

FACTORS INFLUENCING E-BOOK PURCHASE INTENTION OF THAI INTERNET USERS: A CASE STUDY OF MOBILE E-BOOK COMPANY

ปัจจัยที่ส่งผลต่อความตั้งใจซื้อหนังสืออิเล็กทรอนิกส์ของผู้ใช้อินเทอร์เน็ตชาวไทย

Natamon Jiramahapoka¹ and Aaron Loh²

^{1,2}Master of Business Administration in Marketing, Assumption University

Received: January 20, 2018 / Revised: June 13, 2018 / Accepted: July 6, 2018

Abstract

This study aimed to determine factors that influence E-book purchase intention of Thai internet users in order to help E-book business in Thailand to develop better marketing strategies. Technology Acceptance Model is the basic theory of this research. This study used quantitative research and descriptive research as the research method. The target group comprised Thai electronic book users identified themselves as Mobile E-book company users. Data were collected from 385 Thai E-book readers, using online channels. Technology acceptance model was proposed, extended and identified for the ease of use technology. However, in this study, the researcher also introduces perceived playfulness and perceived price as factors that reflect the user's attitude and purchase intention, on basis of the flow theory and pricing theory.

The findings in this study show that attitude is a significant factor affecting purchase intention of Thai internet users, to be followed by the perceived playfulness variable. However, the perceived price has a weaker impact on Thai electronic book users than previously expected. The results of this research facilitate the understanding of what stimulate and resist in the purchase intention of Thai E-book readers in order to create an appropriate business model for E-book customer needs.

Keywords: Purchase Intention, E-book, Thai Internet Users

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อความตั้งใจซื้อหนังสืออิเล็กทรอนิกส์ของผู้ใช้อินเทอร์เน็ตชาวไทย เพื่อพัฒนากลยุทธ์ด้านการตลาดของธุรกิจประเภทหนังสืออิเล็กทรอนิกส์ประเทศไทยให้มีศักยภาพมากยิ่งขึ้น โดยใช้ทฤษฎีการยอมรับการใช้เทคโนโลยีสารสนเทศ (Technology Acceptance Model) การศึกษานี้เป็นงานวิจัยเชิงปริมาณและการวิจัยเชิงพรรณนาเป็นเครื่องมือในการศึกษา กลุ่มเป้าหมายคือ ผู้อ่านหนังสืออิเล็กทรอนิกส์ชาวไทย จำนวน 385 คน โดยใช้ช่องทางออนไลน์ในการเก็บข้อมูล ทฤษฎีการยอมรับการใช้เทคโนโลยีสารสนเทศได้รับการพัฒนาและระบุเรื่องการรับรู้ถึงความง่ายในการใช้งานเทคโนโลยีสารสนเทศ ในงานวิจัยขั้นนี้ผู้วิจัยได้เพิ่มเติมปัจจัยอีกสองอย่างเข้าไปในกรอบงานวิจัย ได้แก่ การรับรู้ถึงความสุขในการใช้งานและการรับรู้เรื่องราคาสามารถส่งผลกระทบต่อทัศนคติและความตั้งใจซื้อของผู้ใช้บริการได้ โดยปัจจัยเรื่องการรับรู้ถึงความสุขในการใช้งานนั้นมีที่มาจากทฤษฎีความสิ้นไหวและปัจจัยการรับรู้เรื่องราคานั้นมีที่มาจากทฤษฎีเรื่องราคา

ผลการศึกษาได้แสดงให้เห็นถึงทัศนคติมีผลกระทบต่อความตั้งใจซื้อของผู้ใช้งานหนังสืออิเล็กทรอนิกส์ชาวไทยเป็นอย่างมาก ถัดมาคือ ปัจจัยเรื่องของการรับรู้ถึงความสุขในการใช้งาน ทว่าปัจจัยการรับรู้เรื่องราคากลับส่งผลกระทบต่อทัศนคติของผู้ใช้งานหนังสืออิเล็กทรอนิกส์ชาวไทยน้อยกว่าที่คาดเอาไว้ในเบื้องต้น ประโยชน์ของการศึกษาคือ การทำความเข้าใจถึงปัจจัยที่ส่งผลต่อความตั้งใจซื้อหนังสืออิเล็กทรอนิกส์ของผู้ใช้อินเทอร์เน็ตชาวไทยเพื่อนำไปพัฒนารูปแบบของธุรกิจเพื่อตอบโจทย์ความต้องการของผู้บริโภคหนังสืออิเล็กทรอนิกส์ต่อไป

คำสำคัญ: ความตั้งใจซื้อ หนังสืออิเล็กทรอนิกส์ ผู้ใช้อินเทอร์เน็ตชาวไทย

Introduction

Book is a bank of knowledge. It is a record of and collected information, history and imagination passed down by humans through generations. The printing has had continuous development. Today, a book is a set of writing, printed, illustrated or blank sheets, made of ink, paper, parchment, or other materials, usually fastened together to hinge at one side. A single sheet within a book is called a leaf and each side of leaf is called a page. A set of text-filled or illustrated pages produced in electronic format is known as an electronic book, or E-book.

