payment platforms, payment activity in the platform plays a significant role as the last step of purchase behavior and users have to bear uncertainty and risk in this step. Considering the quality of system and knowledge, Zhou^[9] explored the influence of environmental factors on users' willingness for continuous usage. Previous studies have shown that platform characteristics do affect users' knowledge payment behavior. However, we still want to know more about the influence factors of platform characteristics on knowledge payment behavior in emerging markets.

Although there have been many researches on online knowledge payment behavior from different perspectives in the past, the research on willingness to pay for knowledge still needs a more comprehensive perspective. This research aims to explore from multiple angles which factors affect user knowledge payment behavior in emerging markets: (1) We focus on the impact of product characteristics on payment behavior in emerging markets, especially the two factors of perceived substitution and perceived cost performance; (2) We intend to study the impact of Perceived cost enjoyment on the behavior of knowledge payment from the perspective of the demander characteristics; (3) The payment process is the key point of the last step of the purchase behavior, especially in emerging markets, should consider both the payment risk and convenience factors. Therefore, we hope to find out the influence of product characteristics, knowledge demander characteristics, and platform characteristics on knowledge payment behavior, which may make the research results interesting and valuable.

3. HYPOTHESES DEVELOPMENT

3.1 Path dependence

Research in both marketing and economics proposes that consumers are more likely to choose products that they have already purchased. Kuo et al.^[10] also revealed that consumers' inertia would affect repeat purchase intention. A sunk cost is the major cause of path dependence, each transformation of behavior needs

corresponding financial and emotional cost. So, this research defines path dependence (PD) as knowledge demanders' reliance on the knowledge payment platform. In this paper, perceived cost-performance is defined to describe the cost-performance ratio in knowledge acquisition. Knowledge demanders who are used to and relied on the knowledge payment platform will financially and emotionally cost less, which means they will perceive more cost performance. Therefore, the hypothesis is as follows:

H1. Path dependence will positively affect the perceived cost performance of paid knowledge.

3.2 Flow experience

Based on consumer behavior theory, psychological factors are significant constructs to affect consumers' behavior, which has also been applied to the adoption and usage of information technology (IT). Hoffman and Novak firstly applied flow theory to the online environment and found that various online behavior such as online gaming, online shopping, and email will produce various flow experiences^[11]. According to research, flow experience will reach a peak when people seek information online which is followed by online reading and writing. This research considers flow experience (FE) as a motivational paradigm to explain users' knowledge acquisition behavior. We define flow experience as users' total involvement, concentration, and absorption in online knowledge acquisition. In conclusion, flow experience was proposed to positively affect knowledge demanders' dependence and perceived cost enjoyment towards knowledge acquisition. The hypotheses are as follows:

H2. Flow experience will positively affect the perceived cost enjoyment of knowledge payment.

H3. Flow experience will positively affect knowledge demanders' path dependence.

3.3 Product characteristics

3.3.1 Perceived substitutability

Perceived substitutability (PS) refers to individual perception of whether a specific product or service can be substituted by existing others^[12]. When a product is considered as a substitute for another one, it means they share similar physical or functional properties. More competitors in the market provide more opportunities for people to choose, and then higher substitutability appears. In the knowledge payment context, Perceived substitutability is understood as the extent to which people think they can easily find free or cheap resources. Higher perceived substitutability suggests that knowledge demanders would be more likely to find free or cheaper content from other approaches. In this research, we propose perceived substitutability will negatively affect perceived cost performance and purchase intention, so the hypotheses are as follows:

H4. Perceived substitutability of paid knowledge will negatively affect the perceived cost performance of paid knowledge.

H5. Perceived substitutability of paid knowledge will negatively affect the purchase intention of paid knowledge.

3.3.2 Perceived cost performance

Value involves higher-level goals that motivate and direct consumers' decision-making processes. According to the exchange theory in marketing researches, perceived value is considered as a precondition of purchase intention^[13]. In this study, we regard perceived value as an important dimension, and define it as knowledge demanders' overall assessment of paid knowledge. Moreover, in our research context, we integrate quality, cost and emotion into perceived cost performance (PCP). We consider that if knowledge demanders perceive higher cost performance, they will be more willing to pay for it. Thus, we propose:

H6. Perceived cost performance of paid knowledge will positively affect the purchase intention of paid knowledge.

