

FACTORS AFFECTING PURCHASING DECISION OF ON LITERATURE E-BOOKS OF THAI READERS

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Abstract

Purpose: The purpose of this research is to study the factors that influence purchasing decision on literature e-books of Thai readers.

Theoretical framework: The theory was intended to explain Thai readers' purchasing decision on literature e-books, which is determined by three factors: motivation, technology acceptance, and performance expectations. Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

Design/methodology/approach: The study constructs a model to explain the causal factors in relation to motivation, technology acceptance, performance expectation, and purchasing decision. Data was collected from a sample group of 352 purchased on literature e-books in Rayong, Bangkok and Chonburi Province using online questionnaires.

Findings: It was found that technological acceptance has the greatest influence on the purchasing decision of e-books. Furthermore, technological acceptance is still full mediator between motivation and purchasing decision of e-book.

Research, Practical & Social implications: We recommend that the future research should have widen areas for results calibration.

Originality/value: The results indicate that these findings can guide the government supports and encourages entrepreneurs to produce electronic books (e-book) in the genres of novels and literature to have a variety. Including extending the results to entrepreneurs producing other types of e-books such as sports, tourism, etc. It will help reduce the use of paper and is a sustainable environmental conservation.

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1. Introduction

Technology in the digital age in the 21st century has also helped to change the way of life of people living in urban and rural communities, making people more comfortable in terms of education, retrieving information reading news, books and literature through the internet. And the progress and rapid changes of these technologies, resulting in changes in reading patterns to be able to read information or documents. Various types of books and literature can be accessed through various electronic device screens such as computer screens (PC, Notebook), electronic book readers (e-book readers) or portable electronic devices such as Mobile phones, iPads or tablets, etc., will be referred to as reading these publications that Electronic Book (e-book).

This is due to the change in consumer behavior from reading printed books to e-books. As a result, the growth trend of e-books in Thailand has an average annual growth rate of 14%. By observing from the market value of e-books in the year 2017 with a value of 2,960 million baht, increasing to 5,705 million baht in the year 2022, as well as the market share of e-books that will increase from 7.4% in 2017 to 14.1% in 2022. Conversely, the market value of photo books declined 1.3% to 34,655 million baht in 2022 (Katchwattana. P., 2019). Currently, there are more than 20 applications for buying e-books (Srif. P., 2022) such as Meb, Hytexts eBook Store, LINE WEBTOON etc.

E-books are very popular for many reasons, such as being cheaper than physical books and storage convenience. It also has easy access to e-books. It can be easily purchased anytime, anywhere. Can be read 24 hours a day. In addition, consumers are also interested in e-books as products that do not destroy the environment and can reduce deforestation. But not all consumers are fond of reading e-books. Because the study found that some consumers did not like it for many reasons, such as e-books causing eyestrain when reading. Reading a printed book makes me remember better than an e-book. Do not want to connect to the Internet while reading due to distractions when colors, different notification sounds distract, etc. (Praniti. B, 2020). Therefore, it can be seen decision to buy or choose to use e-books of consumers still have attitudes and perceptions in terms of motivation factors, whether they are motivated by emotions, product-driven incentives reason-driven motivation and motivation generated by the external environment. And technology acceptance factors, such as the perception of the benefits of technology, technology risk perception technology usage and the cost of using technology from the factors mentioned above, it is an important reason why entrepreneurs need to learn about consumer behavior. Understand the needs and quickly adjust strategies for the survival of the business.

Therefore, the researcher is interested in studying the factors affecting the purchase of e-books in the genre of fiction and literature of Thai readers, focusing on factors affecting the purchase of e-books in the genre of fiction and literature as a motivation factor. To provide entrepreneurs with guidelines on consumer needs and be able to respond directly to consumer needs for creating competitive advantages.