The report of Global eBook shows that book publishing as a market leader in the global entertainment industry and has been

number one with market share value with \$151 billion – more than movies magazines and video games industries. Rhanberg (2016) mentioned people buy books for entertainment, information, obligation, social pressure or impulse. Entertainment is the most obvious reason, especially works of fiction. This is consistent with the report of market share of eBook showed fiction had the highest revenue and Pew Research Center's survey said 80% of eBook readers read it for pleasure.

According the survey of the NSO in 2015, young people were the main customers of eBook business. The Study found that education related to behavior of the customers to use E-book application. Especially, People in gen Y and Z has not been a problem to the

printed Book.

ASK Media company produced Mobile e-books (MEB) is an application for reading E-books. ASK Proof and ASK Square and has also developed application for Chula bookstore (CU eBooks store) and Book Smile Store (BookSmile). Mebmarket.com started service in November of 2011 and become popular and has a million users as of 2014, because of its usefulness, easy in using, playfulness and price.

Research Questions

What are the factors influencing E-book purchase in Thailand? This study is seeking to understand the intention and attitude of consumers who make E-book purchases.

Significance of the Study

Digital marketing is a critical topic, which includes digital products like E-books. It not been as popular in Thailand as in USA and Europe because of the difference behavior and policy. In Thailand, most of the E-book research has been focused on the effect on students learning and not on its role as a business model. The research looked at the efficiency of E-book. The result shows the effectiveness and satisfaction of students who learned by E-books at Microeconomics as a subject by E-book.

Objective of the Study

Using the Technology Acceptance Model (TAM) and Use and Gratification Theory (UGT): To study the relationship between perceived

usefulness and attitude towards E-book.

1. To study the relationship between perceived usefulness and attitude towards E-book.
2. To study the relationship between perceived playfulness and attitude towards E-book.
3. To study the relationship between perceived price and attitude towards E-book.
4. To study the relationship between perceived ease of use and attitude towards E-book.
5. To study the relationship between perceived attitude and purchase intention towards E-book.

Scope of the Research

“Factor influencing E-book purchase intention of Thai internet users: A case study of Mobile E-book company” focuses on Thai user of Mobile E-book company who have experience with Mobile E-book company’s service. Their perceived usefulness, perceived ease-of-use, perceived playfulness, perceived price are being examined for attitude and purchase intention. Concurrently considering demographic factors to find out the real Mobile e-book company’s user and estimate their purchasing behavior with in specific period (October 2016 to February 2017).

Literature Review

In Thailand, E-book is an innovation in reading activity, which mixes studying and recreation. So activity of using an online content

service is perceived to be enjoyable in its own right, apart from any performance consequences that maybe anticipated (Davis, 1993).

Relationship between Perceived Ease of Use and Attitude

Perceived Ease of Use was proposed to affect users' attitude with the research of Kucukusta et al. (2013). The study examined Hong Kong online users' intention to book online tourism product and found that convenience and ease of use are much more important for group of jobseeker, student, and employee who use the Internet more frequently, compared with another group (e.g. man/housewife, retired and higher intellectual profession). Moreover perceived ease of use was examined to be a significant predictor of perceived usefulness and attitude. Amin, Rezaei & Abolghasemi (2014) proposed ease of use has strongly effective to purchasing a mobile system via users' mobile phone, because its convenience to get what they want no matter they are. This factor also has more positive to attitude of student who searching internet for their education. Joo & Choi (2015) did a survey about factors affecting undergraduates, selection of online library resource in academic task and found that student would decide how ease of use of system by whether they can find the information they want in a few click, if not they may less continue to use that system in the next time.

