

Abstract

The aim of this bachelor thesis is to explain willingness to pay for electronic books in the Czech Republic. Data were collected via online questionnaire. Using the logit model, following variables were identified to have significant influence on probability of buying an e-book. These variables are ownership of an e-book, online shopping, membership in the library, buying printed books, physical appearance of book and thinking about e-books as electronic documents which should be for free. Moreover, in case of printed book's price equals 270 CZK, respondents are willing to pay 132 CZK in average for an electronic version of the same title.

Keywords

ochota platit, e-kniha, logit, Česká republika