

# **AN ANALYSIS ON CONSUMER PREFERENCE TOWARDS E BOOKS AND PRINT BOOKS AND ITS IMPACT ON PURCHASE BEHAVIOUR**

## **Project Report**

**Submitted by**

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In partial fulfillment of the requirements for award of the degree of  
**Bachelor of Management Studies (International Business)**



**St. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

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**CERTIFICATE**

*This is to certify that the project entitled "An Analysis On Consumer Preference Towards E books And Print books And its Impact on Purchase Behaviour", has been successfully completed by Ms. Tanisha Shiraz, Reg. No. SB20BMS034, in partial fulfillment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2020-2023.*

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**DECLARATION**

*I, Tanisha Shiraz, Reg. No. SB20BMS034, hereby declare that this project work entitled "An analysis on consumer preference towards e books and print books and its impact on purchase behavior" is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

Date: 19.04.2023



**TANISHA SHIRAZ**

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## **Executive Summary**

In the fast paced world right now books are available to readers in a multitude of forms from hardcovers, to paperbacks, reprints, e-books via a kindle or even book pdfs to read online. Since 1995 Amazon has started selling books online, and it has grown to become one of the biggest bookstores in the world. Ever since a competition has been initiated between bookstores and online sellers. The fundamental idea behind an online bookstore's competitiveness is that it can offer clients an almost endless selection of books without having to keep those books in stock, saving on storage, maintenance, and other costs. On the flipside, do they have consumer trust? Especially for those wary of reprints and inferior quality books. Similarly, e-books pose the challenge of not having “the feel” of a book, however it enables you to hold an entire library with oneself at all times. Bookstores that used to be flooded in anticipation of new books no longer get the same reach with the possibility of pre-ordering online.

This study is based on the factors that determine each individual's inclination to the different modes of reading and how that determines the purchase decisions. Is the growing nature of online shopping a determinant to this ultimate downfall of local bookstores and their associates.

Through the course of the research, the researcher aims to understand what are the driving forces that impact consumer preference to a certain kind of reading interface; e books and print books. And perceive the impact that consumer preferences have over the buying behaviour of consumers while making choice between the options of e books and print books.

Several independent factors were identified that influences the consumer preference towards e books. The analysed data include: Genre, Self perception as an avid reader. Price Perception, Usability and Situational Factors. Six hypothesis were identified including the particular independent and dependent variables. An organized questionnaire was created and distributed to the target population by a method of convenience sampling.

To analyse the data a few tests were conducted and results inferred. The results largely indicated that consumer preference towards e books is weak. Generally, consumers prefer print books over e books in most situations. However, it was also noticed that there are some areas of e books that give consumers satisfaction such as font sizes, search tools and highlighting facilities.

This research was conducted to analyse the consumer preference towards e books and its impact on purchase behavior. Backed up by the collected secondary and primary data the hypothesis was analysed.

The findings have then been consolidated and interpreted to achieve the final results. The results are consolidated and suggestions to gauge through the determined problems have been stated.

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# **CHAPTER 1**

## **INTRODUCTION**

## 1.1 INTRODUCTION TO THE STUDY

The invention of books can still be regarded as one of the best achievements of humans. Information compiled into a single format as well as multiple perspectives offered by different authors add a lot to the learning process of individuals. Not only as a source of information books offer a portal to enter the realms created by the creative ones and provide a safe space for many. Reading is a very popular pass time, for nearly half the population. Everyone is reading some kind of material at all times either for leisure or some pre-determined purpose. With the advancement and fast-paced induction of technology in the current world, the lingering question arises with respect to reading, which is the forthcoming ebooks.

E-books slowly seem to be coming forward in the industry with readers understanding the facilities offered as well as the ease of carrying numerous books in a single device. However, print books have the inherent advantage as the medium through which most everyone began reading and are still likely to prefer. Shifting to the sphere of the e-world, with the acceptance of ebooks may sometimes be a daunting task for most traditional readers.

With regards to print books readers again make a distinction between reading paperbacks or hardcovers. Although the differences may not be monumental to many, this difference can be very pivotal to certain readers. The probability of cracked spines is solved with hardcovers. However, hardcovers are bulky and heavy and reading in bed then proves difficult. There still remains a thrill with the separate book jackets and book covers and their different aesthetics which is an act that brings joy to many readers.

Nonetheless, ebooks possess the extraordinary ability to be a walking library, with almost every book at its disposal. Readers may find more options to choose from while browsing online rather than in a bookstore. The quality of re-flowable text also allows readers to alter font sizes and text sizes to their liking. They are also made available in multiple languages, making it easier for everyone to download books in their native language. Most ebook mediums such as the kindle, iPad or even phones generally have the ability to look up word meanings instantaneously, a luxury that traditional readers don't often get.

## **1.2 STATEMENT OF THE PROBLEM**

Understanding consumer perception of both print books and ebooks would lead to the understanding of the decision that a consumer would take regarding their optimal choice. This would ultimately dictate the consumer's purchase behaviour and the decision to purchase either of the alternatives. The researcher aims to analyse the relationship linked with the genre, situational factors, frequency of reading and price perception of ebooks and their usability to consumer preference for ebooks and print books. And therefore realise what dictates the purchase behaviour of the consumer.