Relationship between Perceived Playfulness and Attitude

Enjoyment is significant determinant of

innovation acceptance, it was found to have greater influence on attitude than Perceived Ease of Use in entertainment part (e.g. social network, like Face-book, online shopping and blog) (Liao, To & Liu, 2013). Abbad (2103) explained that enjoyment exercise both direct and indirect effect on attitude of consumer. The user who has higher levels of enjoyment motivation will spend more time on the system, increase value perception of users and influence usage attitude (Lee, Tsao & Chang, 2015). Cause of Perceived Playfulness is a lower cognitive burden to overcome the operation difficulties and willingness to expand more effort on the system use innovation. However, online shopping needs more utilitarian motivation than hedonic motivation.

Relationship between Perceived Price and Attitude

Price is the amount of money charged for product or service. It has been a major factor affecting buyer choice (Kotler & Armstrong, 2012). In marketing research, the monetary price is usually conceptualized together with the quality of products and services to measure the perceived value of product and service and many consumer behavior researches have concluded the price related to constructs to explain consumer behavior. Price perceptions have a strong significant influence on customer satisfaction and loyalty. If perceived price are found to be reasonable without hidden charges, it will lead to customer satisfaction and loyalty (Kaura, Durga & Sharma, 2015).

Relationship between Perceived Usefulness and Attitude

Usefulness is elementary in examination of innovation acceptance. Decision of consumer on whether they will accept new technology depend on whether they feel that innovation is useful and make a task better or easier to complete (Davis, 1985). Rezael & Amin (2013) and Bashir & Madhavaiah (2014) confirmed Perceived Usefulness as main factor for attitude of adoption of online service by mobile, exerted a positive effect on attitude, especially while they are traveling because it makes people's work and life better. However, Kanchanatane (2014) study E-Marketing in Southern border province of Thailand and result not support for Davis (1989)'s and Rezael & Amin (2013)'s finding based on Technology Acceptance Model, but perceived compatibility of Diffusion of Innovation does. This perceived compatibility means that innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters. Nonetheless, the area of study is special for commerce or e-commerce.

Relationship between Attitude and Purchase Intention

According Armstrong & Kotler (2000) described a person's shopping choices are influence by four major psychological factors: motivation, perception, learning and belief and attitude. Especially, attitude is formed for consumers' decision making. The advantage of online shopping is time efficient, and available for twenty-four hours, convenience, price,

wider selection, utilitarian orientation and attitude.

Attitude is important for utilitarian consumer but not for hedonic consumer.

Zeng (2009) used Theory Reasonable Action to study young consumer's perception and purchase intention toward mass-designer lines and found that attitude was a strong predictor to purchase intention for young consumer. Product attribute are a key part of attitude toward purchasing intention. Most important attributes maybe brand name, experience and image.

Research Framework

This study on the factors influencing E-book purchase in Thailand is seeking understand the intention and attitude of consumers who make E-book purchases. E-book is growing market. In 2011, the market share of E-book in the publishing market was not over 1% or \$0.4 million; but in 2012, it increased to \$3 million (Forbes Thailand, 2015), and it is expected to continue growing in the future.

Theoretical Framework

TAM was proposed by Davis in 1985. He developed his theory from the Theory of Reasoned Action (TRA) for his doctoral thesis to explain and predict user motivation. Both theories posited that when people want to do something with freedom, many factors still limit their action e.g. ability of technology usage level, time, environment, organizing condition and lacking of knowledge. Moreover, the research

has adapted TAM to Flow theory that was first posited by Csikszentmihalyi in 1975, to extend research model of this study. Flow theory describes the experience of intrinsically motivated people who were engaged in an activity chosen for its own sake. This theory supposed under normally situation, people's experience is optimal. Csikszentmihalyi (1975, 1997) defined optimal experience as merging of action and awareness, when people concentrate only the task in their hands and forget about time or everything around with positive emotion. Their quality of experience termed "flow".

Flow is the most positive emotion for learning. It creates more chance for studying. Csikszentmihalyi (1997) refined Flow Theory into eight-category scheme and developed the

Experience Sampling Method (ESM) to describe how individuals experience activity affect people daily lives. Eight-category scheme including: Anxiety, Arousal, Flow, Control, Relaxation, Boredom, Apathy and Worry. At the first time, Flow Theory was used for study about the motivation of participation in an activity before be expanded to every activity, even business with IT usage research and be named "playfulness".

Many researchers have underlined price as a key element of business in long term. It is a factor of the marketing mix. The 4Ps marketing mix was created by McCarthy in 1960, including: product, price, place and promotion. Next, it was developed by Booms & Bitner in 1981, to be 7Ps, composited: product, price, place, promotion, people, physical evidence and process.