Literature Review

Motivation

Atkinson & Hilgard (1975) define motivation as a state in which a person is stimulated by various factors to lead to a certain behavior. Motivation usually consists of drive, urge, desire or need. Chuweni, Nor Nazihah (2022) has studied and found that factors of rational incentives, reward incentives such as financial rewards, benefits to be received, cost savings, and economic incentives affecting the needs of consumers. In addition, consumers are increasingly interested in buying e-books instead of buying physical books. Hirschman and Holbrook (1982) found that the motivation consisted of 1) motivation caused by reasons such as utility motivation, which can be considered from many utilities such as reasonable price in which the consumer will use their thinking and reasoning as the main decision to buy the product must be able to actually use, 2) emotional motivation, such as happiness motivation, is that consumers have the desire to use any product or service that can satisfy their needs and imaginations and cause their emotional happiness. Consumers themselves, such as choosing to buy any product or service that creates happiness, will be a matter of a variety of emotional responses and 3) motivation from the external environment such as social motivation can be said All human beings have connections and relationships with other human beings. needs filed in society, need for love, etc. These needs will be motivations to stimulate social behavior (Hilgard, 1962; A.H. Maslow, 1943).

The theory was intended to explain an individual's decision in behavioral technology acceptance, which is determined by three factors: attitudes, subjective norms, and perceived behavioral control. Attitudes refer to an individual's behavioral assessment which is a consequence of experience and environment that can lead people to perform individual behavior, both positive and negative, those individuals can motivate by their attitudes and perform different behaviors depending on their environment. Subjective norm refers to an individual's perception through the information they received, whether it is a close person, honorable person, trustworthy person, or counterpart, it can all create a tendency of consent. (Lesser & Pope 2011). Perceived behavioral control refers to a person's perception of the ease or difficulty of performing behavior.

Technology Acceptance

Understanding the person will point out the factors involved that will create behavioral traits that are interested in using technology which will ultimately result in the acceptance of technology until the use of technology (Chaweesuk. S. and Wongchaturapat S., 2012; Holden & Karsh, 2010; Park Roman Lee, & Chung, 2009; Rosen & Kluemper, 2008; Davis, 1989). That consumers can recognize the benefits if they use that technology, such as allowing them to work better. Helps to be more comfortable in daily life. positive results from the use of technology, etc. (Tulanon, S., 2019). However, Consumers can recognize that the organization is able to consistently keep the promises it made to consumers until consumers gain trust. (Parasuraman, Berry & Zeithaml, 1991), including the fact that consumers are aware and confident in the use of technology through various electronic devices (McKechnie, 2006). Individuals believe that it can be used by the task and does not require great effort (Davis, 1986; Szajna, 1996), Consumers will consider the cost of using technology that can save them or the costs that will occur from using technology, etc. (Nantasen, W. 2018).

Technology Performance Expectations

Minton. H.L and Schneider. F.W. (1980) stated efficiency expectations mean that individuals have different levels of belief and acceptance in the use of technology will result in increased performance, which is related to the performance expectations, which will consist of four main influences are: perceived benefits from receiving information technology, capabilities of information technology systems, extrinsic motivation, and expectations of work results. Consumers expect the effectiveness of technology in terms of recognizing the results that will benefit them and expect performance in terms of speed. Efficiency is expected to be able to reduce work steps. If the technology is efficient and able to meet the needs of consumers, it will be a factor that will allow consumers to choose technology. (Chan, Yee-Loong Chong and Zhou, 2012)

Purchase Decision

Schiffman and Kanuk (1994) found that consumers have two or more alternatives to buy a service or product, which are related to cognitive processes or feelings and physical behaviors that occur in time any time. Consistent with Kotler (1994), it was also stated for a group of consumers to want to buy or make decision to buy something, it must be motivated by something, such as a marketing communication, making a promotion, marketing stimuli etc. to create demand. After demand arises, there will be a response to demand, whereby consumers tend to decide to buy products or services from many factors, including product, price, distribution, management sales

promotion and other factors etc. (Ploythanachai, P., 2023). The results highlighted elements like convenience, payment methods, and offers, all of which are key aspects to consider when making a purchase. (Priyabrata Roy, 2023)