## **1.3 LITERATURE REVIEW**

### **1.3.1 GENRE**

The genre of a book truly plays a very vital role in the selection of books. The genre of books can range from fiction, which by itself has several subcategories such as "sci-fi", "dystopian", "contemporary fiction", "historical fiction", "realistic fiction", "young adult" and so on. Additionally, there are nonfiction, classics, graphic novels and comics, self-help books, educational textbooks and so on. Opening oneself to multiple book genres the comprehension abilities of children to different texts. [Reading Comprehension Course Through a Genre Oriented Approach at a School in Colombia, Andrés Rodríguez Sánchez]. Increasing the purchases of different genres of books by parents for the children, while growing. This in turn may lead to certain interests developed by the children grooming up.

As reported by Annika Hinze [2012] the serendipity of choosing a particular book is very impactful in luring the readers in terms of what they read. However, this action of serendipity is available only when browsing through the bookshelves of print books. Recommendations from the media as well as peer recommendations greatly influence the readers' inclination to read a particular material. [Annika Hinze, 2012]. People in different disciplines used ebooks and print books rather differently. This difference in preference was related to the subject and classification indicating that ebooks and print books fill different functions. [Christianson and Aucoin, 2005].

"There's a high demand for contemporary Indian writing in English. It is easier to sell a nonfiction book in India. As for fiction, it's a very niche market with an overall rate of 10-

12%. The hot topics are social media and startups while self-help and leadership books are evergreen categories” [Ramona Tanay, 2019]

A study conducted in 2011 indicated, “that the format in which the book was delivered did not matter as much as the suitability of character, theme, and setting of the books and how these align with personal preferences of the reader.” [Jones, T., & Brown, C. (2011).]

### **1.3.2 SITUATIONAL FACTORS**

In a 2013 study conducted by Yin Zhang and Sonali Kudva, it was noticed that “people overwhelmingly prefer print books when they read with a child (85.9%) and share books with other people (70.3%), they also overwhelmingly choose e-books when they need to get a book quickly (85.2%) and read books while travelling or commuting (76.6%).” [Yin Zhang and Sonali Kudva, 2013]. “People were divided in their preference when it comes to reading in bed; 44.7% preferred print books while 46.2% preferred e-books.” [ Yin Zhang and Sonali Kudva, 2013].

This sheds light on the fact that people have varied reading preferences depending on the situation they are in. With an inclination to choose print books and ebooks in a mixed manner depending on the circumstances and individual preference.

Moreover, it was reported that internet usage has a significant impact on the reader's relationship. Wherein no internet users tend to read more print books only, and internet users read both ebooks and print books. [Zhang and Kudva, 2013].

### **1.3.3 SELF PERCEPTION AS A READER**

A study conducted in 2008 reported that the majority of young people (58%) consider themselves to be proficient readers and like reading either quite a bit or very much. Girls were more avid readers than boys. The majority of young people read every day or once or twice a week on average. And a sizable portion of young people (71%) identified themselves as readers as well. Girls were more likely than boys to identify as readers. [ C Clark, S Osborne, R Akerman]

Young people's reading preferences, reader perceptions, and perceptions of the impacts of family, friends, and school were all significantly influenced by whether or not they

identified as readers. Young individuals who identified as readers, for instance, gave themselves higher ratings of proficiency and said they read more outside of school. The majority of people who identify as non readers claimed they never read anything outside of school.

Self-described readers recommended a wider range of materials, with magazines, fiction books, and websites being the most popular ones. Self-described non-readers, on the other hand, said they read magazines, webpages, and blogging and networking websites the most regularly outside of school. [C Clark, S Osborne, R Akerman, 2008]

There exists a strong correlation between the actual enjoyment received from an e book that children read and the preference of choice of books. Although children do not have a particular inclination to any specific format and will read from both formats of books. In the same findings, there reports evidence that suggests the ability to choose books and a wide range of reading options have an impact on reading engagement and, eventually, reading comprehension. [Jones, T., & Brown, C. (2011).]

#### **1.3.4 PRICE PERCEPTION**

The cost of reading ebooks and print books is an important factor to analyse the consumer choice of each. In the case of reading print books the associated price factors would include the following choices. Borrowing from a library, choice of a hardcover or a paperback. And even the choice of buying second-hand books and reprints. All of these have different costs.

A study conducted in 2013 reported that sales of ebooks were seen to be down if they were released a little later than their print counterparts. Leading to a realisation that there is no correlation noticed with the sales impact on print books if there is a delay in kindle or other ebook releases. [Yu (Jeffrey) Hu and Michael D. Smith].

“An average store earned gross margins of 16 percent on New York Times bestsellers and 22 percent on computer bestsellers.”[Karen Clay, Ramayya Krishnan, Eric Wolff, 2001] It is also noticed that online booksellers, that is selling print books through an online platform results in more sales. The same study showed that amazon and Barnes and Noble.com represent 80 percent more of sales.



A study conducted in 2019 reported that while e-books may be more cost-effective at the time than purchasing a physical book, it can also be deduced that pricing is definitely a factor as to why people prefer them to physical books. And it was noticed that most of the respondents who preferred to read from physical books said that pricing did not influence their decision to choose a physical book versus an e-book. [Dolly Jain, 2019]

### **1.3.5 USABILITY**

Ebooks are a relatively more modern technology which not everyone has adapted to. This also leads to differences when compared to traditional print books. Certain characters exhibited in print books no longer exist in the case of ebooks. The outstanding one would be the lack of actual paper in the case of ebooks. However, ebooks may have certain features that a print book does not possess.