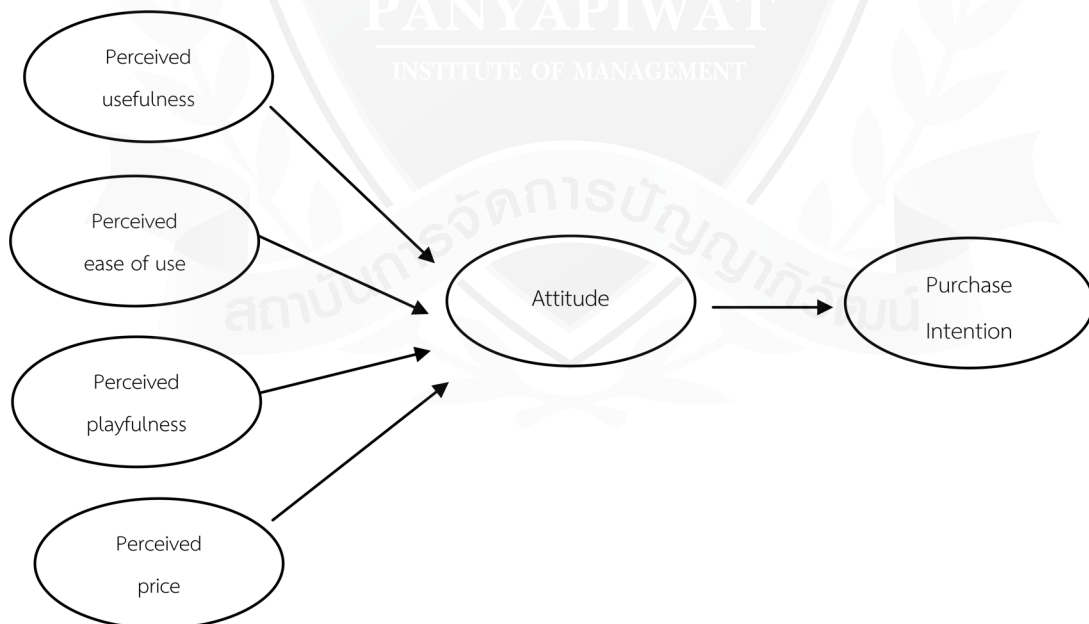


Figure 1 Framework of factors influencing E-book purchase intention of Thai internet user.

Research Methodology

In this study, the research used Quantitative Research and Descriptive Research as Research Method to target population who is Thai user identified themselves as Mobile E-book company user. This research aims determine the factors that related to the adoption of Mobile E-books Company (MEB), statistically the larger the sample size of the questionnaire the more likely the statistical result will reflect the whole population. The data of this research were collected from 387 survey online questionnaire from respondents who identified themselves as Mobile E-book Company's user (MEB), and were completed by randomly selected current users with Judgment Sampling and Convenience Sampling.

Questionnaires are the principle research instrument and questions are based on previous empirical research. The researcher design uses an online questionnaire for two reasons. First, the target population of this study are people who have experience using E-books from Mobile E-books who provide services via website and applications. Hence, an online questionnaire survey may easily target them. Second, usage of an online survey is low cost, has a widespread reach, is timely and is convenient.

The questionnaire consisted of three sections and closed-ended questions were adopted in the survey questionnaire. It provides respondents specific limited option and requires them to choose the best suitable response based on their own opinion (Carr & Griffin, 2010)

After collecting the data of the research,

the data will be analyzed to ensure coherency of the results.

Pearson's correlation coefficient (r) is a statistic measure of the strength of a linear relationship between paired data. It is often used in modern software package available for data display and curve fitting. Hall (2015) defined as the ratio of the covariance of two variables representing a set of numerical data, within the range of -1.0 to +1.0, but it should not be used in evaluating the quality of fits to physics data.

Coakes & Steed (2010) proposed the number indicates the strength of the relationship while the sign (+ or -) presents the direction of relationship. A value of +1.0 means there is perfect positive linear relationship while a value of -1 means a perfect negative linear relationship between two factors. However, a value of 0 indicates that there is no association or linear relationship between two elements. Thus, the higher of correlation coefficient means the stronger the level association between variables.

For this study, the analysis test is done at 5% significant level. The null hypothesis (H_0) would be rejected if the significant value and P is less than 0.05 (Malhotra, 2007).

