



A STUDY ON ANALYSIS OF READERS EXPERIENCE TOWARDS E-BOOK

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Article DOI: <https://doi.org/10.36713/epra16376>

DOI No: 10.36713/epra16376

ABSTRACT

The shift towards digital reading platforms has significantly transformed the landscape of reading habits worldwide. This study delves into the analysis of readers' experiences towards e-books, aiming to provide insights into the evolving preferences and challenges faced by readers in the digital era. Through a mixed-methods approach combining qualitative interviews and quantitative surveys, this research explores various dimensions of readers' interactions with e-books, including their perceptions of convenience, usability, content engagement, and emotional satisfaction. The findings reveal nuanced perspectives on the advantages and limitations of e-books, shedding light on factors influencing reader preferences such as device compatibility, interface design, reading environment, and personal preferences. Additionally, the study examines the impact of demographic variables such as age, gender, and reading habits on e-book usage patterns. By comprehensively analyzing readers' experiences, this research contributes to a deeper understanding of the evolving dynamics between readers and digital reading platforms, offering valuable insights for publishers, educators, and technologists seeking to enhance the e-book reading experience.

KEYWORDS: E-books, Readers' Experience, Digital Reading, User Preferences, Usability, Convenience, Content Engagement, Emotional Satisfaction, Device Compatibility, Interface Design, Reading Habits

INTRODUCTION

An electronic book, sometimes known as an E- Book, is a digital representation of a book that can be read on reading platforms such as computers, smartphones, and tablets. Although the majority of eBooks are available in hard copy, some are only available online as soft copies. Reading books has become much easier because to technological advancements, and E-Books can now be accessible at any time and from any location. E-books are less expensive than paperbacks and hardcovers in general, but eBook licenses are more expensive. Following the purchase, they can be downloaded immediately to PCs or mobile devices. Various online libraries also make eBooks available to the public for free through their websites. In 1998, the American Library Association was the first to do so. Printed books in paperback and hardback editions are preferred by a huge majority of the population over eBooks. With the advancement of technology, people are becoming more interested in the concept of eBooks. Individuals are permitted to own only one eBook reader.

This platform allows you to access all of the books accessible. eBooks can also be simply shared and used by several people via the internet. eBooks have a lot of room for improvement and are widely accepted. The digital publishers are making an effort. Because eBooks are cloud-based, writers and publishers can

update their content at any time, reducing the expense of reprinting several editions of the book while also saving time and money. E books allow authors to experiment with and change previously submitted work, and they are published more quickly. eBooks can also help to preserve the books. If the publication of a book is prohibited for some reason, or if the publisher ceases to publish, the eBook is readily available, even if the paperback edition is not. As a result, there is still a digital edition of old books available. In some ways, E Books are good for the environment because they don't require the felling of trees to manufacture enormous amounts of paper.

OBJECTIVES OF THE STUDY

- To know the reader preference of e-books
- To analysis the factor that influence readers to choose e-Books
- To identify potential barriers or challenges faced by readers while using e-books
- To study the impact of using e-books

RESEARCH METHODOLOGY

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.



PRIMARY DATA

Primary data- Data collected directly from the respondents

Secondary data- journal, books, articles, Internet.

AREA OF THE STUDY

The study mainly concentrates on youngster

SAMPLE SIZE

The sample size of the study is to be 111 respondents.

FINDINGS AND RESULT

SIMPLE PERCENTAGE

TABLE NO 1 AGE

SNO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 20 years	14	12.5%
2	21-30 years	73	66.1%
3	31- 40 years	18	16%
4	Above 41 years	6	5.4%
TOTAL		111	100%

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table shows that out of 111 respondents, 12.5 % are in the age group of below 20 years, 66.1% are in the age group

of 21-30 years, 16% are in the age group of 31-40 years and 5.4% are in the age group of above 41 years.