The Eboni project was an experiment conducted on readers using three kinds of ebooks - scrolling book, Adobe ebooks reader and Ms reader. Each which possess different styles and methods to use. The findings of the study showed that none of the users experience a totally positive outcome in the case of ease of use with an average rating towards its quality. Reading ebooks was also described as “monotonous and confusing” by some of the users. [Landoni and Wilson, 2004]. Users also disliked the aspect of scrolling to read and the essence and feeling of paper were greatly missed, the findings of the research stated.

“Literature defines e-books in several ways whereby, majority of these definitions reflect upon the development overtime in e-book. Fundamentally, an electronic book is just a series of bits;1s and 0s which collectively create a readable script in the shape of a book” [R Wilson,2002]. A 2017 study reported that navigation, effectiveness and accessibility are the factors that have the most significant relationship with ebook users. [Munya Saleh Ba Matraf and Azham Hussain]. Thereby leads us to concur that the usability of ebooks might not be as straightforward as with traditional print books and may even require some learning and adaptability especially if one is not computer literate.

According to a study by Eva, Wurtz, and Groner, altering the font size is a crucial element to improve accessibility, particularly for the elderly and those with vision problems. The

findings of this investigation also revealed a significant gap in the usability of the most recent generation of e-readers.

### **1.3.5 CONSUMER PREFERENCE**

The Cambridge dictionary describes consumer perception as “the fact of people liking or wanting one thing more than another”. In this context, consumer preference is compared between the options of ebooks and print books.

According to the revealed preference theory, a hypothesis in economics first put out by American economist Paul Samuelson in 1938, customers' preferences can be deduced from the things they buy in different situations, particularly those involving different levels of income and price.[Roper, J. E. and Zin, David M. 2013] “The theory entails that if a consumer purchases a specific bundle of goods, then that bundle is “revealed preferred,” given constant income and prices, to any other bundle that the consumer could afford. By varying income or prices or both, an observer can infer a representative model of the consumer’s preferences.” [Roper, J. E. and Zin, David M. 2013]

A study conducted by Forbes in 2019 noted that the majority of the 2,000 U.S. adult respondents preferred reading printed books because of their tactile nature. 65 percent of respondents said they preferred physical books to e-books and audiobooks; 29% said they preferred e-books and 18% said they preferred audiobooks. The same reported indicated Although if e-books are typically less expensive or priced similarly to their paperback and hardcover counterparts, research has repeatedly shown that users prefer or at the very least have engaged more frequently with printed books.

#### **1.3.5.1 PRINT BOOKS**

The physical form of a book is a printed book, which consists of pages or sheets of paper attached together. It is a piece of fiction or non-fiction literature that includes facts, tales, poetry, or other comparable content. Serendipity is often mentioned as a reason why readers would favour or prefer to read print books. Especially in the case of going to a library to borrow them or serendipitously finding book titles on shelves. [Annika Hinze, Dana McKay and Nicholas Vanderschantz, 2012].

Another contributing factor to reader preference to print books can be noticed from the research conducted by AnnikaHinze, Dana McKay and Nicholas Vanderschantz, as per the findings of this research. The consumers' apparent preference towards print books can be noticed by the nature of consumers wherein they were seen sprawled around and laying around in libraries showcasing repeated evidence of the enjoyment gained by these consumers while reading print books in libraries.

### **1.3.5.2 E BOOKS**

An ebook is a book that is presented in a way that makes it possible to read on a computer or other electronic device. In recent years, a portable gadget called an eReader (electronic reader) has been created to read and store ebooks. The inherent preference of consumers for ebooks can be noticed as consumers prefer to read ebooks regardless of the difficulties associated when they are especially long and bulky books. [Hu, Y. J., & Smith, M.,2013]. Hanho claims that consumers who read e-books on screens have been harmed by decreased readability or interface problems. [2012]

Also, a study by Christina and Ann revealed that the absence of a text-to-speech functionality on various platforms is essential to take into consideration because it may help individuals with vision impairments read. [2015]. “The first devices for e-reading were prototyped in the late 1960s by Alan Kay and later embodied in several generations of devices (Apple Newton, the Rocket eBook, and the Amazon Kindle). These generations of devices have been driven by innovations in device technology (e.g., displays, batteries, CPUs) rather than through evolving user needs.” [Eva, Wurtz, and Grone, 2010]. Other findings of this research revealed a notable weakness in the usability of the newest generation of e-readers. The use of the e-readers by the participants was quite difficult. This is a serious issue since subjective judgements of legibility can be influenced by perceived usability. In other words, if a person can't effectively use a reading gadget, then they won't like reading with it.

### **1.3.6 PURCHASE BEHAVIOUR**

Philip Kotler defined purchase behaviour as the study of how people buy, what they buy when they buy and why they buy. (1984)

“The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behaviour at a specific time and place. The theory was intended to explain all behaviours over which people have the ability to exert self-control. The key component to this model is behavioural intent; behavioural intentions are influenced by the attitude about the likelihood that the behaviour will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome.” [Wayne W. LaMorte, 2022].

#### **1.4 SIGNIFICANCE OF THE STUDY**

The purpose of this study is to get an understanding of consumer perspectives about ebooks and print books. Analysing why consumers would choose either of the alternatives and what is the motivating factor to making that choice at a particular point in time. The research would furthermore act as an aid to publishing houses to understand how much of their audience would still prefer to read books in print only and if there is a necessity to take drastic changes and jump to the realm of ebooks only.

An understanding of consumer preferences would also guide authors to alter their style of writing to adapt to consumer trends.