3.4 Demander characteristics

Perceived cost enjoyment (PCE) is defined to describe knowledge demanders' emotional satisfaction with online knowledge concerning the cost that knowledge demanders' have to pay. Although cost enjoyment has not been conceptualized in a previous study, we can find this kind of description in practice. For instance, eBay applies "ratios of enjoyment per cost" to vividly express the flow experience of consumers during online shopping. Besides, some studies use perceived playfulness to present the enjoyment an individual perceives in the process of using mobile services^[14]. We hold the idea that when knowledge demanders get a sense that they get such great joy and fulfillment from online knowledge than the money they spend on it, they will have a great willingness to purchase paid knowledge in the knowledge payment platform. Hence, we propose:

H7. Perceived cost enjoyment of paid knowledge will positively affect the purchase intention of paid knowledge.

3.5 Platform characteristics

3.5.1 Perceived payment convenience

Payment activity plays a significant role as the last step of purchase behavior, and users have to bear uncertainty and risk in this step. Therefore, the dimension of perceived payment characteristics was put forward in this research. Brown Lew^[15] defined convenience from five dimensions namely time, place, acquisition, use, and execution. In detail, time dimension means providing the product when the consumer wants it; place dimension means product placement can bring more convenience to consumers; acquisition convenience means it is easy for consumers to access to products, usage convenience means the products are easy to use and execution convenience means someone provided the products. This paper adopts the usage dimension as the research variable since our research focuses on purchase intention analysis rather than payment service adoption. Thus, we propose:

H8. Perceived payment convenience of paid knowledge will positively affect the purchase intention of paid knowledge.

3.5.2 Perceived payment risk

The risk was firstly defined in the decision-making field as users' understanding of possible results and hazards, and then consumer behavior researchers proposed the concept of perceived risk. Previous studies have shown that perceived risk is one of the main factors influencing consumers' payment for finance-related mobile services^[16]. Therefore, it is appropriate to consider perceived payment risk as a construct in this study, and we only take economic risk into account for the major concern that consumer is financial loss during the process of payment. Therefore, we propose hypotheses as follows:

H9. Perceived payment risk of paid knowledge will negatively affect purchase intention toward paid knowledge.

The research model is shown in Figure 1.

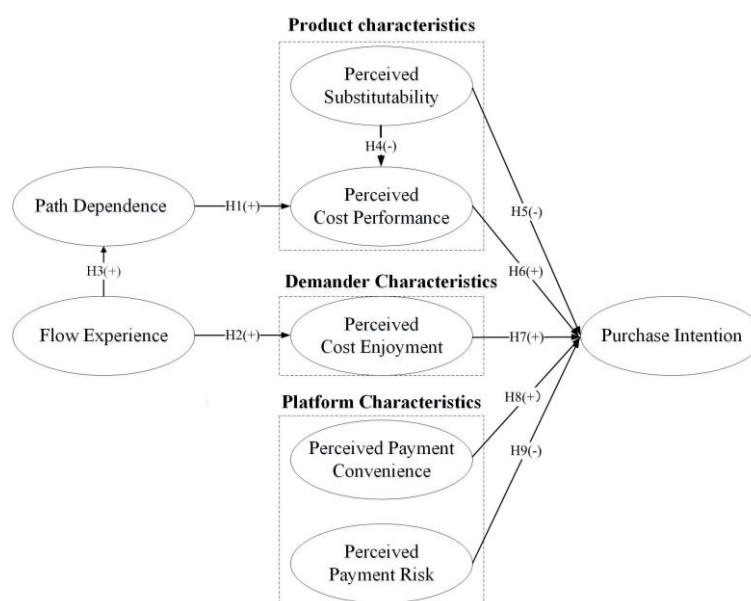


Figure 1. Research model

4. RESEARCH METHODOLOGY

4.1 Measure instrument

Our study builds on prior work, a five-point Likert scale is adopted to measure the constructs. In the respect of the measurement, items are created in English, we use a back-to-back translation to develop the items into Chinese by inviting three experts in the relating research fields. As shown in Table 1, every variable is measured by multi-item scales adapted from validated measures in past studies.

