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A QUANTITATIVE ANALYSIS OF THE IMPACT OF E-
BOOK FORMAT ON STUDENT ACCEPTANCE, USAGE
AND SATISFACTION.

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STUDY BACKGROUND

- Explore different eBook formats in terms of usage, usefulness, ease of use, and satisfaction.
- Identify differences of eBook preferences among student age groups and campus delivery methods.
- Lack of empirical evidence.
- Management decisions for higher educational institutions and educational publishers

PROBLEM STATEMENT

- Challenge facing educational institutions and textbook publishers regarding the use of eBooks
- Which current format of eBooks will be used and accepted by students in higher education
- Determination of format may impact the profitability for textbook publishers and reduction of costs for the educational institution

PURPOSE OF THE STUDY

- Correlation study to explore students' acceptance of eBooks in terms of usage, usefulness, ease of use and satisfaction
- Survey instrument based on Technology Acceptance Model (TAM)
- Survey students with prior eBooks experience

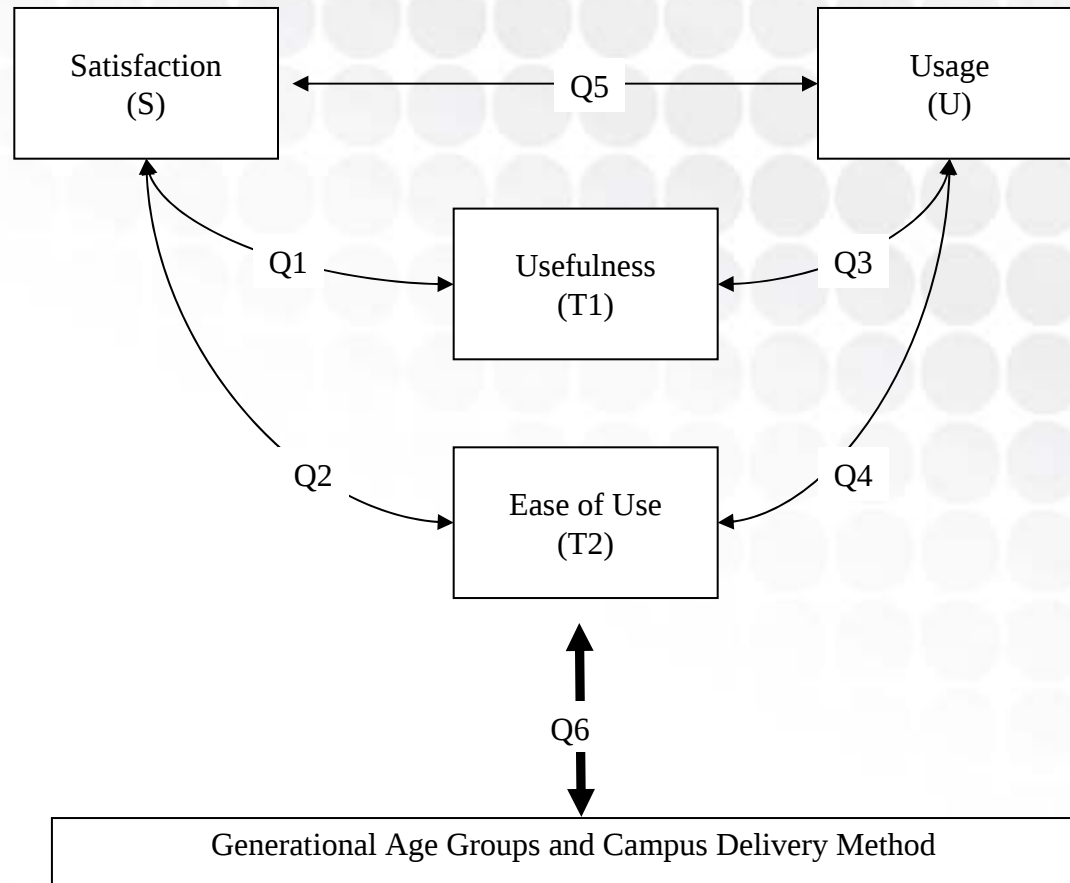
RESEARCH QUESTIONS

- Relationship between usefulness and satisfaction for each eBook format
- Relationship between ease of use and satisfaction for each eBook format
- Relationship between usefulness and usage for each eBook format
- Relationship between ease of use and usage for each eBook format
- Relationship between usage and satisfaction for each eBook format

EBOOK FORMATS STUDIED

- Online Web Read
- Online Web Print
- Download PDF Read
- Download PDF Print
- Purchase the Book

CONCEPTUAL FRAMEWORK



USAGE ANALYSIS GROUPS

- Generational Age Groups
 - Baby Boomers: 1943 to 1960
 - Gen X: 1960 to 1981
 - Millennials (aka Gen Y): 1982 to 2002
- Campus Delivery Methods
 - Online
 - On-campus

EXAMINATION OF EBOOK USAGE

- **Generational Age Groups**
 - Download PDF Read had the highest usage rate for all age groups
 - Purchase the Book lowest had usage rate for all age groups
 - Online Read and Download PDF Read usage increases as the ages of the groups move from Baby Boomers to Millennials
 - Online Print and Download PDF Print usage decreases as ages of the groups move from Baby Boomers to Millennials
- **Campus Delivery Method**
 - Download PDF Read had the highest usage rate followed by Online Read for Online students
 - Download PDF Read had the highest usage rate followed by Download PDF Print for on-campus students

FINDINGS SUMMARY

- Usage was highest for Download PDF Read by generational age group and campus delivery method. Purchase the Book had the lowest usage.
- Differences tests indicated the highest usage for Online Read and Download PDF Read by Online students. Baby Boomers responded with the highest differences for the Online Print, Download PDF Print and Purchase the Book.
- Room for overall eBook satisfaction improvement
- Students are demonstrating acceptance and usage of eBooks
- Conduct future research
 - Longitudinal study
 - Portable hardware