



A Study of Influencing Factors of Thai Consumers' E-Book Purchase Intention

Manatsawee Amonsetthakul

International Chinese College, Rangsit University; Pathumthani, Thailand
E-mail: mnswning@hotmail.com

Abstract

With the rapid development of digitization and the internet, electronic books (e-books) have gained increasing attention and popularity among consumers worldwide as a new form of reading. However, consumer acceptance and purchasing intentions toward e-books vary significantly across countries and regions. This study focuses on the Thai market and aims to explore the factors influencing Thai consumers' purchase intentions towards e-books, providing valuable insights for developing the e-book market in Thailand. Through a questionnaire survey and data analysis, the study investigates the impact of personal factors, perceived usefulness, perceived ease of use, and social factors on consumers' purchasing decisions. The results reveal that personal factors such as age, gender, education level, and income play significant roles in consumers' decision-making when purchasing e-books.

Furthermore, consumers generally recognize the advantages of e-books in terms of convenience, space-saving, and diverse content and hold positive attitudes towards the user experience of e-books. Regarding social factors, consumers perceive reading e-books as a fashionable reading trend and acknowledge their contribution to environmental sustainability. Consumers express their interest in purchasing e-books, are willing to pay for them and recommend them to others. These research findings provide theoretical and practical support for developing the e-book industry in the Thai market and offer valuable insights into e-book markets in other countries and regions.

Keywords: *e-book purchase intentions, personal factors, perceived usefulness, perceived ease of use, social factors, Thai consumers*

1. Introduction

The global e-book market report shows that book publishing is the market leader in the global entertainment industry, ranking first with a market share of \$151 billion, surpassing the film, magazine, and video game industries. Rhanberg (2016) mentioned that people purchase books for entertainment, information, obligation, or social pressure/impulse. Entertainment is the most apparent reason, especially for fictional works. This is consistent with the report on the e-book market share, which shows that fiction generates the highest revenue. According to a survey by the Pew Research Center, 80% of e-book readers read for pleasure. The National Statistical Office's survey in 2015 found that young people are the main customers of the e-book industry. Research has also found a correlation between education and customers' behaviour in using e-book applications. In particular, Generation Y and Generation Z have no issues with printed books. The Mobile e-books (MEB) application produced by ASK Media is a popular platform for reading e-books. ASK Proof and ASK Square have also developed applications for Chula Bookstore (CU eBooks store) and Book Smile Store (BookSmile). Mebmarket.com was launched in November 2011 and quickly gained popularity in 2014 due to its user-friendly, easy-to-use, fun, and affordable features, attracting millions of users (Jiramahapoka & Loh, 2019).

Hardcover books are becoming less popular, and publishers need to adapt their platforms to meet the changing demands of consumers. Additionally, e-books have lower costs compared to printed books. These are why the e-book market has rapidly surpassed the traditional market (Shim, 2021). E-books can be easily and quickly downloaded. Furthermore, they are much cheaper than regular books (Nakwanit, 2018).

Technological advancements have changed consumer behaviours in using goods and services, particularly with the trend of using online media, which significantly impacts consumer behaviour. E-book manufacturers and service providers have been committed to improving and developing products and services, continuously expanding the e-book market, leading to increased attention from publishers.

Furthermore, many previous limitations have been improved and developed further. As a result, the e-book market in Thailand has a better growth direction and tends to experience significant leaps. One of the main driving factors for the growth of the e-book market is each company's adoption plan and strategies based on the adoption demand of each target customer group to expand the marketing portfolio of the Thai e-book market.

Literature reviews have found that the technology acceptance model significantly influences consumers' high-level decisions to purchase e-books. People worldwide use technology daily, which significantly impacting them (Tiantanakiat, 2017; Rayasagool & Soontayatron, 2019). Research has also found that consumers' decisions to purchase e-books positively correlate with their online behaviours, including frequent website visits, promotions, and entertainment. This means that consumers have access to data and can freely choose the products they want anytime and anywhere (Prasert, 2021; Fihartini et al., 2021). Online service quality is another important factor influencing consumers' decision to purchase e-books (Qalati et al., 2021). Therefore, factors influencing consumer decisions must be considered to make the e-book business in the digital age more effective.

Technological advancements have changed consumer behaviours in using goods and services, particularly with the trend of using online media, which significantly impacts consumer behaviour. Therefore, the e-book market in Thailand has a positive growth direction and tends to experience a leap. This makes e-books an essential industry in creating a convenient, fast, and easily accessible reading society, increasing opportunities for Thai people to read books and encouraging a greater love for reading among Thai people. In the long run, it becomes an essential resource for human development, learning, and education, making it vital for the survival and development of the e-book industry to become the preferred resource for reading and learning.

Furthermore, the article discusses changes in reading behaviour in the digital age, including interactivity, instant access to information, multimedia integration, and the ability to tailor information to target recipients. These advantages contribute to the positive growth direction of e-books in the Thai market. However, it also points out some drawbacks of behavioural changes, such as a lack of deep reading skills among the "Google generation," which requires sustained attention and focus on reading (Igbokwe et al., 2012). This raises the question of whether reading behaviour changes will somehow impact the e-book industry's marketability. Additionally, free access to digital information in the digital age may change people's perception of e-book prices and value.

