

A Study on Readers' Preference between Physical Books and E-books in Indore City

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Abstract

The aim of this study was to identify the preference of readers between Physical books and E-books when reading for Academics, Pleasure/Fun and Literature Enthusiast. There are several factors that determine which platform readers prefer to read from, such as cost, portability, durability, reading comfort. So, the result suggest that people prefer to read from Physical books. It is important to define what motivates consumers to make these choices.

The result of this study showed that people who read for Academics, Pleasure/fun, Literature enthusiast prefer to read from Physical books. After asking several questions about the different factors that go into choosing from which medium to read, most respondents stated that they prefer Physical books in different scenario.

Keywords – E-books, Physical books, Readers' preference.

Introduction

Books are the most reliable source to gain information. Everyone reads books to acquire knowledge in the field they desire to excel. Book have always been a part of people's lives. In the past few years, however, the appearance of books has taken a drastic change, transitioning into a digital form. Whereas many readers are conversant with physical books when considering reading format, e-books are relatively new option. With all the technological advancements to make life simpler and more effective, the printing industry could be in danger if people increasingly choose a digital lifestyle over a printed one.

E-books are read on the E-readers. An E-Reader is an electronic device that can hold hundreds of e-books. These E-books can be purchased from the remotest of the locations with internet connectivity. E-Reader is an environment friendly alternative as no paper goes into the making of the e-books. For some people, reading through e-books is more comfortable because we don't have to carry big books in their bag packs. Companies

like Amazon have been in the process of enriching the readers' experiences with every successive Kindle model.

On the other hand, we have Physical books which have been around for a long time. Everyone reads them everyday whether it's for academics, for work or to just entertain themselves. While reading the physical books one can feel the pages, making quick notes at the side of the pages, highlight the essential information. Because of differences in how consumers use these products, individuals have definite preferences as to which they are more likely to use.

Research Problem

For years, the status of print industry has been up for discussion as to whether technology will completely supersede the world of print publishing.

Research gap

- Researchers did not reveal as to why people make these decisions and what made them develop these preferences between Physical books and E-books.
- The survey collected data on people's reading habits in terms of reading frequency for various purposes such as reading for academics, for pleasure, for literature enthusiast which was not identified previously by the researchers.

Research Objective

Comparative study on readers' preference between Physical books and E-books.

Research Hypothesis

H0: There is no significant difference between preference of readers when it comes between reading physical books and e-books.

H1: There is a significant difference between preference of readers when it comes between reading physical books and e-books.

Literature Review

KN Rao, Sunil Kumar, Manorama Tripathi (2017) has examined that, E-books are more expensive than the Physical books. They are more costly, where consumers tend to prefer Electronic books over the physical books. There is one fair correlation between electronic price and their paper versions, libraries may estimate the budget which books will be expected to be purchased in electronic format using the print version price, however this stipulation will be barely 20 percent correct. The study emphasized that 95.4 percent of English language scholarly e-books was published in the USA and UK.

Sudhir Gupta, Yashodha Negi and Neelam Sharma (2017) The research was conducted with the objective to compare the PG student's preference for print resource versus e-resource. Most students are well acquainted in using computers in today's changing environment. They are interested in acquiring resources in digital mode, and spend a lot of time on online resources to get information. Both boys and girls student prefer to read Physical books than E-books, but they tend e-abstract services to paper abstract.

Michael Fernandez (2003) has examined that users of the UNC libraries generally accepted e-books, physical books are still as widely used. Their result indicate that users are equally comfortable with both forms, and can either use them to match their reading requirements. That's a logical conclusion because both forms have their own key benefits. In the end, the electronic book will better act as a supplement to conventional print collection.

Michelle Millar, Thomas R. Schrier (2015) have assessed the students perception regarding the use of e-books. Students still tend to prefer physical books to e-books. The main reason for their preference was that physical books were more convenient than electronic books. Students who prefer e-books preferred because at all times all the required course materials of the student would be in one place. There are consequences for both e-book publishers and university educators, based on the results. In essence both need to better explain the advantages of using e-books to the students, like low price, portability, better for environment- all in an effort to get more generation Y students to adopt them.

