

## Exploring the Factors Affecting the Intention of Using Mobile Phone E-Book by TAM and IDT

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**Abstract :** This study is primarily concerned with exploring what factors affect the consumer's intention of using mobile phone e-book. In developing research structure, we adopted technology acceptance model (TAM) and Innovation Diffusion Theory (IDT) as a foundation. The analysis method of structural equation model (SEM) was used to carry out this study. Subjects were 261 users who are using or used the mobile phone e-book. The findings can be summed up as follows: (1) The subjective norm and job relevance has non-significant and positive influence to the perceived usefulness. This represents now the user are still in a small number and most of them used it in non-work related purpose. (2) The output quality, result demonstrability and perceived ease of use were confirmed to have positive and significant influence to the perceived usefulness. (3) The moderator "innovative diffusion" affects the relationship between the attitude and behavior intention. These findings could be a reference for the practice and future study to make further exploration.

**Keywords :** mobile phone e-book, technology acceptance model (TAM), innovation diffusion theory (IDT), structural equation model (SEM)

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