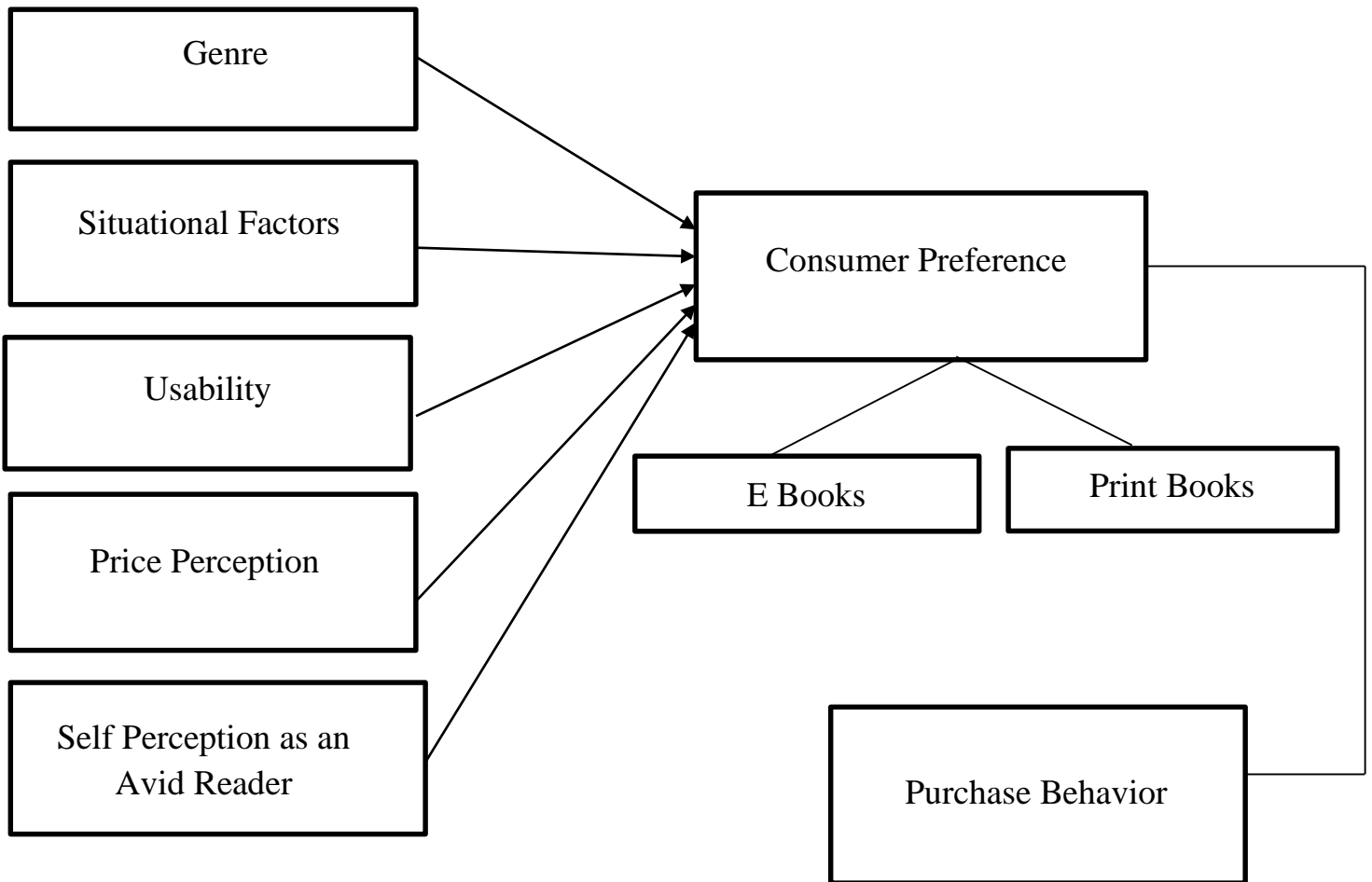
#### **1.5 SCOPE OF THE STUDY**

The focus of this study is to compare the consumer choices of e-books and print books, thereby understanding the larger picture of consumer purchase behaviour. The consumer choice is analysed on the basis of genre, situational factors, self perception as an avid reader, price perception and usability. This provides a deeper understanding into the minds of the consumers while making this purchase decision.

#### **1.6 OBJECTIVES OF THE STUDY**

- I. To understand what drives the consumer preference towards ebooks and print books.
- II. Gain insight into how consumer preferences will impact the purchase behaviour of e-books and print books.

## 1.7 CONCEPTUAL MODEL



## 1.8 RESEARCH HYPOTHESIS

H1: Self perception as an avid reader influences consumer preference towards e-books

H2: Genre influences consumers' preference towards e-books

H3: Situational factors dictate consumer preference towards e-books

H4: Price perception influences consumer preference towards e-books

H5: Consumer preference is associated with the degree of usability towards e-books

H6: Consumer preference influences purchase behaviour towards e-books

## **1.9 METHODOLOGY**

### **1.9.1 DATA COLLECTION**

There are two types of data used for the purpose of this research, primary and secondary data. The secondary data includes data that already exists. This includes data from observation, published journals or some unpublished resources. The secondary data collected for this research is from previously published research articles as well as credible internet sources. All the data utilised have been cited with the proper credits given. As for the primary data collected, a survey was conducted and information was gathered. The questionnaire consisted of a set of meticulously curated questions to suit the nature of the research being conducted.