Greg L. Kozak, Gregory A Keoleian(2003) has identified that e-book readers are more compressed and less material rigorous than the equivalent number of physical books. From an environmental point of view, they analysed that the low environmental burden is associated with e-book storage relative to physical book storage. Electricity generation for the use of E-readers has less effect on the environment than paper processing for traditional book system. This study's purpose isn't to stop using the printed books. Rather, this paper provides clearer understanding of the possible environmental impacts associated with conventional and electronic book system for industry, consumers and policy makers.

Wagner, Thomas, Benlian, Alexander and Hess (2012) has analysed that, e-book provides a wide variety of benefits to readers than printed books. They are cheaper, lighter and good readable. Besides that, e-book acceptance is still relatively low in significant book market such as Europe. One of the reasons for this is lack of haptic qualities while reading an e-book. The objective of this research is to demonstrate that e-books intangibility results in lower involvement with the book. They use amazon.com customer review which shows that e-book reviews were lower and ranked as less helpful than physical book reviews. All together their findings shows that product involvement varied substantially between digital book readers and physical book readers.

Yin Zhang, Sonali Kudva (2014) has identified that despite of increasing sales and readership of e-books in recent years, e-books are still not able to replace physical books. Both physical books and e-books have specific characteristics and serve different functions to fulfill people reading interests, which can differ by individual demographic, contextual, and situational factors.

Mikayla Nicole Byars(2015) has examined that college-age students prefer physical books over e-books for both leisure reading and school reading. There are several considerations going into an e-book 's decision as compared to a printed one, such as quality, portability, longevity, cost and reading conditions.

Amanda J. Rockinson – Szapkiw, Jennifer Courdiff, Kimberly Carter, David Bennett (2012) has identified that there was no difference between Physical books and E-books in cognitive performance and grades, indicating that e-books is just as good for learning as physical books.

GoncaCumaoglu, EsraSacici (2013) has identified that students at universities put up e-book usability advantage and mentioned that they mainly read e-book for study. The most frequently used e-book format by students is Portable Document Format (pdf), while the computer is the most frequently used e-book medium.

Research Methodology

Types of data

The research consists of primary as well as secondary data both qualitative and quantitative in nature.

Sampling

In this study the sampling was convenient.

Sample Size

Sample size in this study is 205 respondents, which was taken from Indore city. Mainly people within the age group of 18-30 years involve in this study.

Research Type

Descriptive – Comparative

Source of data

The primary data is collected using questionnaire whereas the secondary data is collected from the internet.

Research instrument

Structured questionnaire was used as a research instrument to collect data.

Software used

Data analysis has been done using spss.

Technique used

Percentage analysis, Cross tabulation & chi square is used to test the hypothesis.