The studies mentioned above are essential in understanding the factors influencing Thai consumers' e-book purchasing behaviour. They provide guidance and insights to relevant operators, helping them better understand consumer needs and behavioural changes, thereby adjusting their strategies and improving sales and market share. At the same time, they provide consumers with more convenience and choices, promoting the development of the e-book market.

2. Objectives

1. To identify the factors influencing Thai consumers' e-book purchase behavior by reviewing the relevant literature on variables that affect consumers' purchasing decisions in Thailand.
2. To examine the variables related to Thai consumers' e-book purchase behavior by reviewing the literature on the factors influencing e-book purchase intentions.
3. To provide insights into the factors influencing Thai consumers' e-book purchase intention, which manufacturers and distributors can use for marketing planning and product development to attract consumer attention and inform decision-making.

By conducting a comprehensive analysis of these research objectives, this study aims to uncover the factors influencing Thai consumers' e-book purchase intention and provide valuable insights for developing the e-book industry in the Thai market.

3. Materials and Methods

3.1 Questionnaire Design and Survey Procedure

The questionnaire design is a crucial task as it determines the accurate measurement of the variables of interest. The questionnaire is designed to be detailed and easily understandable to facilitate participants' comprehension and accurate responses.

The data for this research is collected through an online survey. The questionnaire primarily targets Thai consumers of e-books. It consists of four sections. The first section collects participants' demographic information, such as age, gender, education level, and annual income. The second, third, and fourth sections focus on perceived usefulness, ease of use, and personal and social factors influencing consumers' e-book purchase intention.

Each question in the questionnaire utilizes a 5-point Likert scale (1 represents "strongly disagree," and 5 represents "strongly agree") to allow participants to express their opinions accurately.

The survey will be conducted online, inviting Thai consumers to participate through social media, email, and online forums. Privacy and anonymity will be ensured during the survey to obtain more accurate and genuine data. Incentives such as small gifts or coupons will be provided to enhance participants' engagement. The online survey is planned to be conducted in June 2023. Data collection will continue for one month until the survey is concluded. The collected data will be cleaned and analyzed by the end of June, and the final research results are expected to be published in July 2023.

3.2 Variable Selection

This study focuses on four variables influencing Thai consumers' e-book purchase intention. The following is a detailed description of these four variables:

1. Personal Factors

This variable primarily measures consumers' reading habits and interest in e-books. It evaluates consumers' reading frequency and includes questions about age, gender, highest education level, and annual income in Thai Baht.

2. Perceived Usefulness

This variable measures consumers' perception of the usefulness of e-books. It includes eight questions that assess consumers' views on aspects such as the ability to read e-books anytime and anywhere, space-saving benefits, a wide variety and quantity of e-books, convenient search functions, customizable visual effects, comfortable reading experience, relative affordability, and ease of taking notes or highlighting essential parts in e-books.

3. Perceived Ease of Use

This variable measures consumers' perception of the ease of use of e-books. It includes seven questions that evaluate consumers' views on aspects such as the process of downloading and reading e-books, convenience in finding desired content within e-books, ease of learning to use e-reading devices, ease of mastering the features of e-books, steps involved in purchasing e-books, and user interface of e-book reading software.

4. Social Factors

This variable measures consumers' social environment and social attitudes toward reading e-books. It includes eight questions that assess whether friends, colleagues, and family members recommend reading e-books, whether consumers have seen positive reviews of e-books, whether there are many e-book users in their social environment, whether they perceive reading e-books as a fashionable reading method, whether they believe e-books contribute to environmental conservation, whether they see reading e-books as aligning with their social identity, whether they believe e-books can help them gain positive feedback from others, and whether they believe reading e-books enhances their social image.

3.2 Data Analysis Methods

Once all the data is collected, it will be analyzed using SPSS software. Descriptive statistics analysis will be conducted initially to understand the primary distribution of each variable. Subsequently, correlation analysis will be performed to examine the relationships between variables. Finally, multiple regression analysis will explore how perceived usefulness, ease of use, and personal and social factors influence Thai consumers' e-book purchase intention. Mediation and moderation effect analyses will be conducted to uncover further how these factors affect e-book purchase intention.

Through these analyses, the study aims to provide a comprehensive understanding of the factors influencing Thai consumers' e-book purchase intention, offering practical strategic recommendations for developing the e-book industry in the Thai market.



4. Results and Discussion

In this section, a summary of the basic information of the survey participants will be provided. This information includes their age, gender, highest level of education, and annual income.

Table 1 Basic Information of Participants

Age	Number	Percentage (%)
Under 18 years	19	3.7%
18-24 years	209	40.4%
25-34 years	179	34.6%
35-44 years	53	10.3%
45-54 years	47	9.1%
Above 55 years	10	1.9%
Gender	Number	Percentage (%)
Male	85	16.4%
Female	403	77.9%
Other	29	5.6%
Highest level of education received	Number	Percentage (%)
High school/vocational	32	6.2%
College/undergraduate	447	86.5%
Master's degree	35	6.8%
PhD	3	0.6%
Annual Income (Baht)	Number	Percentage (%)
Less than 15,000 Baht	146	28.2%
15,001-25,000 Baht	183	35.4%
25,001-35,000 Baht	65	12.6%
35,001-45,000 Baht	58	11.2%
More than 45,000 Baht	65	12.6%

Table 1 shows that most of the respondents are in the age group of 18 to 34. The largest group within the age groups is those aged 18 to 24, making up 40.4% of the total, with 209 people. The next largest group is the 25 to 34-year-olds, with 179 people or 34.6% of the total. The respondents aged 35 to 44 and 45 to 54 represented 10.3% and 9.1% of the total, respectively. There were 19 respondents under 18 and 10 above 55 years old, accounting for 3.7% and 1.9% of the total, respectively.