Table 1. Survey instrument

Variables	Item	Wording
Path dependence ^[10]	PD1	When I intend to acquire knowledge, my mobile devices are always my first choice.
	PD2	When I intend to acquire knowledge, switching to a new app would be bother.
	PD3	The cost of time for switching to another knowledge payment platform is high.
	PD4	The cost of effort for switching to another knowledge payment platform is high.
Flow experience ^[17]	FE1	I pay less attention to my surroundings while I am acquiring online knowledge.
	FE2	I can't feel the time passing while I am acquiring online knowledge.
	FE3	I'm very focused while I am acquiring online knowledge.
	FE4	I am totally absorbed while I am acquiring online knowledge.
Perceived substitutability ^[12]	PS1	When I need to pay for online knowledge, I would try to seek free resources from webpage.
	PS2	When I need to pay for online knowledge, I would try to seek free resources from other apps.
	PS3	When I need to pay for online knowledge, I prefer free resources from other approaches.
Perceived cost performance ^[13]	PCP1	I think the price of online knowledge is cost-effective.
	PCP2	I think the price of online knowledge is reasonable.
	PCP3	Overall, I think the cost performance of online knowledge in app is high.
Perceived cost enjoyment ^[13]	PCE1	Compared to the cost, I pay more attention to the joy online knowledge brings to me.
	PCE2	Considering the pleasure I get from Knowledge acquisition, the price of online knowledge is cheap.
	PCE3	In general, I think the cost enjoyment of online knowledge is high.
Perceived payment convenience ^[18]	PPC1	I think mobile payment is simple and easy to use.
	PPC2	I think mobile payment saved my time and effort.
Perceived payment risk ^[19]	PPR1	Transaction may disclose my personal private information.
	PPR2	Transaction may result in my finial loss.
Purchase intention ^[10]	PI1	I intend to pay for online knowledge.
	PI2	I think I would pay for online knowledge.
	PI3	I plan to pay for the online knowledge.

To make sure that the questionnaire is accurately expressed, the questionnaire was initially tested. In addition, we invited three experts whose main or research interests are user behaviors of online knowledge platforms to modify the questionnaire.

4.2 Questionnaire design and data analysis method

Knowledge demanders who have online knowledge acquisition experience on knowledge payment platforms were recruited as the subjects of this study. The questionnaire contains two sections. The first section consists of nine questions to collect demographic information. The second section consists of eight variables, including twenty-four items that measured the constructs, to assess the participants' preference and habits for

knowledge payment platforms. This study contains 8 constructs and 24 items, so the number of questionnaires gathered should be over 240, which is consistent with the theoretical effective sample size.

We chose the Chinese market as our empirical case study for two reasons. First, the China market is a typical emerging market. Second, the knowledge payment industry of China has huge market demand and broad market prospects. We first contacted 500 knowledge payment platform knowledge demanders and asked if they had the willingness to participate in our survey. Also, we sent out a questionnaire to 465 mobile knowledge demanders who were interested in our survey. After scrutinizing the responses, we removed incomplete and completely similar answer questionnaires. Finally, we got 413 valid questionnaires. Furthermore, non-response bias was examined by comparing the means of all constructs and demographics for early and late participants.

We used Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to test the relationship between factors and the project. In the process of SEM analysis, latent variables are displayed as ellipses while manifest variables are depicted as rectangles, and One-way arrows imply a hypothesis relationship between two factors. SEM includes two parts. One is a measurement model to evaluate the relations between latent variables and variables from the factor analysis. The other is the structural model to assess the relations between the latent variables.

5. RESULTS

5.1 Respondents' profiles

The demographics of our dataset are shown in Table 2. The main reason to form this kind of distribution is that the main part of mobile knowledge demanders in China is young people. They have a relatively high rate of acquiring online knowledge habits for their study and research. The data in Table 2 showed that knowledge payment platforms have widely target groups, and this kind of knowledge acquisition style is especially popular in the 18~40 age group. Furthermore, the frequency and duration of acquiring online knowledge are relatively high in this group. But we also notice that willingness to pay for knowledge content is relatively low.