Data Analysis

1. PERCENTAGE ANALYSIS

1.1 Gender of the Respondents

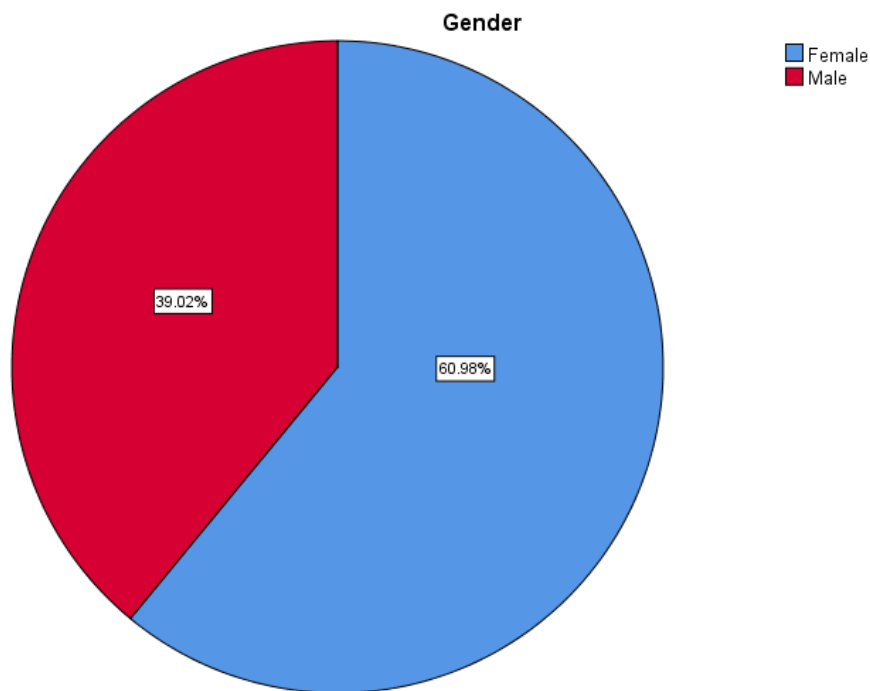


Figure 1.1

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	125	61.0	61.0	61.0
	Male	80	39.0	39.0	100.0
	Total	205	100.0	100.0	

Table 1.1

Interpretation: From the above table we can see that about 61% respondents are female whereas 39% of the respondents are the male out of 205 respondents.

1.2 Regularity

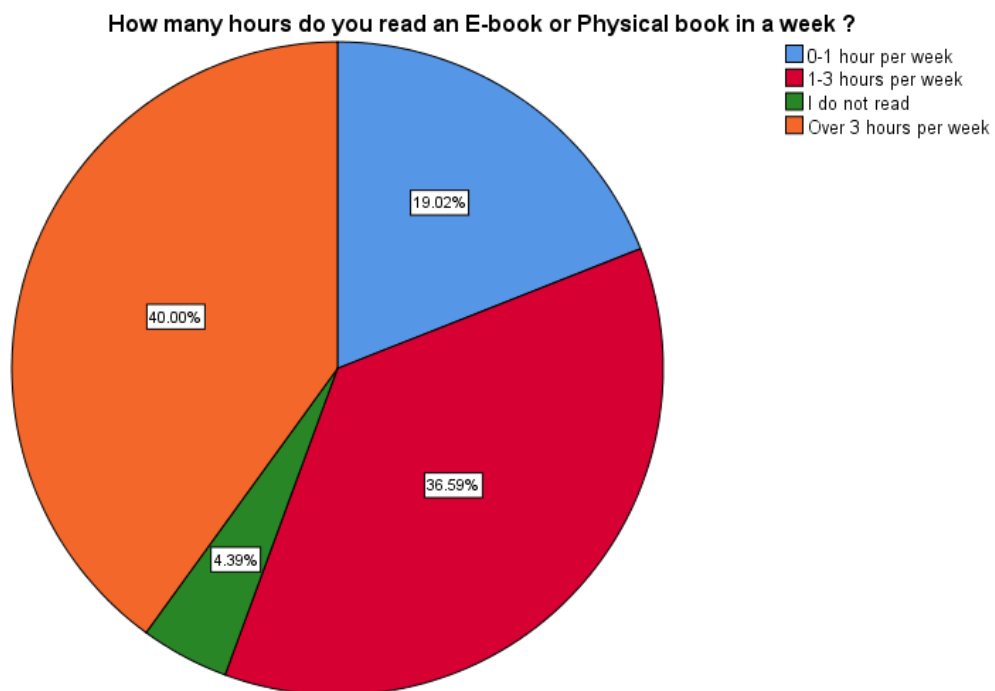


Figure 1.2

How many hours do you read an E-book or Physical book in a week ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1 hour per week	39	19.0	19.0	19.0
	1-3 hours per week	75	36.6	36.6	55.6
	I do not read	9	4.4	4.4	60.0
	Over 3 hours per week	82	40.0	40.0	100.0
Total		205	100.0	100.0	

Table 1.2

Interpretation: The above table shows that how many hours people read physical books and E-books in a week. The analysis shows that over 3 hours per week readers are more i.e. 40%.