### **1.9.2 SAMPLING**

#### **1.9.2.1 POPULATION**

Population is the entire group from which the collection is drawn. The population may have some characteristics in common. For the purpose of this research, the designated population was people who bore an interest in reading or anyone who has attempted to read materials using both traditional print books and ebooks.

#### **1.9.2.2 SAMPLE SIZE**

The sample size for this research was 105 respondents. The responses are limited owing to time constraints but are authentic. The questionnaire was circulated through social media platforms and WhatsApp and the responses were thus recorded. The respondents include all those who bear a keen interest in reading and are aware of the existence of e book platforms.

#### **1.9.2.3 SAMPLING TECHNIQUE**

There are two kinds of sampling that can be used in case of any research, they are probability and non probability sampling. By using randomization, probability sampling procedures ensure that every member of the population has an equal chance of being included in the chosen sample. The numerous probability sampling methods include simple random, systematic, stratified and cluster. On the other hand, non probability sampling focuses on the researcher's judgement rather than random chance. For the purpose of this

research non probability sampling was utilised. A method of convenience sampling was incorporated wherein the respondents were chosen owing to them being at the right place at the right time.

### **1.9.3 TOOLS USED FOR DATA COLLECTION**

The questionnaire curated for this research was designed to be simple and minimal for the easiest experience while responding. A collection of 13 questions was asked split into 2 parts. The first part consisted of questions to understand the respondent's demographic. Followed by a series of questions to evaluate the consumer's preference towards ebooks. A Likert scale was used with options ranging from “1 - totally satisfied, 2 - satisfied, 3 - neutral, 4 - dissatisfied and 5- totally dissatisfied”. Consumer preference towards ebooks and the reason towards the inclination of that preference were analysed.

### **1.9.4 DATA ANALYSIS TECHNIQUES**

The collected data has been analysed using SPSS (version 27) software package.

A series of tests were conducted in order to analyse the data. The tests used were as follows:

- Percentage analysis
- Independent T - test
- Mean comparisons

### **1.9.5 VARIABLES**

This study consists of 5 independent variables and 4 dependent ones.

The independent variables are the following:

- Genre
- Situational Factors
- Self Perception as an Avid Reader
- Price Perception
- Usability

These factors influence the dependent variables of this study, they are:

- Consumer Preference

Which in turn impacts the choice of E books and Print books

- Purchase Behaviour

#### **1.9.6 LIMITATIONS OF THE STUDY**

- I. Time constraints were one of the major limitations of this study
- II. Cost constraints were the second major constraint
- III. Identifying people genuinely interested in reading to spare time and taking the survey.
- IV. There was no way to identify if the responses given were honest.



# **CHAPTER 2**

## **INDUSTRY PROFILE AND PRODUCT PROFILE**

## **2.1 INDUSTRY PROFILE**

### **2.1.1 INTRODUCTION TO THE PUBLISHING INDUSTRY**

Making information, books, music, software, and other items available to the public, whether for a fee or for free, is known as publishing. The phrase has historically been used to describe the production and distribution of printed materials like books, newspapers, and magazines. With the development of digital information systems, the field has broadened to now cover digital publishing, including the production of video games and electronic publications as well as digital magazines, websites, and social media. Publishing is not a straightforward process, and book publishing companies must go through a number of steps before they can publish a book. In reality, it entails a variety of processes, including copyediting, book formatting, cover design, size and paper selection, technical editing, typeset proof, and more.

Writing for publication necessitates content creation. To make the writing better, editors collaborate with authors. Authors with stories that might be beneficial for the publisher are sought out by scouts. Authors and literary agents collaborate to represent and safeguard the authors' interests. To finalise contracts, attorneys collaborate with both the author and the publisher. Editorial, design, production, PR, sales, distribution, contracts, rights (such as translation, overseas republishing, licencing), and administration are the typical functional divisions of a publishing business. The printers who produce the numerous copies or printings of a book must cooperate with publishers.

The commercial publishing sector includes thousands of small independent publishers in addition to massive global giants like News Corp, Pearson, Penguin Random House, and Thomson Reuters. Its segments include academic and scientific publishing, trade and retail publishing of fiction and nonfiction, and publishing for education.

In the book publishing industry, there are four main types of publishers:

Commercial publishers are stricter and more discriminating in the books they choose to publish. In exchange for selling the rights to their work, authors who are accepted do not incur any publishing charges. They get services from in-house editors, designers, printers, marketers, and distributors, and they get royalties from sales.

Self-publishers: Writers who self-publish their books do so while still maintaining full ownership of their creations. Unlike traditional publishing businesses, self-publishing companies are more flexible, allowing both upcoming and experienced authors to publish their work. Authors can choose from a variety of contemporary or self-publishing companies that offer upgraded services (such as editing and design). In exchange for bearing the costs of pre-publishing, authors receive royalties on all sales, complete ownership of their works, and all other rights.

Vanity presses: Since they only offer a self-publishing service, vanity presses pose as established publishers. Contrary to real self-publishing services, the press frequently requires the author to use all of their supplementary services, and as part of their contract, they frequently claim ownership of the work.

Hybrid publishing: While maintaining the majority of traditional publishing methods, hybrid publishers operate using a new income model. Hybrid models have been used in attempts to close this income gap.

### **2.1.2 TRENDS IN THE PUBLISHING INDUSTRY**

Reading is one of the most famous hobbies for people all over the world, escaping into another world to vicariously enjoy life or even for the purpose of gaining knowledge. There are a plethora of published books at our disposal in every genre as well as in academic matters, picture books, graphic novels and so on. However, the age of technology has taken a huge step in the world we live in, dominating almost all fields and services in our day to day. Vinyls became ipods, retail stores are now completely catered to online even “eating out” has become “ordering in” using simple touches on our phones. Naturally, even books saw this shift with the forthcoming technology. Bulky heavy books now all fit into one compact device, an iPad or a kindle.