Regarding gender distribution, the number of female respondents was significantly higher than that of male respondents, with 403 women (77.9%). There were 85 male respondents (16.4% of the total), and 29 respondents chose other gender options (5.6% of the total).

As for the educational background, most respondents had a college or undergraduate degree (86.5% of the total). There were 32 respondents with a high school or vocational diploma (6.2% of the total), 35 respondents with a master's degree (6.8% of the total), and 3 respondents with a PhD (0.6% of the total).

Regarding annual income, most respondents earn between 15,001 and 25,000 baht, accounting for 35.4%. One hundred forty-six respondents earned less than 15,000 baht (28.2% of the total). The rest of the respondents fall into the categories of earning between 25,001 and 35,000 baht, 35,001 and 45,000 baht, and more than 45,000 baht, each accounting for 12.6%, 11.2%, and 12.6% of the total respectively.

This covers the basic information of the respondents. Next, based on this information, we will analyze the factors affecting the willingness to purchase e-books.

When analyzing consumer attitudes towards e-book purchasing decisions, we mainly focus on three key factors: perceived usefulness, perceived ease of use, and social factors.

Furthermore, when interpreting the mean of standard Likert scale scores, quantity ranges can be used to provide a general explanation. The following is the standard Likert scale score ranging from 1 to 5:

1.00-1.80	Strongly disagree
1.81-2.60	Disagree
2.61-3.40	Neither agree nor disagree
3.41-4.20	Agree
4.21-5.00	Strongly agree



Table 2 Consumer Ratings of Factors for Purchasing E-books

Factors	Mean	Standard Deviation	Agreement Level
Personal Factors of Consumers	4.23	.562	Strongly agree
Perceived usefulness	4.08	.646	Agree
Perceived ease of use	3.56	.861	Agree
Social factors	3.42	1.053	Agree

Table 2 shows the impact of four factors on consumers' willingness to purchase e-books. These four factors are the personal factors of consumers, perceived usefulness, perceived ease of use, and social factors. The four factors will be explained in detail below:

1. Personal Factors of Consumers (4.23): The average value of this factor is 4.23, with a standard deviation of 0.562. This indicates that when purchasing e-books, the personal factors of consumers are seen as a fundamental basis for decision-making.

2. Perceived Usefulness (4.08): The average value of this factor is 4.08, with a standard deviation of 0.646. This shows that when consumers buy e-books, they have a clear understanding and expectation of the practical uses and functions of the e-books. If e-books can meet their needs and expectations, they will likely buy them. The degree of approval of this factor is second, indicating that consumers believe the practicality of e-books is an essential factor affecting their purchasing decisions.

3. Perceived Ease of Use (3.56): The average value of this factor is 3.56, with a standard deviation of 0.861. Perceived ease of use focuses on consumers' understanding of the ease of use of e-books. If the interface design of e-books is as simple as possible and the operation is intuitive, then consumers are more willing to buy and use them. Although the average score of this factor is lower, it is still within the acceptance range of consumers, indicating that ease of use is also an important factor they consider when buying e-books.

4. Social Factors (3.42): The average value of this factor is 3.42, with a standard deviation of 1.053. Social factors focus on the influence of others' opinions on consumers' purchasing decisions, including recommendations from friends, family, or social media. Although the degree of approval of this factor is lower, it is still within an acceptable range, indicating that social factors will influence consumers to a certain extent. However, this influence needs to be revised compared to other factors.

Overall, these four factors influence Thai consumers' decision to purchase e-books, with personal factors and perceived usefulness having a more significant impact and perceived ease of use and social factors having a relatively small impact.

Table 3 Analysis of the Overall Reliability of the Questionnaire

Factors	Cronbach's Alpha Coefficient	Number of Items
Personal Factors of Consumers	.397	4
Perceived usefulness	.834	7
Perceived ease of use	.902	8
Social factors	.900	8
Consumer Purchase Intention	.945	7

Reliability is a statistical method for measuring the consistency and reliability of measurement tools. The author uses Cronbach's Alpha to test the reliability of the questionnaire.

From Table 3, the Cronbach's Alpha value for personal factors of consumers is 0.397. This value is relatively low, indicating some inconsistency in measuring consumer personal factors, and the reliability could be better. Various reasons may lead to the relatively low Cronbach's Alpha value for personal factors of consumers, such as if the surveyed sample population has significant differences in personal factors, which may lead to low reliability. For instance, if the sample includes people of various ages, educational backgrounds, genders, and income levels, they may significantly differ in personal factors. Additionally, the "Personal Factors of Consumers" only has 4 items, compared to other categories with 7 or 8 items; the fewer items may also affect the reliability calculation.