1.3 Regularity

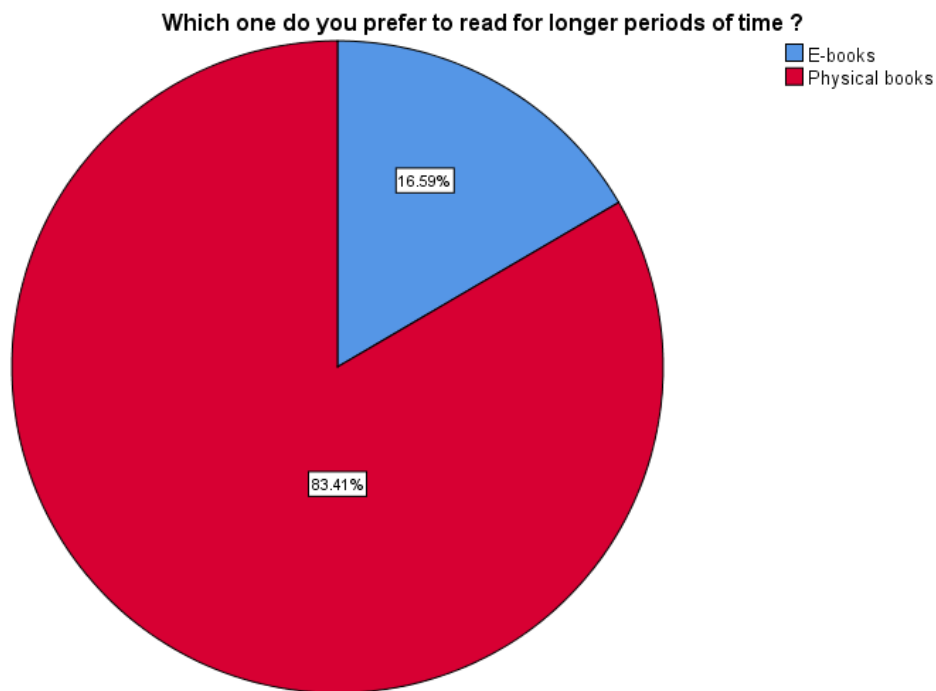


Figure 1.3

Which one do you prefer to read for longer periods of time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	E-books	34	16.6	16.6	16.6
	Physical books	171	83.4	83.4	100.0
	Total	205	100.0	100.0	

Table 1.3

Interpretation: From the above table we can see that about 83.4% respondents prefer to read physical books and 16.6% of the respondents prefer to read E-books. So, we can conclude that people prefer Physical books more than the E-books.