One of the major changes coming forth in this industry is the emergence and growth of audiobooks. Readers and non readers alike are finding a new hobby in having books read to them in the form of audiobooks. The resurgence of audiobooks, however, brings to a halt the very need for publishing. In the case of audiobooks, the requirements are different, where what is necessary here is someone to read and record the books. Which is then fine

tuned and made available on apps and websites. Industry reports indicate a steady growth in audiobook sales since 2012. Inevitably, this growth of audiobooks is also similar to the effect the growth of ebooks has on the publishing industry

Another noticeable change that has been occurring is the advent of more book summary platforms. With vivid descriptions of books already presented online in consolidated forms, it takes away the need for some people to purchase the book and hence read. It is most often realised that a multitude of readers only read for the content and do not actually consider reading as an experience. In such cases, the demand for more published books drops

An excitement may have been sparked by the late November release of ChatGPT by OpenAI, and several business insiders anticipate changes for the publishing sector. In conclusion, more authors will employ AI tools to support their creative processes in 2023. Not everyone will, but there exists some debate surrounding this publishing trend. The rise of AI art tools is a compelling publishing trend for authors and publishers alike because there is a high need for accessible visual art in the publishing sector. Usually, graphic novels, original artwork for book covers and special designs for the hardcovers bore a great cost to the writers. However, with AI in the picture, all of this has been made rather simplified.

### **2.1.3 SWOT ANALYSIS**

#### **I. STRENGTHS**

Everybody who can read is a prospective buyer for a product, like books or any other written content.

Since the product is economical and price ranges are relatively low, the potential customer base is large.

Through invention and purchasing these rights from the inventors, Book Publishers have amassed a wide variety of patents and copyrights. This can assist book publishers in overcoming obstacles posed by rivals in diverse industries. Disruptive innovation, competition.

## II. WEAKNESS

Lack of awareness of the things that buyers are likely to wish to purchase before investing any time or money

Slow production (it can take over a year to publish a book), making the industry susceptible to trends that change too quickly to allow it to keep up

The homogeneity of the workforce (which is primarily white, British, and female. From Virginia Wolf to JK Rowling) could result in groupthink, which would cause threats and opportunities to be missed.

## III. OPPORTUNITIES

If engaging content can be created (for instance, more children's books featuring BAME- Black, Asian and minority ethnic lead characters), there are still some segments of society that could be converted into readers.

Finding new readers among those who had previously shown no interest in print books is becoming increasingly easy thanks to audiobooks.

Rise in Consumer Disposable Income enables book Publishers to create a new business model where customers pay gradually for consuming their products using rising disposable income of consumers.

## IV. THREATS

The substantial decline in book sales over a long period of time.

Self-publishing: The harsh conditions imposed by established publishers may cause authors to turn to less restrictive options.

The preference of readers for short-form content over long-form

### **2.1.4 PORTER'S FIVE FORCE ANALYSIS**

The Five Forces concept developed by Michael Porter can be used to evaluate an industry's prospective profitability. The publishing industry has experienced a roller coaster of revenues and

losses over the years. An examination of Porter's Five Forces in the Publishing Industry is shown below.

### I. COMPETITION IN THE INDUSTRY

The biggest challenge for the majority of publishers is making the shift to the digital era. Despite the anticipated rise in demand for specialist expertise, the majority of the new information given will be accessible online. Most of the currently operating publications will keep publishing in print and online.

Self publishing continues to be one of the biggest competition in this industry. Self-publishing is the act of an author producing media at their own expense, independently without a publisher. The phrase typically refers to printed materials like books and magazines, whether they are available as ebooks or physical copies made with print on demand technology.

### II. THREAT OF NEW ENTRANTS INTO THE INDUSTRY

Because e-books and audiobooks are less expensive than print books, publishers are in a great deal of concern that their print book business will be replaced.

In addition to the possibility of the digital era taking over, the publishing business also faces threats from diminishing advertising income. Online advertisements are more adaptable and versatile than those seen in traditional print media. Due to the contrasts between the two industries, traditional print publishers must redesign their marketing methods to meet the needs of the internet market. As a result, several publishers move their advertising operations online.

### III. BARGAINING POWER OF SUPPLIERS

Most businesses in the publishing books sector purchase their raw materials from a variety of sources. Suppliers in a monopoly position have the power to lower market margins. Powerful service providers use their negotiation position to pressure publishers of books to accept higher rates. More supplier negotiating power generally has the effect of decreasing Publishing - Books' overall profitability.

#### IV. BARGAINING POWER OF BUYERS

Firstly, e books let the consumers to be in a more favourable position as far as price is concerned. The brands such as kindle, offer “kindle unlimited”, wherein upon subscription the readers receive books for as much as half the price. Readers can purchase eBooks and have them downloaded directly to their iPad or Kindle device for a discounted price.

Buyer power comes in two different forms. The first has to do with how price-sensitive the buyer is. If all of the product's brands are the same, the consumer will base their choice mostly on pricing. Due to increased competition, prices will decline and businesses will become less profitable.

The second sort of buyer power has to do with negotiating ability. Bigger customers like Barnes & Noble typically have more negotiating power with the company and can get favourable deals.