Research hypotheses

Motivation

Motivation is highly correlated with purchasing decisions of electronic books (e-book) in the genre of novels and literature of Thai readers. Whether it is in terms of incentives generated by the product. The study found that Consumers pay more attention to product design, such as adding media stories, animation or attractive sound including the design of the story, the content of the book to look interesting and meet the needs of the consumer group (Chokpipat, K., 2019). According to a study by Hidalgo, Gisele et al. (2022), it was found that the most important motive for consumer purchasing, and investment decisions is caused by a motive factor called the trust motive factor, institution, brand, or credibility of the distributor. Like the research of P.Puerta et al. (2022), it was found that the product image factor and the price factor Providing consumers with quick and easy information is a deciding factor in their purchase, while emotional motives such as the beauty or design of a product also attract their attention. According to the study of Lam, King Hang (2023), it was found that rational motivation and motivation from social influences arising from the external environment combined with performance expectations, whether the expectations are generated by the product itself. Therefore, it is hypothesized that:

H1. Motivation has a positive direct influence on e-book purchase decisions in the genre of novels and literature of Thai readers.

H2. Motivation has a positive direct influence on the performance expectation factor of consumers on technology efficiency.

H3. Motivation has a positive direct influence on consumer technology acceptance factors.

Technology expectation

Consumers can recognize the benefits of technology as well as the cost of using accessible technology, they will make decision to use technology. In addition, consumers have expectations for technology efficiency, results, benefits, and quality of service provided by technology providers, which also results in acceptance of technology as well (Rehman, Saqib et al., 2022). Related to De Blanes Sebastián, María García et al. (2023) found that factors of service expectations from technology providers and the comfort factor is considered as well. Other relevant factors that influence technology purchase and adoption decisions include trust, risk perception, and risk tolerance. And perceived benefits affect purchasing decisions and adoption of

new technologies or innovations (Ann, Lim Jo et al., 2022) which is consistent with the research of Cabrera-Sánchez, Juan-Pedro (2020) found that Behavioral intentions are positively and associated influenced by variables such as performance expectations. Recognizing that good results are obtained when using guided information to make purchasing decisions. Thus, the hypotheses are suggested as follows:

H4. Consumer efficiency expectations on technology efficiency have a positive direct influence on e-book purchase decisions in the genre of fiction and literature of Thai readers.

H5. The factor of consumer acceptance of technology has a positive direct influence on consumer performance expectations on technology efficiency.

H7. Motivation factors indirectly influenced purchasing decisions of electronic books in the genre of novels and literature of Thai readers. through the factors of expectations of consumer efficiency to technology efficiency.

Technology acceptance

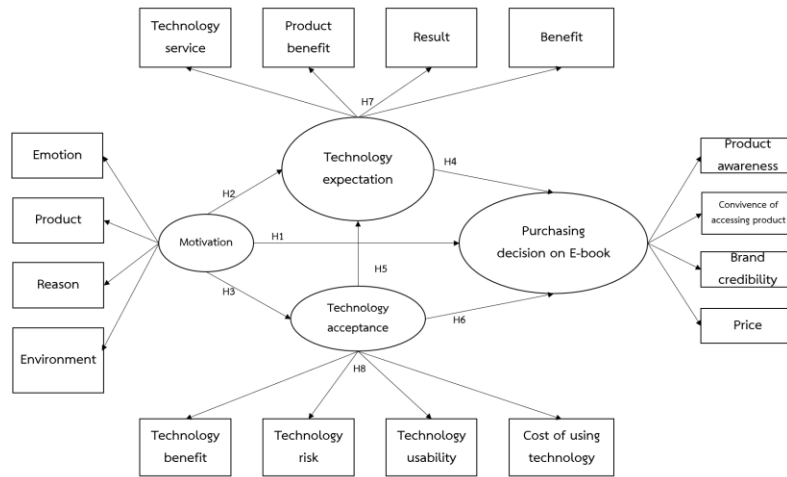
If consumers feel that a product or service is worth the price they pay for and

convenience in ordering It also makes consumers feel satisfied (Wareepet, N., 2021), which is in line with the research of Kang, Hyunmin et al. (2022), which found that motivation influenced technology acceptance variables. The perceived benefit enjoyment and ease of use It has a significant positive effect on purchasing decisions. And, Nguyen, Thi Mai Anh et al. (2022) found that the perceived ease of use perceived benefits and subjective norms All have a positive and significant impact on a customer's purchase intent. Thus, the hypotheses are suggested as follows:

H6. Consumer acceptance of technology has a positive direct influence on purchasing decisions electronic books novels and literature of Thai readers.