For the perceived usefulness, the overall reliability analysis of the questionnaire shows that this questionnaire contains 7 items, and the Cronbach's Alpha value is 0.834. This shows that the questionnaire has a high internal consistency regarding perceived usefulness.



For perceived ease of use, the overall reliability analysis of the questionnaire shows that this questionnaire contains 8 items, and the Cronbach's Alpha value is 0.902. This means that the internal consistency of the questionnaire on perceived ease of use is very high, with excellent reliability.

For social factors, the overall reliability analysis of the questionnaire shows that this questionnaire contains 8 items, and the Cronbach's Alpha value is 0.900. This represents a very high internal consistency of this survey in measuring social factors.

For consumer purchase intention, the overall reliability analysis of the questionnaire shows that this questionnaire contains 7 items, and the Cronbach's Alpha value is 0.945. This value is close to 1, indicating that the consumer purchase intention questionnaire has high internal consistency and reliability.

Overall, except for the personal factors of consumers, the questionnaires in this study have high consistency and reliability and can be considered a measurement tool with good reliability. However, measuring consumer personal factors may need further optimization and improvement to improve reliability.

Table 4 Pearson Correlation Analysis of Independent Variables and Dependent Variables

		Correlations				
		Personal Factors of Consumers	Perceived Usefulness	Perceived Ease of Use	Social Factors	Consumer Purchase Intention
Personal Factors of Consumers	Pearson Correlation	1	-.018	-.077	.011	.089*
	Sig. (2-tailed)		.677	.079	.809	.042
	N	517	517	517	517	517
Perceived Usefulness	Pearson Correlation	-.018	1	.727**	.450**	.277**
	Sig. (2-tailed)	.677		<.001	<.001	<.001
	N	517	517	517	517	517
Perceived Ease of Use	Pearson Correlation	-.077	.727**	1	.536**	.330**
	Sig. (2-tailed)	.079	<.001		<.001	<.001
	N	517	517	517	517	517
Social Factors	Pearson Correlation	.011	.450**	.536**	1	.782**
	Sig. (2-tailed)	.809	<.001	<.001		<.001
	N	517	517	517	517	517
Consumer Purchase Intention	Pearson Correlation	.089*	.277**	.330**	.782**	1
	Sig. (2-tailed)	.042	<.001	<.001	<.001	
	N	517	517	517	517	517

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is a statistical technique used to determine whether there is any statistical correlation between two or more variables. In this case, Pearson correlation was used, which is a method of measuring the linear relationship between two variables.

Table 4 is a Pearson correlation analysis table that shows the correlation between five variables, including personal factors of consumers, perceived usefulness, perceived ease of use, social factors, and consumer purchase intention. Below is a detailed explanation of these correlations:

1. Relationship of personal factors of consumers with other factors: The correlation with perceived usefulness, perceived ease of use, and social factors are -.018, -.077, and .011, respectively. These values are very close to 0, indicating that there is almost no direct linear relationship between the personal factors of consumers and these factors. However, the correlation between the personal factors of consumers and



consumer purchase intention is .089, which is significant at the 0.05 level. Despite the weak correlation, it indicates that the personal factors of consumers do have some influence on consumer purchase intention. However, in the provided correlation analysis, -.018 and -.077 are the correlation coefficients of perceived usefulness with personal factors of consumers and perceived ease of use with personal factors of consumers. These two negative correlation coefficients indicate a slight negative correlation between perceived usefulness and ease of use with the personal factors of consumers. However, these negative correlations are not significant (Sig. (2-tailed) > .05), so statistically, we cannot conclude that there is a significant negative correlation between these variables.

2. Relationship of perceived usefulness with other factors: Perceived usefulness has a strong positive correlation with perceived ease of use (.727), social factors (.450), and consumer purchase intention (.277), indicating that when these factors increase, perceived usefulness is also likely to increase—especially the correlation with perceived ease of use, which is very strong.

3. Relationship of perceived ease of use with other factors: The correlation of perceived ease of use with social factors (.536) and consumer purchase intention (.330) indicates that there is a moderate positive correlation between these factors, meaning when one-factor increases, the other is also likely to increase.

4. Relationship of social factors with consumer purchase intention: The correlation of social factors with consumer purchase intention is .782, a robust positive correlation. This indicates that social factors are essential in consumers' decision to buy e-books.

In summary, social factors significantly impact consumer purchase intention, followed by perceived usefulness and ease of use. Although personal factors of consumers statistically significantly impact consumer purchase intention, their correlation is relatively weak.

Table 5 Analysis of Variance (ANOVA) results of the impact of consumer personal factors on purchase intention

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.571	1	4.571	4.150	.042 ^b
	Residual	567.352	515	1.102		
	Total	571.924	516			

a. Dependent Variable: Purchase Intentions
 b. Predictors: (Constant), Personal Factors of Consumers

Hypothesis 1: Personal factors of consumers significantly impact Thai consumers' willingness to purchase e-books.

Table 5 shows the Analysis of Variance (ANOVA) results of the impact of consumer personal factors on purchase intention. Each item has its specific meaning:

1) Sum of Squares: This is a critical concept in variance analysis used to quantify data variation. Here, the sum of squares for regression is 4.571, the sum for the residuals is 567.352, and the total sum of squares is 571.924.