Results

The result of this research titled Factors Influencing E-book Purchase Intention of Thai Internet Users shows 73.1% (283) of the respondents identified themselves as female. This population is compliance with the type

of book that was used in research, fiction. Education (bachelor degree) represents they are educated people who would like to learn and accept new technology, with age (31-40 years old) and income (20,001-50,000 Baht) have purchasing power for supporting E-book readers, like iPad and Kindle, but the aging result of this research may be opposed with the survey of Kindle in 2011 said 38.7% aged 35-54 and 37% aged 55 or older, with physical reason.

Discussion

The result of this study shows 73.1% of the respondents identified themselves as female. This population is compliance with type of book that was used in research, fiction. Education for bachelor degree represents that educated people who would like to learn and accept new technology, with age (31-40 years old) and income (20,000-50,000 Baht) have purchasing power for supporting E-book readers, like Ipad and Kindle, but the aging result of this study may be opposed with the survey of Kindle in 2011 said 38.7% aged 35-54 and 37% aged 55 or older, with physical reason.

Conclusion

To study Factors Influencing E-book Purchase Intention of Thai Internet Users, the researcher adapted a conceptual framework from Technology Acceptance Model of Davis, Flow Theory of Csikszentihalyi and Pricing Theory (Marketing Mix), to find the most significant factor that affect to attitude and

purchase intention from a related review literature and previous study. After hypotheses had been set, the researcher used a questionnaire which was online distributed to 387 respondents who identified themselves as Thai and be MEB users. The questionnaire was posted on website of Dek-d.com. It consisted of seven parts, which are perceived usefulness, perceived playfulness, perceived price, perceived ease-of-use, attitude, purchase intention and general questions relating to demographic factors of the respondents.

Recommendations

As the result compared to previous studies, confirmed that, in hedonic product, perceived playfulness plays a key role to attitude of user. It lead attitude to the adoption of technology as an intrinsic motivation factor in an individuals' attitude and effect to purchase intention. Although perceived usefulness and perceived ease of use are considered important issue in traditional information system environment but outcome of and are lower than. However, it doesn't mean perceived usefulness and perceived ease of use are not important because the hypotheses testing shows and are higher than. Moreover, time period of collecting data was high season that people like to travel and bring E-book for their vacation. Perceived usefulness and perceived ease of use would be considered as research of Bashir & Madhavaian (2014) and Kucukusta et al. (2013) proposed, followed to Davis's model (1989, 1993).

The result of is according to survey of Research Centre for Social and Business Development (2015) about the relationship between book price which consumers' willing to pay and reading frequency. They found that consumers who have higher reading frequency will not determine price of book as a main factor but consumers who have lower reading frequency will. Therefore, markets of two targets are different when consumers who have higher reading frequency will concern the quality and consumers who have lower reading frequency will be attracted by price strategy.

Limitations of the Study

This research is focusing on fiction E-book only, but E-book has variety of book, for example,

magazine, text and audio book, their sales are higher and faster than fiction.

Acknowledgements

Dedicated to Dr.Aaron Loh for his encouragement that helped me realize that doing research is not as hard as I have previously imagined. Thank you for his kind and patient, and has never limited any of my ideas, and with his valuable time and comments, I have been able to develop this research.

This study is part of Thesis submitted in partial fulfillment of the requirements for the degree of Master of Business Administration in Marketing. Graduate School of Business, Assumption University, Bangkok, Thailand.

References

- Abbad, M. (2013). E-banking in Jordan. *Behavior and Information Technology*, 32(7), 618-694.
- Abbad, M., Diaz, I. & Vigo, M. (2010). *Acceptance of mobile technology in hedonic scenario*. Retrieved November 23, 2016, from http://ewic.bcs.org/upload/pdf/ewic_hci10_paper28.pdf
- Amin, M., Rezaei, S. & Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*, 5(3), 258-274.
- Armstrong, G. & Kotler, P. (2000). *Marketing* (5th ed.). Cliffs, NJ: Prentice-Hall.
- Bashir, I. & Madhavaiah, C. (2014). Consumer attitude and behavioural intention towards internet banking adoption in India. *Journal of Jordian Business Research*, 7(1), 67-102.
- Booms, B. H. & Bitner, M. J. (1981). Marketing Strategies and Organization Structures for Service Firms. In J. H. Donnelly and W. R. George (Eds.). *Marketing of Services*. (pp. 47-51). Chicago: American Marketing Association.
- Carr, J. & Griffin, M. (2010). *Business Research Method* (8th ed.). UK: South-Western Cengage Learning.
- Chi, A., Chee, C., Cheng, C. & Von, T. (2014). *Factor influencing generation Y's online purchase intention in book industry*. Retrieved November 16, 2016, from http://eprints.utar.edu.my/1706/1/factors_influencing_Generation_Y_s_online_purchase_intention_in_book_industry.pdf