H8. Motivation factors indirectly influenced purchasing decisions of electronic books in the genre of novels and literature of Thai readers. through the factor of acceptance of consumer technology.

Figure 1: Conceptual Framework



Source: Prepared by the authors (2023)

2. Research Methodology

Participants and Procedure

The research on the factors that influence purchasing decision on literature e-books of Thai readers has a quantitative research design using a survey question as stool to collect quantitative data. Data collection took place in 1-30 June 2023. The questionnaire is online distribution. The questionnaire consisted of six parts. Part 1 consisted of multiple-choice question of general information for respondents. Part 2 consisted of multiple-choice questions about purchasing behavior. Part 3-6 consisted of five-point Likert-scale questions divided into 4 dimensions: motivations, technology acceptance, performance expectations, and purchase decision. The Cronbach's Alpha Coefficient (Cronbach, 1951) was used to test the questionnaire's reliability, and the results showed a coefficient range of 0.702 to 0.964 indicating acceptable reliability (Peterson, 1994).

Data Analysis

A total of 352 sets of data were collected, which is appropriate for a sample size of no less than 200, based on the questionnaire that was validated by Hair, Black, Babin and Anderson (2010). The completed data were analyzed using the Structural Equation Modeling Analysis (SEM). Descriptive statistics were used to analyze the demographic profiles of the respondents in frequency and percentage. The mean and standard deviation analyses were used to calculate each variable's results and questionnaire items.

Results

Sample Characteristics

The results of the descriptive statistics for the group of Thai readers who responded to the questionnaire, totaling of 352 respondents is male, 55.1%, and female, 44.9% of respondents, mainly aged between 20- 29 years up to 48.6% with marital status at single, the highest proportion of 73.5%. Most of the respondents are officers, 30.1%, the maximum monthly income of the respondents is 7,501-18,000 THB, 62.5%. Most of respondents live in Rayong, 50.6%, recently purchase e-book within the last one year ago, 81.5%, with mostly MEB application, 29.8% and purchase e-book with average cost 251-500 THB per month, 44.9%.

Table 1: Sample Characteristics

Sample Characteristics	Frequency (LSPS)	Percent (%)
1. Sex		
1) Male	194	55.1
2) Female	158	44.9
Total	352	100.0
2. Age		
1) less than 19 years old	1	0.3
2) 20 – 29 years old	171	48.6
3) 30 – 39 years old	106	30.1
4) 40 – 49 years old	60	17.0
5) over 50 years old	14	4.0
Total	352	100.0
3. Marital status		
1) Single	259	73.5
2) Married	66	18.8
3) Divorce/Separated/Widowed	27	7.7
Total	352	100.0
4. Monthly income		
1) 7,501-18,000 THB	220	62.5
2) 18,001-50,000 THB	80	22.7
3) 50,001-85,000 THB	26	7.4

4) 85,001 THB and above	26	7.4
Total	352	100.0
5. Occupation		
1) Government officers/State enterprise employees/ Government employees	59	16.8
2) Trader/ Personal business	70	19.9
3) Agriculturist	61	17.3
4) Private company employees	106	30.1
5) Students/ Collegians	51	14.5
6) Others	5	1.4
Total	352	100.0
6. Education		
1) Junior high school	1	0.3
2) High school/ Vocational Certificate	54	15.3
3) Diploma Certificate	53	15.1
4) Bachelor's degree	213	60.5
5) Higher Bachelor's degree	31	8.8
Total	352	100.0
7. Resident		
1) Rayong	178	50.6
2) Bangkok	68	19.3
3) Chonburi	106	30.1
Total	352	100.0
8. Duration of latest purchase e-book		
1) Last within 1 year	288	81.8
2) More than 1 year	38	10.8
3) More than 2 years	26	7.4
Total	352	100.0
9. E-book Application for purchasing		
1) Meb	105	29.8