Table 2. Demographic profile of respondents

Measure	Items	Frequency	Percentage
Gender	Male	196	0.47
	Female	217	0.53
Age	Under 18	3	0.01
	18 ~ 30	374	0.91
	31 ~ 40	28	0.07
	Over 40	8	0.02
Education	Junior college or less	23	0.06
	Undergraduate	255	0.62
	Master or above	135	0.33
Using frequency in the knowledge payment platform	Seldom (several times a month)	98	0.24
	Often (several times a week)	98	0.24
	Usually (once or twice a day)	48	0.17
	Always (several times a day)	150	0.36
Duration of each using	Under 15 minutes	84	0.20
	15 ~ 30 minutes	180	0.44
	30 ~ 60 minutes	93	0.23
	1 ~ 2 hours	35	0.08

Measure	Items	Frequency	Percentage
	Over 2 hours	21	0.05
Using occasion	On the car	150	0.36
	Bedtime	231	0.56
	Noontime	113	0.27
	At any time	211	0.51
Knowledge contents	Novels	214	0.52
	Magazines	124	0.30
	Academic materials	109	0.26
	News	310	0.75
	Comics	28	0.07
Purchase times of online knowledge	Never	264	0.64
	1 ~ 2	87	0.21
	3 ~ 5	36	0.09
	6 ~ 10	12	0.03
	Over 10	14	0.03

5.2 The measurement model

The measurement model should be examined before the structural model because its result can reflect the desired constructs or factors under this study. We use CFA to test the reliability, convergence validity and discriminant validity to analyze the measurement characteristics of constructs. The properties of the measurements and the descriptive statistics are presented in Table 3. The Cronbach's Alpha value of constructs ranges from 0.864 to 0.947, which shows the high (0.70-0.89) reliability of the questionnaire.

Table 3. Item reliability statistics

Variables	Item	Factor loading	AVE	CR	Cronbach's alphas
Path dependence	PD1	0.874	0.619	0.864	0.864
	PD2	0.901			
	PD3	0.679			
	PD4	0.663			
Flow experience	FE1	0.835	0.713	0.908	0.908
	FE2	0.866			
	FE3	0.818			
	FE4	0.857			
Perceived substitutability	PS1	0.867	0.812	0.928	0.928
	PS2	0.910			
	PS3	0.925			
Perceived cost performance	PCP1	0.867	0.764	0.907	0.905
	PCP2	0.884			
	PCP3	0.871			
Perceived cost enjoyment	PCE1	0.816	0.742	0.896	0.895
	PCE2	0.877			
	PCE3	0.889			

Variables	Item	Factor loading	AVE	CR	Cronbach's alphas
Perceived payment convenience	PPC1	0.908	0.812	0.896	0.896
	PPC2	0.894			
Perceived payment risk	PPR1	0.944	0.869	0.930	0.929
	PPR2	0.920			
Purchase intention	PI1	0.885	0.841	0.941	0.947
	PI2	0.932			
	PI3	0.933			

It can be assessed by the loading of two factors: Average Variance Extracted (AVE) and Composite Reliability (CR). Values of composite AVEs and CRs are considered adequate, with AVEs all above 0.6 and CRs all above 0.85. Therefore, the result satisfying convergent validity indicates that all items and variables can be considered to be acceptable and are reserved for the following research. Through comparing the square root of the AVE about a given factor and the correlations between the factors, discriminant validity can be assessed. The square root of AVE of each construct is higher than correlations between this construct with others (Table 4). This result manifests that each construct shares a higher variance with items in its factor.

Table 4. Correlation matrix of the constructs

	PD	FE	PS	PCP	PCE	PPC	PPR	PI
PD	0.787							
FE	0.384	0.844						
PS	0.135	0.352	0.901					
PCP	0.107	-0.01	-0.142	0.874				
PCE	0.09	0.233	0.082	-0	0.861			
PPC	0.081	0.21	0.408	-0.06	0.049	0.901		
PPR	-0.073	-0.19	-0.324	0.042	-0.044	-0.844	0.931	
PI	0.073	0.089	-0.058	0.356	0.381	0.139	-0.185	0.917

5.3 The structural model

A set of indices of fit goodness can be used to assess the consistency such as CFI, IFI, TLI, and RESEA, etc. The results show in Table 5, excellent fit indices with CFI 0.954 and RMSEA 0.06. In conclusion, the reliability, convergent validity, discriminant validity, and the model fit all suggest that the measured variables explain much of the variances of corresponding latent constructs.