1.4 Drivers

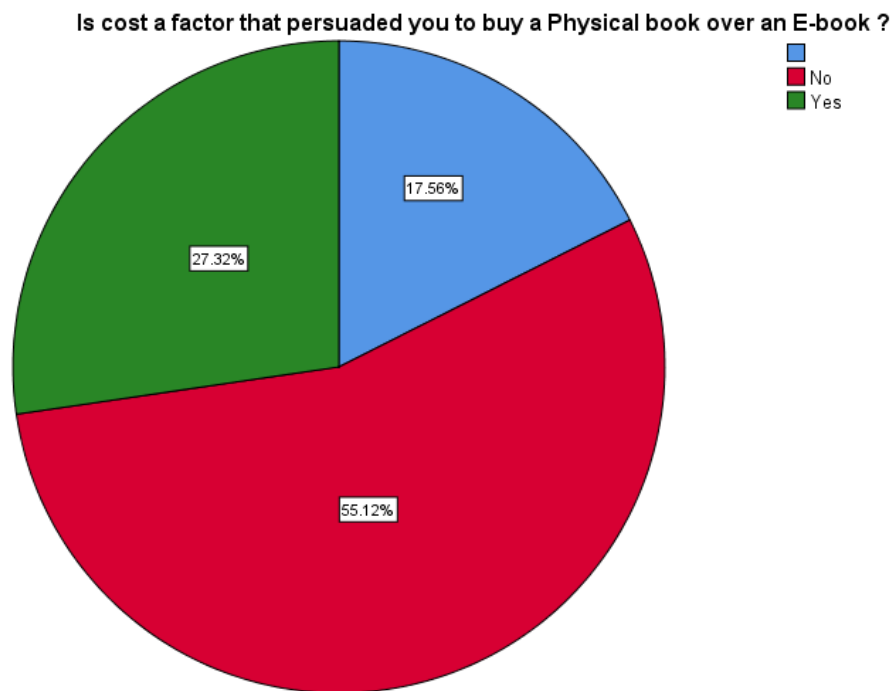


Figure 1.4

Is cost a factor that persuaded you to buy a Physical book over an E-book?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
No	36	17.6	17.6	17.6
Yes	113	55.1	55.1	72.7
Total	56	27.3	27.3	100.0
	205	100.0	100.0	

Table 1.4

Interpretation: From the above table we can see that for most of the people cost is not a factor that persuaded people to read physical book over an E-book.

2. Chi square test

2.1 Relationship between gender and which one do you prefer to read for longer periods of time.

Gender * Which one do you prefer to read for longer periods of time? Crosstabulation

Count

		Which one do you prefer to read for longer periods of time?		
		E-books	Physical books	Total
Gender	Female	13	112	125
	Male	21	59	80
Total		34	171	205

Table 2.1

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.858 ^a	1	.003		
Continuity Correction ^b	7.749	1	.005		
Likelihood Ratio	8.642	1	.003		
Fisher's Exact Test				.004	.003
N of Valid Cases	205				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.27.

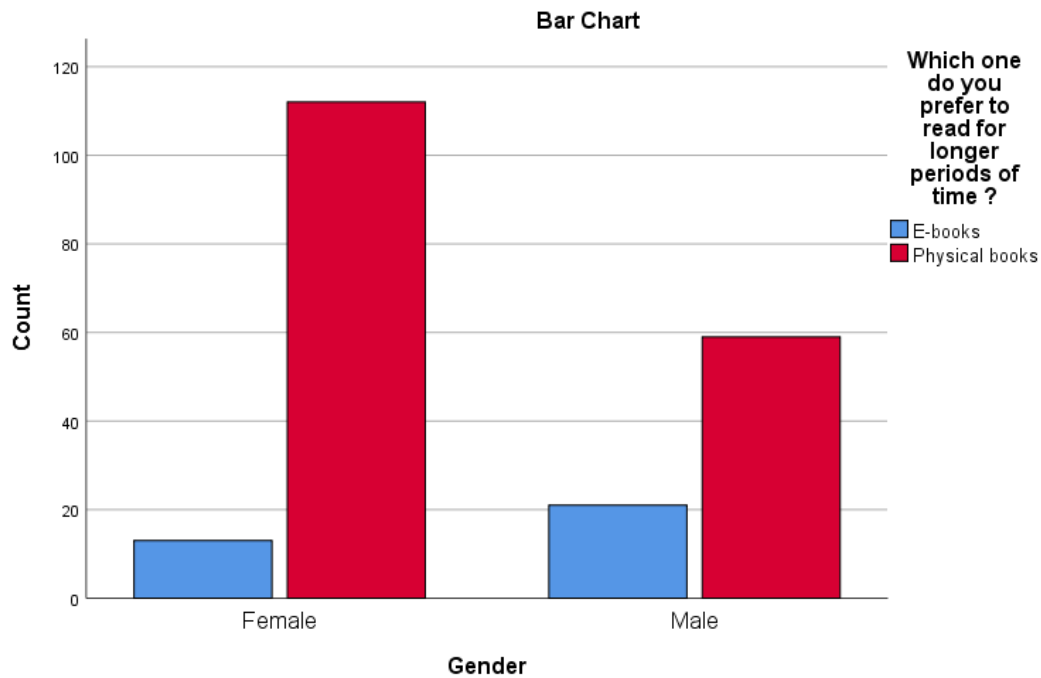
b. Computed only for a 2x2 table

Table 2.2

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	-.208	.003
	Cramer's V	.208	.003
N of Valid Cases		205	