2) Hytexts eBook Store	1	0.3
3) Line Webtoon	57	16.2
4) The 1 book	7	2.0
5) OOKBEE	8	2.3
6) Jamsai e-book	7	2.0
7) Comico	3	0.9
8) Amazon Kindle	5	1.4
9) Apple Books	2	0.6
10) readAwrite	54	15.3
11) JOYLADA	27	7.7
12) TANWALAI	32	9.1
13) Dek-D	41	11.6
14) Others	3	0.8
Total	352	100.0
10. The cost of purchasing e-books per month		
1) Less than 250 THB	90	25.6
2) 251-500 THB	158	44.9
3) 501-750 THB	55	15.5
4) 751-1,000 THB	27	7.7
5) 1,000 THB and above	22	6.3
Total	352	100.0

Source: Prepared by the authors (2023)

Table 2: Mean, Standard Deviation, and Correlation Matrix

	Mean	SD	Motivations	Technology acceptance	Performance expectations	Purchase decision
Motivations	4.53	0.448	1	-	-	-
Technology acceptance	4.49	0.777	0.657**	1	-	-
Performance expectations	4.53	0.754	0.737**	0.656**	1	-
Purchase decision	4.55	0.709	0.687**	0.674**	0.735**	1

Note: ** significant at the 0.01 level

Source: Prepared by the authors (2023)

Measurement Model

The measurement model is the first step to ensure that the measured variables represent the number of constructs. We used confirmatory factor analysis (CFA) to confirm or reject the observed variables related to the latent variables. Table 3 shows that the measurement models-including the motivations, technology acceptance, performance expectation and purchase decisions are within the acceptable values. The results reveal four latent variables with factor loadings between 0.500 and 1.000, factor loadings of 0.5 or greater can be considered as adequate indicators for that factor (Comrey and Lee, 1992, Hair et al., 1998). We also used the CFA to examine the convergent and discriminant validity. (CR) and average variance extracted (AVE) are greater than the criterion of 0.7 (Hair et al. 2010) and 0.5 (Barclay, Higgins & Thompson 1995), respectively. Thus, convergent and discriminant validity findings are sufficient to present descriptive statistics and correlations.

Table 3: Measurement Model

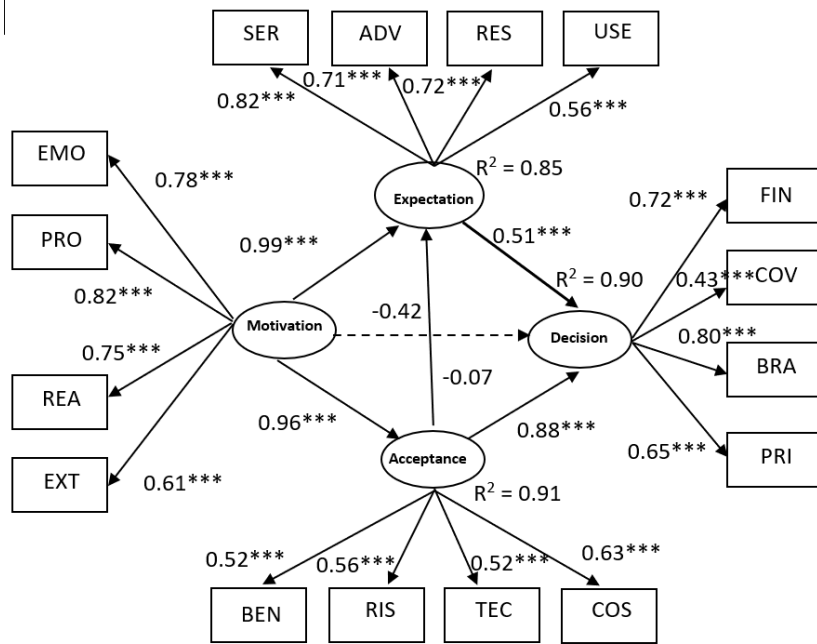
Variable	Indicators	Factor loading	CR	AVE
Motivations	EMO	0.782	0.969	0.943
	PRO	0.817		
	REA	0.752		
	EXT	0.594		
Acceptance	BEN	0.731	0.917	0.860
	RIS	1.000		
	TEC	0.714		
	COS	0.951		
Expectation	SER	0.984	0.911	0.851
	ADV	0.818		
	RES	1.000		
	USE	0.531		
Purchase decision	FIN	0.967	0.928	0.888
	COV	0.500		
	BRA	0.971		
	PRI	1.000		