2) df (degrees of freedom): This is the number of observed values that can be freely chosen when estimating a statistical model. The degree of freedom for regression is 1, the residual is 515, and the total is 516.

3) Mean Square: The mean square is the sum of squares divided by the corresponding degrees of freedom. Here, the mean square for regression is 4.571, and the residual is 1.102.

4) F: This is the F statistic used in variance analysis to test whether the differences between groups are significant. The F-value is the mean square of regression divided by the mean square of residuals. The F-value, in this case, is 4.150.

5) Sig.: This is the significance level or p-value. It tells us whether the difference between the observed data and the null hypothesis (i.e., no effect) is significant enough for us to reject the null hypothesis. Here, the Sig. Value is .042, which is less than the commonly used significance level threshold of .05, so we can reject the null hypothesis, i.e., personal factors of consumers have a significant impact on the willingness of Thai consumers to purchase e-books.

In summary, this variance analysis shows that consumer personal factors statistically significantly affect the willingness of Thai consumers to purchase e-books. Therefore, Hypothesis 1: The personal factors



of consumers have a significant impact on the willingness of Thai consumers to purchase e-books, is supported.

Table 6 Regression coefficients of the impact of consumer personal factors on purchase intention

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.979	.222		13.441	<.001
	Personal Factors of Consumers	.173	.085	.089	2.037	.042

a. Dependent Variable: Purchase Intentions

Table 6 shows the regression coefficients of the impact of consumer personal factors on purchase intention. Each part of the table can be described as follows:

1) Unstandardized Coefficients: These are the original, unstandardized regression coefficients. For the constant term, its B value is 2.979, and its B value is 0.173 for personal factors. The B value is the slope in the regression equation, representing the change in the dependent variable (purchase intention) when the independent variable (personal factors) changes by one unit.

2) Standard Error: This is the standard error of the B value. The constant term is 0.222; for personal factors, it is 0.085.

3) Standardized Coefficients Beta: These are the standardized regression coefficients, the B values after standardization. For personal factors, the Beta value is 0.089, which means that when personal factors change by one standard deviation, purchase intention will change by 0.089 standard deviations.

4) t: This is the t statistic used to test whether the B value is significant. For the constant term, the t value is 13.441, and for personal factors, the t value is 2.037.

5) Sig.: This is the significance level or p-value. For the constant term, the p-value is less than 0.001, so the B value of the constant term is significant. For personal factors, the p-value is 0.042, which is less than the commonly used significance level threshold of .05, so the B value of personal factors is also significant.

In summary, this regression shows that consumer personal factors statistically significantly affect the willingness of Thai consumers to purchase e-books, and the magnitude of the impact (regression coefficient) is 0.173. Therefore, Hypothesis H1: The personal factors of consumers have a significant impact on the willingness of Thai consumers to purchase e-books, is supported.

Table 7 Analysis of Variance (ANOVA) results of the impact of perceived usefulness on purchase intention

Model		ANOVA ^a				Sig.
		Sum of Squares	df	Mean Square	F	
1	Regression	43.826	1	43.826	42.739	<.001 ^b
	Residual	528.098	515	1.025		
	Total	571.924	516			

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Perceived usefulness

Hypothesis 2: Perceived usefulness has a positive impact on the willingness of Thai consumers to purchase e-books.

Table 7 shows the Analysis of Variance (ANOVA) results of the impact of perceived usefulness on purchase intention. Each part of the table can be described as follows:

1) Sum of Squares: This is a critical concept in variance analysis used to quantify data variation. Here, the sum of squares for regression is 43.826, the sum for the residuals is 528.098, and the total sum of squares is 571.924.

2) df (degrees of freedom): This is the number of observed values that can be freely chosen when estimating a statistical model. The degree of freedom for regression is 1, the residual is 515, and the total is 516.

3) Mean Square: The mean square is the sum of squares divided by the corresponding degrees of



freedom. Here, the mean square for regression is 43.826, and the residual is 1.025.

4) F: This is the F-statistic used in variance analysis to test whether the difference between different groups is significant. In this case, the F-value is the mean square regression divided by the mean square residual, which is 42.739.

5) Sig.: This is the significance level, also known as the p-value. It tells us whether the difference between the observed data and the null hypothesis (i.e., no effect) is significant enough for us to reject the null hypothesis. Here, the Sig. Value is less than 0.001, much less than the commonly used significance level threshold of .05, so we can reject the null hypothesis, i.e., perceived usefulness significantly impacts the willingness of Thai consumers to purchase e-books.

In summary, this variance analysis shows that perceived usefulness statistically significantly impacts the willingness of Thai consumers to purchase e-books. Therefore, Hypothesis 2: Perceived usefulness positively impacts Thai consumers' willingness to purchase e-books and receives strong support.

Table 8 Regression coefficients of the impact of perceived usefulness on purchase intention

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.227	.338		3.624	<.001
	Perceived usefulness	.519	.079	.277	6.537	<.001

a. Dependent Variable: Purchase Intentions

Table 8 shows the regression coefficients of the impact of perceived usefulness on purchase intention. Each part of the table can be described as follows:

1) Unstandardized Coefficients: These are the original, unstandardized regression coefficients. The B value for the constant term is 1.227, and for perceived usefulness, the B value is 0.519. The B value is the slope in the regression equation, representing the change in the dependent variable (purchase intention in this case) when the independent variable (perceived usefulness in this case) changes by one unit.

