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An integrated adoption model for e-books in a mobile environment: Evidence from South Korea

Sungjoon Lee

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Abstract

This study examines what factors lead to the adoption of the mobile e-book in South Korea. For this purpose, this research integrated the diffusion of innovation theory and technology acceptance model with the model of innovation resistance and applied this integrated model to the context of mobile e-book adoption. An online survey was administered, and the data collected were analyzed with the structural equation model (SEM). Research results showed that individual innovativeness has a significant influence on perceived usefulness and perceived ease of use. It also revealed that both of perceived usefulness and perceived ease of use affect not only intention to use but also the innovation resistance. The innovation resistance has significant negative influence on the intention to use. Perceived risk of mobile e-books increases innovation resistance in a positive way. The implications of these results are discussed.

Highlights

° This study provides the integrated adoption model for e-books. ° Innovativeness has a significant positive effect on perceived ease of use. ° Innovation resistance has a significant negative effect on usage intention. ° Perceived risk increases users' innovation resistance.



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Keywords

Diffusion of innovation theory; Technology acceptance model; Model of innovation resistance; Structural equation model; e-Book; Mobile; South Korea; Integrated model

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Sungjoon Lee (Ph.D., University at Buffalo, The State University of New York) is a full-time lecturer at the Department of Journalism and Communication Studies at Cheongju University, South Korea. He also worked as a policy researcher at Korea Educational Broadcasting System. His current research interests focus on the areas of telecommunication and new media, social and semantic networks, media economics and policies, and meta-analysis of communication scholarship. He has taught several courses regarding international communication, principles of communication, and survey of mass understanding multimedia.

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