Source: Prepared by the authors (2023)

Structural Model and Hypotheses Testing

The SEM examining the relationships between variables uses a path coefficient for hypothesis testing. The results show that the structural model is consistent with empirical data. The values of the goodness of fit index (GFI) and adjusted GFI exceed 0.8 (Byrne 2001). The standardized root means square residual and root mean square error of approximation are smaller than 0.05 (Hair et al. 2010) and 0.08 (Hu & Bentler 1995), respectively.

Figure 2. Conceptual Framework



Chi-square = 43.508, Chi-square/df = 0.680, df = 64, p = .977, GFI = .980
CFI = 1.000, RMR = .005, RMSEA = .000, NFI = .983

Source: Prepared by the authors (2023)

Table 4. Hypotheses Testing

Hypotheses	Paths	Path Coefficient	P-value	Relationship
H1	Motivation → Decision	-.537	.100	not Supported
H2	Motivation → Expectation	1.000***	.001	Supported
H3	Motivation → Acceptance	.947***	.001	Supported
H4	Expectation → Decision	.671***	.001	Supported
H5	Acceptance → Expectation	-.267	.412	not Supported

H6	Acceptance → Decision	.872***	.001	Supported
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Note: *** denote significance at the 0.001 level respectively

Source: Prepared by the authors (2023)

Mediation Analysis

Mediation analysis, which is part of structural equation modeling (SEM), tests the indirect effect between causal variables for a certain variance with mediator variables. In our mediation test, we examined the role of control and attitude. Specifically, we conducted two mediation tests to investigate the mediating role of expectation (H7) and acceptance (H8) in the relationship between motivation and decision. We found a significant direct effect ($\beta = 0.929$, $p < 0.001$). In H7, the mediator variable decreased the direct influence between motivation and decision, with a significant indirect effect coefficient ($\beta = 0.653$). Expectations fully mediated the relationship. In H8, we found a significant indirect effect coefficient ($\beta = 0.877$), indicating that acceptance fully mediated the relationship between motivation and decision.

Table 5. Mediation Analysis

Hypotheses	Paths	Direct Effect	Indirect Effect	Mediation
	Motivation → Decision	.929***	-	
H7	Motivation → Expectation → Decision	-	.653	Full mediation
H8	Motivation → Acceptance → Decision	-	.877	Full mediation

Note: *** significant at the 0.001 level

Source: Prepared by the authors (2023)

3. Discussion

From the results of data analysis, it was found that the purchasing decision factor of electronic books (e-book) in the genre of novels and literature of the population in Thailand give the highest level of importance with an average of 4.55 since e-books are very popular for many reasons, such as cheaper prices than printed books, storage convenience, convenience to carry and easy access to e-books. It can be easily purchased anytime, anywhere. can be read 24 hours a day. Consistent with Namthongkam, S., (2015), marketing communication perception, ease of searching for information of e-books Including the recognition of the quality of e-books. Motivation factors affecting Thai readers' decision to buy e-books in the type of novels and literature is

of the highest level of importance with an average of 4.53 can be explained that a consumer buys a product or service to cause feelings, it can be said to be emotionally aroused to respond to their own needs (A.H. Maslow,1943). Expectation factors affecting Thai readers' buying decisions for novel and literature electronic Books is of the highest level of importance with an average of 4.53 can be explained that Each person has a different level of belief and acceptance of the use of technology. Corresponding with Techakritthiraphong, W. (2016), performance expectations are another important factor affecting technology-related purchasing decisions. Factors of consumer acceptance of technology affecting purchase decisions of electronic books in the genre of novels and literature of Thai readers is of the highest level of importance with an average of 4.49. Consistent with Tanurak, W. (2016), it was concluded that technology acceptance Perceived benefits of technology use are perceived determinants and are the direct drivers of technology adoption and adoption decisions.

