

Exploring switch intention of masses' reading behavior - a case study of E-book reader : 以電子書閱讀器為例

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ABSTRACT

People often engage in sending and receiving email, writing Blog, and reading on line with the prevalence of internet. In 2007, the online bookstore, Amazon, launched a successful e-book reader, Kindle, which has become a new way of reading. However, people used to read paper books in the past. It is still unknown that if the consumers can accept the new way of reading. In this research, we have studied switch intention of masses' reading behavior with the dimensions of new product attributes, social influence, and switching costs and verified the relationship among them. This study has gathered 352 valid questionnaire samples on internet survey from the general population. In this research, we have found that the convenience of new products has significantly effect on switching intention of consumers. The more convenient people can learn, the higher people intend to change. Furthermore, the social influence also has significantly effect on the switching intentions. It is implicating that consumers valued and were affected by the opinions of friends and families surrounding them. The switching cost is significantly negative correlation with the switching intention. It is meaning that the lower switching costs, the higher switching intention. In this reserch, we have found that the convenience of carry and operation of newly technological products will brings lower switching costs. When the products are unfamiliar operation and uneasy to carry, will make consumers reject them and have lower switching intention. Furthermore, it will lead consumers to have higher switching intention when surrounding friends and families have a good experiences and impressions of using new products. Thus, for the manufacturers and sellers of e-readers, they have to consider the easy-to-handle, convenient-to-carry on designing products. And the concept of higher social-influence and lower switching-cost shall lead the marketing strategies.

Keywords : e-book reader、characteristic of new product、Social influence、Switching costs、Switching intention

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