#### V. THREAT OF SUBSTITUTES

The Internet is available to nearly everyone in the modern world. Anyone can also publish their works without a literature agency, typically online. Kindle Direct Publishing is among the most popular and well-known platforms for self-publishing. Simply put, it implies that authors may sell their digital works online on Amazon.com.

Turning stories into movies is a very effective way to translate and bring the story into public eye. Moreover, movies bring in a lot more money if it does become successful. Movies and entertainment media like tv shows pose as a substitute for the publishing industry especially in the case of books.

#### **2.1.5 POPULAR PUBLISHING HOUSES**

The following are the most acclaimed and popular publishing houses in India:

- Penguin Random House India
- Pan Macmillan India
- HarperCollins Publishers India
- Roli Books
- Rupa Publications

- Jaico Publishing House
- Arihant Books

As for the best publisher's worldwide the list includes:

- Pearson
- Penguin Random House
- Macmillan Publishers
- Scholastic Corporation
- McGraw-Hill Education
- RELX
- Thomson Reuters
- Bertelsmann

## **2.2 PRODUCT PROFILE**

### **2.2.1 PRINT BOOKS**

When one thinks of books, the immediate idea everyone has is that of a traditional print book. A book is defined as a number of pieces of paper, usually with words printed on them, which are fastened together and fixed inside a cover of stronger paper or cardboard. Books contain information, stories, or even poetry. Traditional books can also come in the form of paperbacks or hardcovers. A paperback is simply a book bound in paper. They may be less sturdy and usually a little smaller than the counterpart of hardcovers. Hardcover on the other hand as the name suggests are books bound with harder backs. They usually have a book jacket which encloses the book which is usually extremely thick. They are far more sturdy and heavy.

Print books are more tactile. Besides holding these books, gives a completely different experience than when using an e-reader. With printed books, you can hear the pages turning, feel the texture of the pages, and smell their aroma. They have an elegant design, a pleasant appearance and scent, and a very long lifespan. Above all, there is something that is experienced when turning pages, inhaling the paper's scent, and taking in the words that are indelible.



The printing press's creation altered the course of history. With the creation of the first Bible between 1453 and 1456 using movable-type printing technology, Johann Gutenberg sparked a revolution and aided in the spread of culture. Incunabula are the first books created with a printing press.

While e-books are typically limited to one owner or one "device" per purchase, traditional books can be shared, resold, or rented. A digital book is typically not transferable once you have finished reading it to lend to another person.

### **2.2.2 FEATURES OF PRINT BOOKS**

Reading on paper as opposed to an electronic screen may improve focus and memory, according to a number of studies. One group of participants in a Norwegian study received a short novel to read on an Amazon Kindle, while a different group received a paperback book. Both groups were given quizzes after finishing the story. As a consequence, readers of the paperback were more likely to remember plot details in the proper sequence.

For readers with eye strain and sleep issues, printed books are a good option. The backlights on e-readers are very bright. An electronic device's high screen luminance can cause visual fatigue, which is characterised by drained, itchy, and burning eyes. Numerous medical professionals and sleep researchers advise choosing physical books over their electronic counterparts due to this exposure to artificial light.

According to a recent study of college students from the United States, Slovakia, Japan, and Germany, 92% of respondents preferred print books that they could hold, touch, and browse at their leisure. Less eye strain and less distractions were two of the reasons given by students as to why they prefer printed materials.

Particularly among students, they mentioned that they like the aroma of books. In fact, scientists who examined the composition of antique books discovered that the pages include grassy and vanilla overtones (from lignin, a similar-smelling component in paper). In this way, enjoying the smell of an old book is similar to enjoying the scent of perfume or flowers. Books can also motivate us to travel and make life-altering decisions, according to studies. They can also make us happy.

Print books have the major and most fundamental advantage of maintaining simplicity. Without having to worry about sun glare or reflections, they can be read in any lighting. They don't need batteries, chargers, the internet, or any other further materials. To keep track of where you are in a story, one can fold the pages, and can make notes in the margins. Books can provide immediate gratification because one can physically count the pages they've read to track their progress through a novel.

### **2.2.3 BEST SELLER BOOKS**

Sales of a book can be significantly impacted by being a New York Times best-seller, particularly for works written by debut authors. A 2004 study by economics professor Alan Sorensen found that debut authors' sales climbed by 57% when they appeared on the New York Times best-seller list. It improved sales by 13 to 14 percent on average.

But how do books get categorised as the prestigious New York Times best seller, the common view is that you need to sell at least 5,000 books in a week and possibly 10,000 in order to get on any best-seller list. In comparison, Amazon Best Sellers is updated every hour and is segmented by categories.

### **2.3.1 E BOOKS**

By providing the foundation for learning at a young age, books play a crucial role in a person's life. They assist in giving readers accurate information. Not only have books altered in appearance over the past few decades, but reading habits have also changed, largely as a result of the digitalization process. In recent years, both E Books and audiobooks have become popular.

E Books are digital files that can be read on a tablet, smartphone, computer, etc. But once more, given that other files (like word documents) can be viewed on digital devices, E Books have unique qualities that set them apart.

E Books shouldn't be able to be edited

A distinctive feature of an E Book is that the text shouldn't be editable. The format into which an E Book is converted should always guarantee that it cannot be edited. On digital devices, it might be accessed by thousands of people, who could then alter any content

without the author's consent. Hence, much like a printed book, text must remain unchangeable in order to be considered a true E Book.

