

EMPIRICAL ANALYSIS OF FACTORS AFFECTING E-TEXTBOOKS ADOPTION

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ABSTRACT

Even though e-textbooks are often less expensive and have more enhanced features, adoption by college students who are well-known for their technological savviness is surprisingly low. This study is conducted to investigate the significant factors that affect the students' behavioral intention to accept e-textbooks in a post-secondary context. Findings show that the constructs namely Perceived Ease of Use, Perceived Usefulness, Cost Saving, Personal Innovativeness in Information Technology, and Social Influence have relationships with students' Behavioral Intention to Adopt e-textbooks. This study validated the proposed model and the measurement scales therein. Scholars and faculty can use the findings facilitate the successful implementation of e-textbooks in their courses and programs. Subsequently, students may benefit from the significant financial and functional advantages of e-textbooks over the print version. Thus, their learning experience will be enhanced.

KEYWORDS: E-Textbook, Tertiary Education, Intention to Adopt

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