Table 5. Model fit summary

CMIN/DF	2.498	CFI	0.954
GFI	0.898	RFI	0.914
AGFI	0.871	IFI	0.954
NFI	0.926	RMSEA	0.06

We present the model testing result by combining the path coefficient and the corresponding significance level. When the hypothesis of two constructs was effective, a larger path coefficient means stronger relations. Then, according to Figure 2, the final path coefficients and hypothesis testing were showed in Table 6. All the hypotheses except H8 were statistically significant.

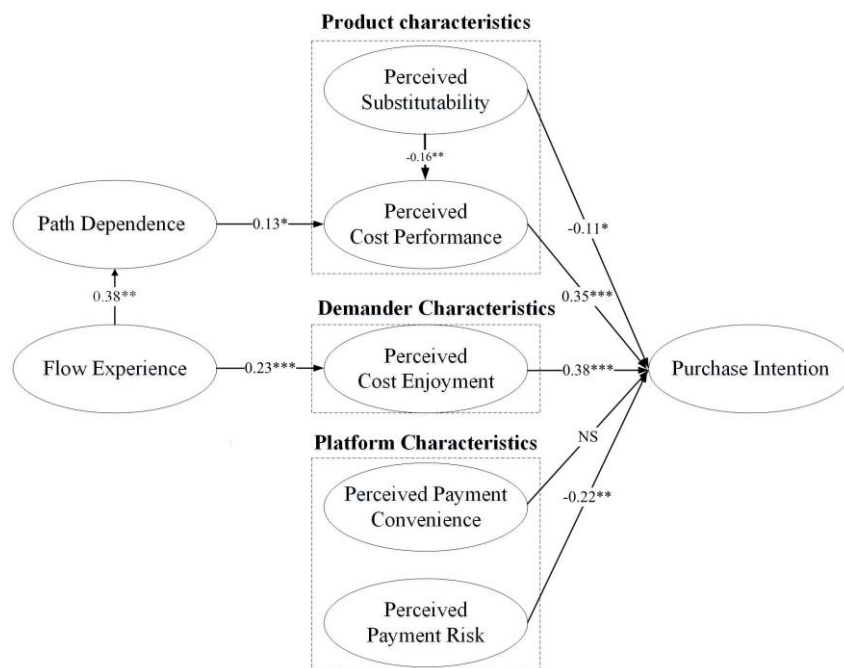


Figure 2. Results of research model

Table 6. Path coefficients and hypothesis testing

Path	Hypothesis	Path Coefficient	P-Value	Results
FE→PCE	H1	0.384	***	Supported
FE→ PD	H2	0.233	***	Supported
PD→PCP	H3	0.129	0.025	Supported
PS→ PCP	H4	-0.160	0.005	Supported
PS→PI	H5	-0.110	0.036	Supported
PCP→PI	H6	0.350	***	Supported
PCE→ PI	H7	0.381	***	Supported
PPC→ PI	H8	/	0.999	Not Supported
PPR→ PI	H9	-0/219	0.033	Supported

Notes: *p<0.05, **p<0.01, ***p<0.001.

6. DISCUSSION

6.1 Influence factors of purchase intention in the knowledge payment platform

We built a theoretical model to explain users' purchase intention of paid knowledge in the knowledge payment platform by integrating flow experience, path dependence, product characteristics, demander characteristics, and platform characteristics. To be more specific, as for product characteristics of paid knowledge, perceived substitutability has negative effects on perceived cost performance (**, p=) and purchase intention. It is consistent with the status quos of emerging markets and the real environment in China. However, the result that perceived cost performance positively affects purchase intention illustrates knowledge demanders are still economically rational and always chase maximum utility.

For demander characteristics of paid knowledge, the factor of perceived cost enjoyment has the highest direct effects on users' purchase intention. The meaning of perceived cost enjoyment in this study does not merely refer to enjoyment, but is "ratios of enjoyment per cost". The result illustrates knowledge demanders' enjoyment

feeling is the key to encourage their purchase intention, especially after comparing to the money they spend on online knowledge. It additionally supports enjoyment as a vital influencing factor to purchase intention in the online context^[14].