The results of a study of a structural model of buying decision factors for electronic books fiction and literature of the population in Thailand. Verify the overall consistency of the structural equation model, there is a consistency index for the consistency between the structural equation model and the empirical data (Hu and Bentler, 1995). According to research by ChanmiHong et al., this study indicates that performance expectations such as useful service, ease of use, customer convenience, trust, and social influence positive to the customer's purchase intent. Useful incentives were also found. It also affects the acceptance of technology because consumers can recognize the benefits of using technology. Acknowledgment of convenience and safety, including the simplicity of use, etc. (Panjatawee, P.; 2017). Consumer expectations, if they can be met on the spot, will result in purchasing decisions and long-term consequences after purchasing the product or service, such as the consequences. In the long term, it is buying again or not buying again, etc. (Sirilor, T., 2016) Technology acceptance factor of consumers has a positive direct influence on purchasing decisions of electronic books (e-book) fiction and literary genres of the population in Thailand. The effect size coefficient was 0.872 at the statistical significance level of 0.01. It could be explained that consumers expect performance in terms of ease of use with the expectation that the technology must be easy to use easy to use (Jitratanamongkol, T. 2018)

Expectations of consumer performance have an indirect influence. and expectations of consumer efficiency resulted in the coefficient of direct influence between purchase motivation factors and e-book purchase decisions. The expectation of consumer efficiency is the intermediate variable that has a complete influence. on the relationship between purchase motivation factors and e-book

purchase decision. And when consumers compare and decide to buy, they find that products and services match their needs and needs. Consumers will spread the word widely. And there will be a return to buy again, which will result in a long term that will occur and create brand loyalty (Raksat, K., 2021). The factor of consumer acceptance of technology is an influencing intermediate variable on the relationship between motivation factors and e-book purchase decision can explain consumers are aware of the benefits. ease of use credibility and awareness of the risks. (Panjathawee, S. (2017); Laideenat, K. (2014); Farah Alfanur et al. (2019))

4. Suggestion

4.1 Suggestions for policy application

- 1) The government supports and encourages entrepreneurs to produce electronic books (e-book) in the genres of novels and literature to have a variety. Including extending the results to entrepreneurs producing other types of e-books such as sports, tourism, etc. It will help reduce the use of paper and is a sustainable environmental conservation.
- 2) The government sector and entrepreneurs should cooperate in developing applications that support e-book reading that are beautiful, modern, and user-friendly so that the e-book cover design is beautiful and different from traditional books.
- 3) The government encourages people to read books. Electronic (e-book) fiction and literary genres Because it will help reduce stress as well. The government provides tax deductions for people who buy electronic (e-book) novels and literature.

4.2 Suggestions for practical application

- 1) Entrepreneurs who provide services for distributing electronic books (e-book) in the genres of novels and literature. Should build credibility about the application of the service for the users to have trust in buying electronic books (e-book) through electronic commerce systems and providing secure payment channels for service users.
- 2) Readers consider convenience in ordering electronic books (e-book), novels and literature. If you get quick access by downloading online immediately. keep up with the demand Entrepreneurs should therefore develop a secure ordering system. easy access Make quality products, create sales promotions to create more incentives for decision-making led to more referrals to use the service.

4.3 Suggestions for further research

- 1) This time the data collection was collected among the samples who had purchased electronic books (e-book) in the genre of novels and literature in Rayong Province. Bangkok and Chonburi Province which

the next research. This study can be extended by separating data by province to compare the factors affecting the purchase of electronic books.

2) Research this time focusing on the study of variables consisting of motivation, expectation factors technology acceptance factor buying decision factors affecting Thai readers' purchase of e-books. Therefore, in the next study should increase the variables that affect the purchase of electronic books in the genre of novels and literature of Thai readers, such as file format factors, website, or application factors

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