TABLE NO 2 GENDER

SNO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	MALE	38	66.1%
2	FEMALE	73	33.9%
TOTAL		111	100 %

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table shows that out of 111 respondents, 66.1% are male and 33.9% are female.

TABLE NO 3 ANNUAL INCOME

SNO	ANNUAL INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Less than 2,00,000	44	39.3%
2	Rs 2,00,000 – 5,00,000	36	32.1%
3	Rs 5,00,001 – 7,00,000	17	16%
4	Rs 7,00,001 Above	14	12.5%
TOTAL		111	100%

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table shows that out of 111 respondents, 39.3% people earning less than 2,00,000, 32.1% people earning Rs

2,00,000 – 5,00,000, 16% people earning Rs 5,00,001 – 7,00,000 and 12.5% people earning above Rs 7,00,001.

TABLE NO 4 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kindle	Between Groups	10.985	3	3.662	2.563	.059
	Within Groups	152.870	107	1.429		
	Total	163.856	110			
Smashwords	Between Groups	8.761	3	2.920	2.222	.090
	Within Groups	140.608	107	1.314		
	Total	149.369	110			
Kitaboo	Between Groups	10.905	3	3.635	3.635	.015



	Within Groups	107.005	107	1.000		
	Total	117.910	110			
E- booklobby	Between Groups	7.097	3	2.366	1.605	.192
	Within Groups	157.677	107	1.474		
	Total	164.775	110			
Feed books	Between Groups	20.092	3	6.697	3.779	.013
	Within Groups	189.638	107	1.772		
	Total	209.730	110			

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table gives a result of relationship between annual income and level of satisfaction on e-books based on e-book sites by using one way ANOVA.

Relationship between annual income and kindle

From the above table the significant value association between annual income and kindle is <0.05 so, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between annual income and kindle

Relationship between annual income and Smashwords

From the above table the significant value association between annual income and Smashwords is <0.05 so, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between annual income and Smashwords

Relationship between annual income and kitaboo

From the above table the significant value association between annual income and kitaboo is <0.05 so, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between annual income and kitaboo.

Relationship between annual income and e-booklobby

From the above table the significant value association between annual income and e-book lobby is <0.05 so, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between annual income and e-booklobby.

Relationship between annual income and feed books

From the above table the significant value association between annual income and feed books is <0.05 so, we are accepting null hypothesis and rejecting alternative hypothesis. So, there is significant association between annual book and feed books.

CHI-SQUARE TEST

TABLE NO 5 SHOWING RELATIONSHIP WITH ANNUAL INCOME AND LEVEL OF SATISFACTION ON E-BOOKS BASED ON THE E-BOOK SITES

FACTORS	P-VALUE	DF	SIG.VAL	S/NS
OCCUPATION	44.920 ^a	9	0.01	S
GENDER	5.110 ^a	3	1.64	NS
AGE	24.425 ^a	9	0.04	S

Note: significant (value <=0.05), NS: Not significant (value > 0.05)

(Source: primary data)

HO: There is no significant association between personal factors and time spent on reading e-books

H1: There is significant association between personal factors and time spent on reading e-books.

From the table, p value chi square test is less than 0.05. So, we are rejecting the null hypothesis and accepting the alternative hypothesis and in one case p value of chi square test is greater than 0.05. So, we are accepting null hypothesis and rejecting alternative hypothesis.

It is concluded that the occupation and age have significant association on the time spent on reading e-books and gender have no significant association on the details about time spent on reading e-books.

CONCLUSION

This study explains the preference for e-books among readers continues to grow steadily, driven by factors such as convenience, accessibility, and environmental considerations. With the rise of digital reading devices and platforms, e-books offer readers the flexibility to carry thousands of titles in a single device, read across multiple devices seamlessly, and access a wide range of content instantly. Additionally, features like adjustable font size, built-in dictionaries, and the ability to highlight and annotate text enhance the reading experience for many. While print books still hold sentimental value for some readers, the convenience and versatility of e-books make them an increasingly popular choice in today's digital age.