For platform characteristics of paid knowledge, perceived payment risk is proved to be a significant influential factor of purchase intention. The main worry is about the possibility that their private financial information might be divulged or be abused. This finding is by previous works^[16]. This research shows that perceived payment convenience has not significant effect on consumers' purchase intention. Although users may have some payment risk concerns, mobile payment has been applied and accepted in tremendous scenarios in China. Consumers, especially the young users of knowledge payment platforms, get used to mobile payment, and almost have no perceived complexity of payment. Hence, they may not be affected by transactional convenience.

Finally, the results show flow experience and path dependence do exist in knowledge acquisition. Flow experience presents a positively direct influence on path dependence and perceived cost enjoyment. Results reveal that the more joyfulness acquired from the knowledge acquisition process, the higher the hedonic value knowledge demanders perceived. While flow experience also shows the positive indirect impact on knowledge demanders' purchase intention towards online knowledge which is following the findings that flow experience can result in behavioral response. Additionally, once knowledge demanders form special inertia towards online knowledge acquisition, they will consider knowledge payment platforms more valuable and will adopt this kind of repeated behavioral pattern.

6.2 Theoretical and practical implications for knowledge payment

Consumers' purchase intention of paid knowledge in the knowledge payment platform makes great contributions to all the service providers in the online knowledge payment industry, especially knowledge demanders in emerging markets (such as China) greatly influenced by the free sharing values^[2]. We stood on the position of knowledge demanders and constructed knowledge demanders' perceived value with Chinese consumption characteristics by defining the concept of perceived cost performance and perceived cost enjoyment.

Project characteristics and demander characteristics of online knowledge reflect knowledge demanders' cognition and emotion toward knowledge in online knowledge, and platform characteristics present the last and important process of real purchase behavior. It is helpful to examine knowledge demanders' purchase intention of online knowledge, rather than the normally applied Technology Acceptance Model (TAM) framework in examining usage and continuance behavior intention^[20]. Obviously, the three kinds of characteristics all significantly contribute to knowledge demanders' knowledge payment behavior. Some managerial implications of this study might be helpful for the providers of online knowledge service to make their online knowledge service more knowledgeable and profitable.

First, knowledge producers of paid knowledge should focus on providing high-quality and original knowledge-based content and strengthen copyright protection. Meanwhile, so as to adapt to the immature and imperfect protection environment of intellectual property rights in an emerging market and reduce perceived substitutability, the knowledge producers must enforce strict operational processes to prevent the disclosure of original content.

Second, knowledge payment platform developers should enhance the quality of the platform's visual interface design to enhance users' experience. Our results show that demander characteristic (perceived cost enjoyment) is a key driving force towards purchase intention and flow experience as an antecedent of it. Providing a convenient and comfortable online environment for knowledge needs can further create an excellent process experience, thereby further enhancing the positive emotions of knowledge needs.

Finally, since the results show that platform characteristic (perceived payment risk) has significant effects on purchase intention, knowledge payment platform managers should provide trustworthy payment approach to grantee the convenience and safety of payment activity, especially some influential third-party payment platforms. Although the effect of perceived payment convenience on purchase intention was not significant in this research, the indisputable fact is that the payment environment is greatly important during the process of users making purchase decisions, especially in other emerging markets where mobile payment is not universally accepted.

7. CONCLUSIONS

In this paper, flow experience theory and means-end chain (MEC) theory are integrated into the context of online knowledge acquisition to develop hypotheses and theoretical research model. Specifically, perceived cost performance and perceived cost enjoyment are two significant positive factors while perceived substitutability and perceived payment risk are critical negative indicators. In addition, flow experience can positively influence path dependence and perceived cost enjoyment while path dependence in turn shapes perceived cost performance. The results of this study have certain practical significance, which can provide real insights for understanding the characteristics of knowledge demanders, and provide a basis for the online marketing of knowledge payment platforms and the provision of related services.

Although this paper provides meaningful findings of knowledge demanders' purchase intention of paid knowledge, there are some points that require further research. First, most of our research samples are people from high education background and young users. Future research can focus on other age groups and people with lower education levels, exploring different influencing factors about pay for online knowledge. Additionally, although our research is developed with multi-attributes, we emphasize more on intrinsic motivations. Therefore, the research elements can also be expanded from an extrinsic perspective.

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