2) Standard Error: This is the standard error of the B value. For the constant term, it is 0.338, and for perceived usefulness, it is 0.079.

3) Standardized Coefficients Beta: These are the standardized regression coefficients, standardized B values. For perceived usefulness, the Beta value is 0.277. This indicates that when perceived usefulness changes by one standard deviation, purchase intention changes by 0.277 standard deviations.

4) t: This is the t-statistic used to test whether the B value is significant. The t value for the constant term is 3.624, and for perceived usefulness, the t value is 6.537.

5) Sig.: This is the significance level or the p-value. For the constant term, the p-value is less than 0.001, so the B value for the constant term is significant. For perceived usefulness, the p-value is also less than 0.001, much less than the commonly used significance level threshold of .05, so the B value for perceived usefulness is also significant.

In summary, this regression shows that perceived usefulness statistically significantly impacts the willingness of Thai consumers to purchase e-books, with an impact quantity (regression coefficient) of 0.519. Therefore, Hypothesis 2: Perceived usefulness has a positive impact on the willingness of Thai consumers to purchase e-books is strongly supported.

Table 9 Variance analysis results of the impact of perceived ease of use on purchase intention

Model		ANOVA ^a				Sig.
		Sum of Squares	df	Mean Square	F	
1	Regression	62.364	1	62.364	63.030	<.001 ^b
	Residual	509.560	515	.989		
	Total	571.924	516			

a. Dependent Variable: Purchase Intentions

b. Predictors: (Constant), Perceived ease of use



Hypothesis 3: Perceived ease of use positively affects Thai consumers' willingness to purchase e-books.

Table 9 shows the results of the variance analysis (ANOVA) of the impact of perceived ease of use on purchase intention. Each part of the table can be described as follows:

1. Sum of Squares: This is a critical concept in variance analysis, representing the total data variation amount. Here, the sum of squares for regression is 62.364, the sum for residuals is 509.560, and the total sum of squares is 571.924.

2. df (Degrees of Freedom): This is the number of data points that can be freely chosen when making statistical estimates. For regression, the degree of freedom is 1, the residual degrees of freedom are 515, and the total degrees of freedom are 516.

3. Mean Square: This is the sum of squares divided by the corresponding degrees of freedom. Here, the mean square for regression is 62.364, and the residual mean square is 0.989.

4. F: This is the F statistic used in variance analysis to test whether the differences between groups are significant. The F value is the mean square of regression divided by the mean square of residuals, and the F value is 63.030.

5. Sig.: This is the significance level, or p-value, which indicates whether the difference between the observed data and the null hypothesis (i.e., no effect) is significant enough to reject the null hypothesis. Here, the Sig. Value is less than 0.001, which is much less than the commonly used significance level threshold of .05, so we can reject the null hypothesis, i.e., perceived ease of use significantly impacts Thai consumers' willingness to purchase e-books.

Overall, this variance analysis shows that perceived ease of use significantly affects Thai consumers' willingness to purchase e-books statistically. Therefore, hypothesis 3, strongly supported by Perceived ease of use, positively affects Thai consumers' willingness to purchase e-books.

Table 10 Regression coefficient of the impact of perceived ease of use on purchase intention

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.226	.280		4.383	<.001
	Perceived ease of use	.538	.068	.330	7.939	<.001

a. Dependent Variable: Purchase Intentions

Table 10 shows the regression coefficient of the impact of perceived ease of use on purchase intention. Each part of the table can be described as follows:

1. Unstandardized Coefficients: These are the original, unstandardized regression coefficients. Its B value is 1.226 for the constant term, and for perceived ease of use, its B value is 0.538. The B value is the slope in the regression equation, which represents the change in the dependent variable (in this case, purchase intention) when the independent variable (in this case, perceived ease of use) changes by one unit.

2. Standard Error: This is the standard error of the B value. For the constant term, it is 0.280, and for perceived ease of use, it is 0.068.

3. Standardized Coefficients Beta: These are standardized regression coefficients, the B values after standardization. For perceived ease of use, the Beta value is 0.330, which means that when perceived ease of use changes by one standard deviation, purchase intention changes by 0.330 standard deviations.

4. t: This is the t statistic used to test whether the B value is significant. For the constant term, the t value is 4.383, and for perceived ease of use, the t value is 7.939.



5. Sig.: This is the significance level or p-value. For the constant term, the p-value is less than 0.001, so the B value of the constant term is significant. For perceived ease of use, the p-value is also less than 0.001, much less than the commonly used significance level threshold of .05, so the B value of perceived ease of use is also significant.

Overall, this regression shows that consumers' perceived ease of use statistically significantly affects Thai consumers' willingness to purchase e-books, with an effect size (regression coefficient) of 0.538. Therefore, hypothesis 3, strongly supported by Perceived ease of use, positively affects Thai consumers' willingness to purchase e-books.

