

## INFLAMING USERS' INTENTION TO EMBRACE MOBILE E-BOOKS

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### Abstract:

**Purpose:** This paper proposes an extended UTAUT2 model (comprises of effort expectancy, facilitating conditions, habit, hedonic motivation, performance expectancy, price value, social influence, and technology readiness) to explain users' behavioural intention to adopt mobile e-books. **Background of study:** E-books (Electronic books) represent books in digital form. Mobile devices have stimulated the growth of e-books market and allow users to read e-books through mobile devices. **Mobile e-books** is then used to describe using e-books under mobile environment. **Problem statement:** E-books sales remain insignificant in Asian countries, including Malaysia, as e-books market is emerging. Currently, there is a dearth of mobile e-books study. These negligible amount of studies have included limited factors and utilized older technology acceptance models to explain usage intention. **Methodology:** Technology readiness is added into UTAUT2 to explain users' behavioural intention. Besides, technology readiness also acts as moderator and gender is being controlled in the conceptual model. **Findings:** It is expected that all constructs in UTAUT2, together with technology readiness, have significant influence over behavioural intention. Technology readiness is also anticipated to moderate the linkages between UTAUT2 constructs and behavioural intention. **Research limitations:** There is no empirical data to validate the conceptual model. **Practical Implications:** This study benefits e-books publishers, especially those who are planning to venture into mobile e-books market. Practitioners could form better marketing strategies to promote and attract potential users. **Originality/value:** The paper fills in the current literature gap, by using the extended UTAUT2 model to understand users' behavioural intention to adopt mobile e-books.

*Keywords: UTAUT2, Technology Readiness, Moderating Effects, Gender, Mobile e-books, Malaysia*