The Development of E-Commerce Management for the Book Industry

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INTRODUCTION

Electronic book (e-book) devices enable a person to read on a hand-held device. The e-book device is a technology that has revolutionized consumer behavior by changing the way we read books (Karakas and Manisaligil, 2012). An e-book device is any device that has its core function as displaying e-books (Clark et al., 2008). E-book devices are a relatively new technology that has gained in prominence in the past year. Amazon now sells more e-books than paper books on its website (Amazon.com, 2010). Since Stephen King's book 'Riding the Bullet' became the first fiction book to appear in e-book format available to consumers the number of both fiction and non-fiction books appearing on e-book devices has substantially increased in the past couple of years. E-books are a technology change, which forms part of a radical innovation that will alter the way people read and store books (Millan & Bromage, 2011).

E-books which appear on e-book devices are any text that comes in an electronic format (Vassiliou & Rowley, 2008). An e-book has a number of features unavailable in traditional paper format such as hyperlinks, in text comments and text searching capabilities (Vassiliou & Rowley, 2008). E-books are an electronic representation of text that could have been available in a paper book format (Long, 2003). In the past decade e-book devices (also referred to as e-readers) have become increasingly sophisticated (Stein, Ware, Laboy & Schaffer, 2013). New capabilities such as annotations and cross referencing tools have been added to e-book devices to make them integrated computer devices (Shiratuddin & Landoni, 2003).

In academic literature the adoption process of e-book devices is a limited area of research as the technology is relatively new (Clark, Goodwin, Samuelson & Coker, 2008). The aim of this paper is to investigate the different emotional connections a person has to an e-book device as compared to a paper book. The role of emotions in determining technology adoption behavior has been recently addressed by Ortiz de Guinea and Markus (2009) in studying continuing information technology use. The objective of this paper is to continue the research proposed by Ortiz de Guinea and Markus (2009) by focusing on the e-book device market, which has not been studied in the context of emotional connections and intention to adopt technological innovations through a social cognitive perspective.

BACKGROUND

The e-book market has been increasing on average 20 per cent each year (Just, 2007). In 2010 there has been a significant increase in the use of e-book devices with a number of companies most notably Apple releasing the IPad which is a touch screen tablet that can be used to read books. There are a number of e-book devices on the market including Amazon's Kindle, Barnes & Noble's Nook, Sony Reader, Kobe e-Reader, Apple's IPad and Pandigital Novel. The e-book device market is now a mainstream phenomenon. People have embraced e-book readers as mobile communications have become more

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popular (Chen & Chang, 2013). Consumers have been attracted to e-book devices like the Kindle as they enable an immediate gratification of buying an e-book in an easy one step process. Whilst other products that have been converted to electronic formats like music have been subject to counterfeiting the transferring of paper books to an electronic format requires a mobile device that can easily produce an e-book replicate of the hard copy.

The e-book market is more orientated to novel type books as opposed to textbooks but this may change in the future as book publishers devote more resources to e-book formats. E-book devices are likely to become more complex in the future as technology such as color e-ink and user experiences are incorporated. As mobile devices such as cell phones incorporate e-reader technology the traditional e-book device may change into an all encompassing phone, reading and computer device. Apple has recently introduced e-book applications on i-Phones as consumers become more willing to try new technologies. Google's Editions program has recently entered the market and the aim of Google to create digital versions of all books in the world will help to drive momentum in the e-book market.

An e-book has also been referred to as an ebook or digital book as it is an electronic version of a printed book. E-books are usually read on hardware devices called e-book devices or e-readers that have been manufactured especially for this purpose. The global usage of the internet has been increasing with the result of the emergence of websites like YouTube and Facebook (Gnyawali & Srivastava, 2013). This has lead to many products and services being marketed differently to traditional advertising mediums such as the newspaper or television. Moreover, the interactivity between consumers and sellers of products made possible by the internet has created a new and cheap marketing alternative. Some authors have released their books online thereby bypassing traditional publishing routes. In addition, the popularity of online news websites like the Huffington Post has meant that electronic formats of newspapers and books have increased in usage. The use of e-books has been encouraged through libraries in the United States providing books in e-book format. Apple released the IPad in January 2010, which is a multifunctional device. Apple also signed agreements with five of the sixth largest global book publishers to distribute e-books on the IPad.

E-books are offered indefinitely to consumers as they do not go out of print like paper books. An e-book device can contain thousands of e-books and has translation capabilities that encourage books to be easily translated. E-ink imitates the look and readability of paper books. Some e-book devices have text to speech software that reads the text out loud. E-book devices are also ergonomic and environmentally friendly as they consume little power so that they can be used to read for a long time without being recharged. E-books are cheaper for authors to self publish and can be used immediately after they have been purchased or downloaded. Due to copyright laws any book over 100 years old is available free of charge for any publisher to distribute and this has further increased the usage of e-book devices.

Literature Review

E-book devices are a form of technology innovation. The process of activities undertaken to generate new techniques is part of technology-based innovation (Cantisani, 2006). The innovations may involve the creation of a new product or service but more commonly they involve changing an existing technology (Birkinshaw & Mol, 2006). These changes enable an alternative use for an idea, object or procedure (Rycroft, 2006). Technological innovations require people to learn about the processes made possible by knowledge change (Ratten, 2009). People learn in a variety of different ways depending on their experience and expectations of the technology.

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