Table 11 Variance analysis results of the impact of social factors on purchase intention

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.960	1	349.960	811.979	<.001 ^b
	Residual	221.963	515	.431		
	Total	571.924	516			

a. Dependent Variable: Purchase Intentions
b. Predictors: (Constant), Social factors

Hypothesis 4: Social factors significantly impact Thai consumers' willingness to purchase e-books.

Table 11 shows the results of the variance analysis (ANOVA) of the impact of social factors on purchase intention. Each part of the table can be described as follows:

1. Regression: The results in this row describe our model (prediction equation). The "Sum of Squares" is the sum of squares of regression, the sum of squares of the differences between the predicted values of the dependent variable and its mean, representing the fluctuation the model can explain. In this case, the sum of squares of regression is 349.960. "df" is the degrees of freedom, which is the number of independent observations minus the number of parameters in the model, which is 1 here. The "Mean Square" is the sum of squares of regression divided by its degrees of freedom, which is 349.960.

2. Residual: This row describes the fluctuation the model failed to explain. The "Sum of Squares" is the sum of squares of residuals, the sum of squares of the differences between the actual observed values and the predicted values, representing the fluctuation the model failed to explain. In this case, the sum of squares of residuals is 221.963. "df" is the degrees of freedom, which is 515 here. The "Mean Square" is the sum of squares of residuals divided by its degrees of freedom, which is 0.431 here.

3. Total: This row describes the total fluctuation of the dependent variable. The "Sum of Squares" is the total sum of squares, which is the sum of squares of the differences between the observed values of the dependent variable and its mean. This is 571.924 here. "df" is the degree of freedom, which is 516.

4. F: The F value is the ratio of the mean square of regression to the mean square of residuals, which is used to test the statistical significance of the whole model. In this case, the F value is 811.979.

5. Sig.: Also known as the p-value, it tests the significance of the statistic. Here, the p-value is less than 0.001, which is far less than the commonly used significance level threshold of 0.05, indicating that the impact of social factors on consumers' purchase intentions is significant.

In summary, social factors' impact on Thai consumers' willingness to purchase e-books is statistically significant, and we can accept hypothesis 4.



Table 12 Regression coefficients of the impact of social factors on purchase intention

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.019	.123		.152	.879
	Social factors	.956	.034	.782	28.495	<.001

a. Dependent Variable: Purchase Intentions

Table 12 shows the regression coefficients of the social factors that impact consumers' purchase intentions. Here is a row-by-row interpretation of the table:

1. (Constant): The constant, or intercept, is the expected value of the dependent variable when all independent variables are zero. The constant for this model is 0.019; the standard error is 0.123, the t-value (B/standard error) is 0.152, and the Sig. or p-value is 0.879. This means that consumers' expected average purchase intention is close to 0.019 without any influence from social factors. However, the p-value is much higher than 0.05, indicating that this intercept is not statistically significant.

2. Social factors: The independent variable, or predictor, has a coefficient (B) of 0.956. This means that for each unit increase in social factors, the expected increase in consumer purchase intention is 0.956 units, provided all other factors remain constant. The standard error is 0.034. The standardized coefficient Beta (β) is 0.782. This is the coefficient obtained after all variables have been standardized (mean of 0, standard deviation of 1). This value indicates that when social factors change by one standard deviation, the expected change in purchase intention is 0.782 standard deviations. The t-value is 28.495, and the Sig. The value is less than 0.001, which is far less than the commonly used significance level threshold of 0.05, indicating that the impact of social factors on consumers' purchase intention is significant.

Therefore, we can accept hypothesis 4, which posits that social factors significantly impact Thai consumers' willingness to purchase e-books. This result suggests that social factors significantly influence the decision to purchase e-books among the consumers who participated in the study.

5. Conclusion

A thorough investigation was conducted in this study to understand the influencing factors of Thai consumers' intention to purchase e-books. A comprehensive view of the Thai e-book market was provided by analyzing key indicators such as consumer demographics, perceived usefulness, perceived ease of use, social factors, and purchase intention.

The analysis began with consumer demographics. According to the findings, age, gender, education level, and annual income are essential in consumers' decision-making when purchasing e-books. The younger generation, primarily respondents aged 18-34, expressed a stronger desire to buy e-books, accounting for nearly 75% of the sample. This could be attributed to the younger generation's openness to new technology and media and their role as primary drivers of the digitalization process. The data, however, revealed that most respondents (86.5%) have a university or bachelor's degree. This suggests that educated consumers are more likely to buy and use e-books because they have a higher demand for reading and learning and understand the convenience of e-books. Finally, it was discovered that annual income plays a significant role in influencing consumers' intention to purchase e-books, with respondents with an annual income of 15,001-25,000 Thai Baht having the highest proportion (35.4%). This could be related to their cost-effectiveness concerns.

Second, the effect of perceived usefulness on consumers' intent to buy e-books was investigated. According to the data, consumers generally perceive e-books to have significant advantages in terms of convenience, space-saving, a wide variety and quantity, search functions that are easily accessible, and personalized reading experiences. These elements boost consumers' sense of identification and willingness

to buy e-books. These benefits distinguish e-books from traditional printed books, making them the preferred choice for consumers, especially in today's digitally advanced and mobile internet-driven era.

