



A STUDY ON THE PREFERENCE TOWARDS E-BOOKS OVER PRINTED BOOKS

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ABSTRACT

The term "e-books" often refers to electronic books. They may primarily consist of diagrams and illustrations of some sort, but the most of them will be written in text. E-books are only meant to be read on electronic devices like smart phones, tablets, laptops, and even desktop computers. E-books are often kept as digital files. They are readily available, small, and simple to buy. The majority of the times, paper books are a collection of printed sheets of paper with two pages on each side. E-books can only be read on electronic devices, but paper books can also be read by touching them as you would a real book. This study tries to comprehend the preferences of 50 respondents in Chennai between e-books and printed books.

Keywords: *E-books, Electronic devices, Paper books, Preference, Printed sheets.*

INTRODUCTION

A book is often a printed piece of paper. Pages refer to a single piece of paper. These pages either have text, images, or diagrams. An illustrator is someone who creates illustrations, while an author is someone who writes a book. Books can be purchased at bookstores or borrowed from libraries. Other genres represented in these paper books include children's literature, entertainment, learning, fantasy, fiction, and general knowledge, among others.

E-Books are generally known as electronic books. They can be read only in electronic devices. The history of the book dates back to the late 1940's which were prepared by Roberto busa. Despite its pre- history, some reports tell us that the inventor of e- books is Michael.S.Hart Who developed the concept of e-book in the year 1971. In the 1970's PARC (Palo Alto Research Center) Proposed yeah notebook computer, the



Dynabook, which displayed books on its screen for users to read. In 1992, Sony launched the Data Discman, which reads e- books stored on CD's. It is the EPUB file format that is currently used for E-books. There are other proprietary formats like .MOBI, AZW, IBA and PDF.

OBJECTIVES

- (i) To know the demographic profile of the respondent.
- (ii) To know the preference of apps for e-books.

RESEARCH METHODOLOGY

Sample size

The sample size of the study is 50. This is a descriptive and analytical study based on the Primary Data collected from the respondents in and around Chennai through a well-structured Questionnaire.

Sampling Technique

Judgemental Sampling Technique has been used to conduct the study.

Statistical tools

The statistical tools used in the study are Simple Percentage Analysis and Simple Average Analysis using SPSS software.

LIMITATIONS

The study has been limited on various aspects like responses have been asked only from the people of Chennai city and the number has been limited to only 50.

STATEMENT OF THE PROBLEM

In today's society, individuals use electronic devices like smart phones, tablets, laptops, etc., not only for taking pictures and videos as well as for reading books and learning new things. This study aims to determine whether the development of new technologies has a negative impact on printed books while also determining what the general audience prefers.



REVIEW OF LITERATURE

Gayle R. Jesse (2014) conducted the research on “College student perceptions of e-textbooks and e-readers: New ways to learn?” among 395 students. The primary objective of this study were to find out whether college students purchase electronic textbooks, whether tablets aid in education, whether electronic textbooks will displace printed textbooks within the five years that follow, and whether students favour electronic textbooks over printed textbooks. The author used percentage analysis using Microsoft Excel Software. This exploratory study discovered that 39% of people own an e-reader and 36% of people have bought a digital book, indicating that the use of technology based on the internet is rapidly expanding. The majority of students will own an e-reader, buy e- textbooks, and be aware that both of these technologies can improve their education within the five years that follow, the author predicts. As a result, the researcher concludes that this research should be utilised by the field of information systems and those working in education.

Foasberg (2011) conducted the research on “Adoption of E-Book Readers among College Students: A Survey” among 1705 respondents in Queen’s College, New York, USA. Percentage analysis and cross tabulation were the statistical techniques used for the investigation. The survey suggests that while a significant proportion of college students do not read e-books, a substantial number of them do, and the majority of these e-book readers use devices other than dedicated e-readers.

Nathaniel Stone (2008) in their research article titled “The e-reader industry: Replacing the book or enhancing the reader experience?” In his research, the author used scholarly, electronic, and mainstream news media sources. The effect of these elements on customer acceptability of smart devices is examined in this research part. This is a conceptual study. The potential of electronic texts to display incredibly rich content that readers may interact with is, according to the author, their greatest advantage over print media. Electronic reading tools offer the ability to improve on books in areas where they lack. When this happens, maybe they'll discover their own place in society.



RESULTS & DISCUSSIONS

1. PERCENTAGE ANALYSIS

Percentage = No of Respondents / Total no of Respondents * 100

TABLE-1(DEMOGRAPHIC PROFILE)

VARIABLE	DOMINANT GROUP	PERCENTAGE
Gender	Female	78
Age	20-22	70
Locality	Urban	78
Qualification	PG	54
Occupation	Student	56
Marital status	Unmarried	80

Source-Primary Data

2. SIMPLE AVERAGE ANALYSIS

TABLE-2(PREFERENCE OF APPS FOR E-BOOKS)

PARTICULARS	AMAZON KINDLE		KOBO BOOKS		WATTPAD		BOOKMATE		AUDIBLE	
	FREQUENCY	RANK	FREQUENCY	RANK	FREQUENCY	RANK	FREQUENCY	RANK	FREQUENCY	RANK
Most Comfortable	20	1	7	3	14	2	10	3	13	2
Comfortable	19	2	25	1	19	1	24	1	20	1
Neither Comfortable Nor Uncomfortable	8	3	14	2	14	2	11	2	11	3
Less Comfortable	2	4	3	4	2	4	4	4	3	4
Uncomfortable	1	5	1	5	1	5	1	5	3	4
Total	50		50		50		50		50	

Source-Primary Data



INTERPRETATION

From the above table, the respondents have ranked 'I' for Amazon Kindle as "Most comfortable", Kobo Books as "Comfortable", Wattpad as "Comfortable", and Bookmate as "Comfortable" and Audible as "Comfortable".

FINDINGS OF THE STUDY

1. In the demographic profile the majority of the respondents are female.
2. The majority of the respondents fall within the age group 20-22 years.
3. The majority of the respondents live in Urban.
4. The majority of respondents pursue a postgraduate degree.
5. The majority of the respondents are students.
6. The majority of the respondents are Unmarried.

SUGGESTIONS

- The E-reading apps/websites can either be free or should be available in a low cost.
- The Library or a Bookstore can have a sufficient space if they are new to the area.
- The above study tells us that e-reading has a scope in future so the owners of the app/website should ensure that they have the book that the user wants.
- Offers and Discounts should also be present, so a person who is willing to buy a premium buys it again after the expiry of premium.

CONCLUSION

E-books are still not able to overtake conventional books, despite recent growth in readership and sales. When it comes to satisfying people's reading demands, which might vary depending on demographics, situations, and individual circumstances, print books as well as e-books each have distinctive qualities and serve various purposes. The findings of this survey are consistent with the notion that due to the ease with which people may access their preferred information whenever and wherever they choose, e-books are already holding a significant position in people's life. Right now, print books and e-books work best together since they offer the same information in two different formats.



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