- Coakes, J. & Steed, L. (2010). *SPSS: Analysis without anguish: version 17.0 for windows*. Australia: John Wiley & Son.
- Csikszentmihalyi, M. (1975). *Beyond boredom and anxiety*. San Francisco: Jossey – Bass.
- Csikszentmihalyi, M. (1997). Intrinsic motivation and effective teaching: A flow analysis. *Johns Hopkins University Press*, 72-89.
- Davis, F. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. MIS Sloan School of Management, Cambridge, MA.
- Davis, F. (1989). Perceived usefulness, perceived ease of use and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F. (1993). User acceptance of information technology system characteristics, user perceptions and behavioral impact. *International Journal of Man-Machine Studies*, 38(3), 475-487.
- Forbes Thailand. (2015). *Startup Icon: Startup All-Stars 3*. Retrieved November 3, 2016, from <http://forbesthailand.com/cover-detail.php?did=27>
- Hall, G. (2015). *Pearson's Correlation Coefficient*. Retrieved November 20, 2016, from http://www.hep.ph.ic.ac.uk/~hallg/UG_2015/Pearsons.pdf
- Joo, S. & Choi, N. (2015). Factors affecting undergraduates' selection of online library resource in academic task. *Library Hi Tech*, 33(2), 272-291.
- Kanchanatanee, K. (2014). Effects of attitude toward using, perceived usefulness, perceived ease of use and perceived compatibility on intention to use E-Marketing. *Journal of Management Research*, 6(3), 1-13.
- Kaura, V., Durga, C. & Sharma, S. (2015). Service quality, service convenience, price and fairness, customer loyalty, and the mediating of customer satisfaction. *International Journal of Bank Marketing*, 33(4), 404-422.
- Kotler, P. & Armstrong, G. (2012). *Principles of marketing*. NJ: Pearson Education.
- Kotler, P. (2000). *Marketing management: The millennium Edition*. NJ: Prentice Hall International.
- Kucukusta, D., Law, R., Besbes, A. & Legoharel, P. (2013). Re-examining perceived usefulness and ease of use in online booking. *International Journal of Contemporary Hospital Management*, 27(2), 185-198.
- Lee, C., Tsao, C. & Chang, W. (2015). The relationship between attitude toward using and customer satisfaction with mobile application service. *Journal of Enterprise Information Management*, 28(5), 680-697.
- Liao, C., To, P. & Liu, C. (2013). A motivational model of blog usage. *Online Information Review*, 37(4), 620-637.
- Malhotra, N. (2007). *Marketing Research: An applied Orientation* (5th ed.). NY: Prentice Hall.
- McCarthy, E. J. (1960). *Basic marketing, a managerial approach*. Homewood: R. D. Irwin.

- Research Centre for Social and Business Development. (2015). *A study of behavior and buying book of Thai people*. Retrieved November 23, 2016, from <http://sabcentre.com/download/article/article20161016081032.pdf> [in Thai]
- Rezael, S. & Amin, M. (2013). Exploring online repurchase behavioral intention of university in Malaysia. *Journal of Global Business Advancement*, 6(2), 92-119.
- Rhanberg, A. (2016). *Eight reasons why people buy books*. Retrieved November 4, 2016, from <http://www.digitalbookworld.com/2016/8-reasons-why-people-buy-books/>
- Tam, J. (2004). Customer satisfaction, service quality and perceived value: An integrative model. *Journal of Marketing Management*, 20, 897-917.
- Zeng, Y. (2009). *Young consumers' perception and purchase intention toward mass-designer lines*. Retrieved November 14, 2016, from <http://lib.dr.iastate.edu/etd>



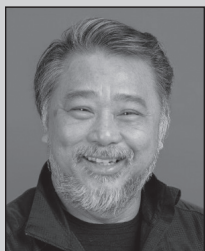
Name and Surname: Natamon Jiramahapoka

Highest Education: Master of Business Administration,
Assumption University

University or Agency: Assumption University

Field of Expertise: Marketing

Address: Assumption Business Administration College,
Assumption University



Name and Surname: Aaron Loh

Highest Education: Ph.D., London Metropolitan University

University or Agency: Assumption University

Field of Expertise: International Marketing

Address: Assumption Business Administration College,
Assumption University