Table 2.3

**Figure 2.1**

Interpretation: Chi square analysis is done to determine the relationship between the two variables. So, while reading the above table we can see that the “Pearson chi square” significance value is .003 which is less than .05. So, we can conclude that the strength of the association among the two variables is very strong.

2.2 Relationship between age and which one do you prefer to read for longer periods of time.

Age * Which one do you prefer to read for longer periods of time? Crosstabulation

Count

		Which one do you prefer to read for longer periods of time ?		
		E-books	Physical books	Total
Age	18-23	18	142	160
	24-30	16	29	45
Total		34	171	205

Table 2.4

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	14.998 ^a	1	.000		
Continuity Correction ^b	13.292	1	.000		
Likelihood Ratio	13.072	1	.000		
Fisher's Exact Test				.000	.000
N of Valid Cases	205				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.46.

b. Computed only for a 2x2 table

Table 2.5

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	-.270	.000
	Cramer's V	.270	.000
N of Valid Cases		205	

Table 2.6

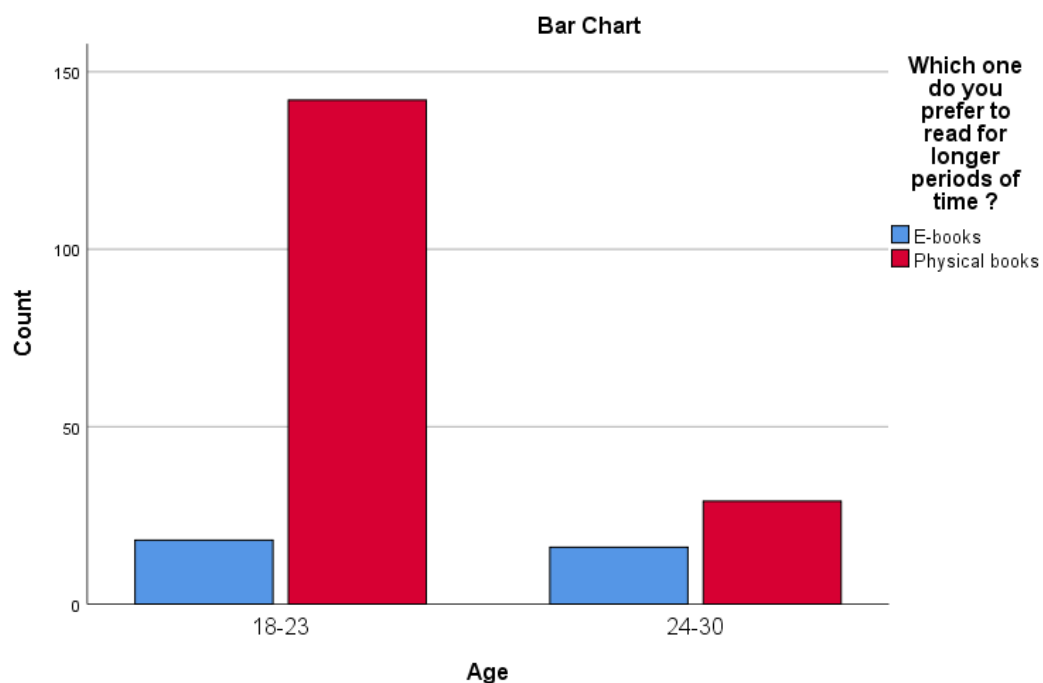


Figure 2.2

Interpretation: Chi square analysis is done to determine the relationship between the two variables. So, while reading the above table we can see that the “Pearson chi square” significance value is .000 which is less than .05. So, we can conclude that the strength of the association among the two variables is very strong.