Respondents gave positive feedback on their experience using e-books regarding perceived ease of use. They found the process of downloading and reading e-books to be simple, with no significant difficulties in learning how to use e-reading devices and friendly e-reading device user interfaces. This feedback indicates that consumers encountered no significant barriers or challenges when using e-books, which is a positive sign for e-book market acceptance.

Social factors also influenced consumers' intentions to buy e-books. Even though the data showed that consumers had a neutral attitude toward recommendations from friends/colleagues/family and the ability of e-books to help them receive positive reviews, they generally agreed that e-book reading is a fashionable way of reading and that e-books contribute to environmental conservation. This may reflect modern consumers' emphasis on environmental sustainability and personal image, and e-books align with their values due to their environmentally friendly and modern characteristics.

Finally, the study looked into consumers' purchasing intentions. Although consumers were undecided about whether they preferred purchasing e-books or making regular e-book purchases, they did express an interest in purchasing e-books, being willing to pay for e-books, and recommending e-books to others. This indicates that, while the e-book market still faces some challenges, consumer acceptance of e-books is growing, and there is significant market potential.

Overall, the study thoroughly explains the factors influencing Thai consumers' intent to purchase e-books, providing critical insights for e-book market promotion and development. Further advancements and developments in the e-book market are required to meet growing consumer demands and improve consumer satisfaction.

The study's findings provide an in-depth understanding of Thai consumers' intent to purchase e-books, reflecting a variety of factors that influence purchase decisions. In the beginning, it was discovered by analyzing consumer demographics that the younger generation and consumers with higher education are more likely to purchase e-books. This implies that population demographics and educational levels impact the e-book market, necessitating market promotion and product design tailored to these characteristics.

Consumers recognized the convenience, space-saving, and diverse advantages of e-books over traditional printed books in terms of perceived usefulness. These findings demonstrate the significant value of e-books and consumer demand, indicating that e-books have significant market potential. However, e-book market promotion should emphasize these benefits to raise consumer awareness and recognition of the value of e-books.

Consumer feedback indicates that the process of using e-books and e-reading devices is simple, which is a critical factor in successfully popularizing e-books. However, it should be noted that while most consumers find e-books user-friendly, some remain neutral, indicating that user experience can be improved. E-book developers and vendors should actively listen to customer feedback to improve products, user experience, and customer satisfaction.

Regarding social factors, consumers regard e-book reading as fashionable and believe it contributes to environmental conservation. These views reflect a shifting set of values among modern consumers, who value environmental sustainability and social responsibility above all else. This opens up a new avenue for promoting e-books, emphasizing their environmentally friendly nature while incorporating fashionable elements to improve their image and consumer appeal. While consumers have a neutral stance on prioritizing e-book purchases and making regular e-book purchases, they generally express interest in purchasing e-books, paying for e-books, and recommending e-books to others. This indicates that while the e-book market faces challenges, there is significant market potential.

Finally, this study provides a valuable tool for understanding and analyzing consumers' purchase intentions, which will aid in the market promotion and development of e-books. However, it is essential to note that consumers' purchasing decisions may be influenced by various factors such as economic conditions, cultural background, and technological developments, which necessitates additional in-depth research to fully understand consumer needs and behaviors and drive the development of the e-book market.



6. Acknowledgements

I am deeply thankful to my mentor for her invaluable academic guidance. Gratitude is also extended to my university, its faculty, and survey participants for their essential roles. To all who believed in and supported me, your faith propelled this research forward.

7. References

- Fihartini, F., Helmi, A., Hassan, M., & Oesman, Y. (2021). Perceived health risk, online retail ethics, and consumer behavior within online shopping during the COVID-19 pandemic. *Innovative Marketing*, 17(3), 17-29.
- Igbokwe, J. C., Obidike, N. A., & Ezeji, E. C. (2012). Influence of electronic media on reading ability of school children. *Library Philosophy and Practice*, 8(2), 120-135.
- Jiramahapoka, N., & Loh, A. (2019). Factors influencing e-book purchase intention of thai internet users: A case study of mobile e-book company. *Panyapiwat Journal*, 11(1), 183-193.
- Nakwanit, R. (2018). The Acceptance of Digital Magazines and Consumer Decision Making: The Management and Development Trend from Printed Magazines to Digital Magazines in Thailand. *Veridian E-Journal, Silpakorn University*, 11(3), 1329-1347.
- Prasert, P. (2021). *Service Quality Factors and Behavior Affecting the Customers' Decisions to Buy Xiaomi Home Appliances via Online Channels in Bangkok*. Master of Management Thesis, Mahidol University.
- Qalati, S., Galván, V., Li, W., Dakhan, S., Thuy, T., & Mirani, S. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8, 1-20.
- Rayasagool, W., & Soontayatron, S. (2019). Safety and Technology Acceptance Affecting the Decision Making of Thai Tourists to Buy Airplane Tickets Through Online Application. *Journal of Sports Science and Health*, 20(2), 178-192.
- 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/>
- Shim, D. (2021). Capturing Heterogeneous Decision Making Processes: The Case with the E-book Reader Market. *International Journal of Market Research*, 63(2), 216-235.
- Tiantanakiat, W. (2017). Perceived benefits of online shopping, Perceived risk, Trust and Decision making to purchase electronic products in e-Commerce. *Journal of Communication and Management NIDA*, 3(1), 64-78.