INVESTIGATING THE KEY FACTORS AFFECTING CONSUMERS’ PURCHASE INTENTION OF GREEN E-BOOK: GREEN E-BOOK KNOWLEDGE AS A MODERATOR

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ABSTRACT
In the past decade, technological advances have revolutionized consumers’ reading experiences. For example, e-books are a viable platform in the delivery of reading materials. Thus, there is an increasing importance on insight into the consumers’ purchase intention of e-book. Specifically, this study aims to understand how the knowledge about green e-book influences consumers’ planning processes by integrating technology acceptance model (TAM) and the theory of planned behavior (TPB). 320 samples of data were analyzed using a structural equation modeling (SEM) to examine the hypothesized relationships in the research model. Results show that perceived usefulness, attitude, subjective norm, and perceived behavioral control are significant and positive impact on the purchase intention of green e-book. Additionally, results show that perceived behavioral control has a significant and positive impact on perceived ease-of-use, and in turn, affects attitude towards e-book. Also, results reveal that perceived usefulness serves as an important mediating role in the relation between perceived ease-of-use and attitude towards e-book. Besides, results show that moderating effect of consumers’ green e-book knowledge on their purchase intention of e-book. Based on the findings, the theoretical and practical implications of this study are discussed.