So, from the analysis we can see that p value is less than 0.05 for all the cases. So, we can say that null hypothesis is rejected i.e. There is no significant difference between preference of readers when it comes between reading Physical books and E-books.

Findings

- Most of the respondents (77%) fell within the age group 18-23 years.
- Another important finding is that 41.8% read for their academics purpose, 35.7% read for pleasure/fun, 22.5% read for literature enthusiast.
- Majority of respondents 39.9% says that they read over 3 hours per week, 35.7% read between 1-3 hours per week, 19.7% read between 0-1 hour per week and only 4.7% says they do not read.
- Percent of E-book readers is relatively low. Responses indicate that 16.4% of the 205 respondents prefer to read E-books and 83.6% people prefer to read Physical books.
- Physical books found to be the most preferred format by the readers because they can easily flip through pages, can highlight or write in physically, no eyestrain while reading long hours, no batteries required. So, majority of the respondents i.e. 79.8% prefer physical books as they can highlight or write in physically, 60.7% prefer physical book as there is no eyestrain while reading long hours, 54.5% prefer physical books as they can quickly flip through pages, 44.9% prefer as no batteries required in physical book and rest followed by others.
- If the prices for Physical books and E-books are the same then also people would prefer to read Physical books.
- Cost is not at all a factor that persuaded readers to buy a Physical book over an E-book.
- Relationship between gender and which one do you prefer to read for longer periods of time, E-books or Physical books, were determined through chi-square analysis, by which it was found that there is a strong association among the two variables as the significance value of “Pearson Chi square” is .003.
- Relationship between age and which one do you prefer to read for longer periods of time, E-books or Physical books, were determined through chi-square analysis, by which it was found that there is strong association among two variables as the significance value of “Pearson chi square” is .000.

Suggestions

As many respondents indicated that they like to quickly flip through pages, so future researchers could look into the difference between readers who can quickly flip through pages, swipe through the screen, and click a button to go forward through a book.

Limitation

The study has been limited to the number of respondents available. The sample size was also confined to a limited age group and to a particular location. Developing a sample size of students outside the Indore region will also aid in understanding whether those results were compatible with people in other regions.

Conclusion

The purpose of this study is to identify the preference of readers between Physical books and E-books. The conclusion that is drawn from this study are from the people within the age group of 18-30 years. The research focused primarily on gathering information from this target audience through a survey to examine the advantages and disadvantages of physical books and E-books when reading for academics, pleasure / fun, literature enthusiast.

The majority of participants preferred to read for academic purpose and they do read on a weekly basis. When asked for which one do you prefer to read for longer periods of time, they have stated that majority of them prefer to read physical book over an e-book because they can easily flip through pages, no eye strain while reading long hours, can highlight or write in physically, and no batteries are required. Whereas some people choose E-books over Physical books as their preferred platform to read on, but only 16.4% of respondents read an E-book over the past year. It can also be inferred that price is certainly a factor in preferring e-books over physical books, as e-books may be more price effective at the time than buying a physical book.

Compared to the individuals who prefer to read from physical books, most of those respondents stated that cost is not a factor that persuaded them to a read physical book over an e-book. This can lead to the conclusion that people who prefer to read physical books over e-books are more consistent in choosing physical books.

Most of respondents would not change their decision of preferring physical book over an e-book, despite of price in every situation. When asked for what do you prefer to read while travelling. Majority of them 66.2% says they prefer to read physical books while travelling. This may also lead to the fact that readers preferring physical books are much more loyal to their reading medium and less likely to be convinced to read an e-book. Overall, it is noted that people prefer physical books over e-books for academics, pleasure / fun, literature enthusiast. There are several considerations going into the selection of an E-book or Physical book such as cost, portability, reading conditions. Both physical books and E-books have advantages and disadvantages, however it can be inferred that people prefer physical books over e-books irrespective of scenario or cost.

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