The ability to reflow is another crucial feature of E Books. This ensures that the eBook will always fit your screen, regardless of the size of the device you're viewing it on.

### **2.3.2 DISTINCTIONS IN EBOOKS**

A non-editable book with a reflowable layout that can be read on any electronic device with a customizable viewing display is referred to as an E Book. Getting books is simple; all one needs to do is download them from the internet.

An eBook has a table of contents that is navigable and takes the reader to the relevant page.

The e-reader has a touch screen display and several functions that make reading easier. Also, it has a paper-like appearance that makes it comfortable to read the text in areas with high lighting. Moreover, the brightness level is automated and changes with the light.

But, an electronic reader known as an eReader was recently created with the exclusive purpose of reading and storing eBooks. Simply put, an eReader is a portable device for reading eBooks. Among some of the most often used eReader gadgets are:

1. Amazon Kindle
2. Rakuten Kobo
3. Barnes & Noble's Nook

Companies like Kobo and Amazon have developed apps that make it simple to carry on reading from any device that has the app downloaded.

Moreover, eBooks are more affordable than physical books since there are no production or delivery charges. While print novels often cost more than \$10(around Rs 800 INR), the average cost of an eBook is less than \$5(around Rs 400 INR). It might not seem like much, but if you read a lot, it adds up.

### **2.3.3 E BOOK PRICING IN INDIA**

One word best describes the Indian book market: complex.

The economy is booming, ranking as the sixth-largest market in the entire globe by GDP. Higher literacy rates exist, and e books are being prepared for the book industry. India ranks in third place globally in terms of English-language publications after the US and the UK. In fact, it is one of the few sectors in the world where both print and digital publishing are currently growing. India's market is incredibly demographically dispersed.

One issue is that there isn't enough help for the marketing and distribution of self-published works in the market, which is still fragmented. Yet, consolidation has already begun as a result of the government's decision to permit 100% foreign direct investment [as per 2019], which allowed foreign multinationals to participate. One of the largest publishing firms in India, Westland, was acquired by Amazon, which is a perfect illustration of this consolidation process.

Almost 70% of all books sold in India are educational. Trade books make up the remaining 30% of published publications. Yet, in terms of sales, children's books account for the remaining 60%, trade books for 40%, and academic books for 30%. Each year, 120,000 novels are published by about 50,000 different publishers; about half of these publications are in Hindi and English. India is now ranked seventh globally in terms of the number of books released. [Ramona Tanay, 2019]

#### **2.4.1 PRICE COMPARISON**

E-books aren't significantly less expensive than paper books, at least not when it comes to newly released titles from big publishers. Major book publishers pressured Amazon, the leading online bookseller, to raise the cost of e-books by an average of \$5 (around Rs 400 INR) per e-book over time.

Publishers are expected to factor in a sizable amount of overhead, such as office space, utilities, perks, and employee pay. Printing, editing, marketing, and distribution are additional expenses. E-book editions only partially eliminate costs, particularly those associated with printing and distribution. Many readers believe that e-books ought to be cheaper compared to print books, if not completely free. Several book publishers respond that only roughly 10% of a book's cost is related to printing.

E-books may not incur all of the traditional publishing expenditures, but they do so at the expense of additional expenses. Formatting the e-book so that various electronic devices and browsers may correctly download and save the book adds to technology expenditures.

# **CHAPTER 3**

## **DATA ANALYSIS AND INTERPRETATION**

### 3.1 DEMOGRAPHIC DETAILS OF THE RESPONDENTS

The researcher has attempted to study the demographic details of the respondents. And the findings are as follows.

*Table 3.1 (a) Frequency table depicting the age of the respondents*

		<b>Age</b>	
		Frequency	Percent
Valid	Below 20	9	8.6
	21 - 30	81	77.1
	31 - 40	8	7.6
	41 - 50	5	4.8
	51 and above	2	1.9
	Total	105	100.0

*Table 3.1 (b) Frequency table depicting the gender of the respondents*

		<b>Gender</b>	
		Frequency	Percent
Valid	Male	18	17.1
	Female	87	82.9
	Total	105	100.0

*Table 3.1 (c) Frequency table depicting the education level of the respondents*

		<b>Education Level</b>	
		Frequency	Percent
Valid	Student in school	7	6.7
	School Graduate	8	7.6
	Undergraduate	70	66.7
	Post Graduate / Masters	20	19.0
	Total	105	100.0

From the frequency tables, it can be concluded that the respondents of the survey were predominantly females (82.9%) and the males' respondents accounted for the rest (17.1%). The

majority of the respondents can also be categorized as the youth population aged 21 – 30 (77.1%). And the larger proportion of respondents were also undergraduates (66.7%)

### 3.2 RELATION BETWEEN SELF PERCEPTION OF BEING AN AVID READER AND THEIR PREFERNCE TOWARDS E BOOKS

The consumer's self-perception as to how they categorize themselves as a reader and their general preference towards e books is studied. A t test has been conducted in order to identify an existing relationship between the two variables.

To evaluate this relationship, the following null hypothesis has been proposed.

H0: There exists a relationship between self-perception as an avid reader and consumer preference towards e books. And the accepted level of significance is 0.05.

*Table 3.2 (a) Table showing central tendencies for consumer self-perception as an avid reader and preference towards e books*

<b>Group Statistics</b>					
	Avid Reader	N	Mean	Std. Deviation	Std. Error Mean
Consumer's overall preference towards E Books	No	16	2.38	.957	.239
	Yes	89	2.93	1.116	.118
Consumer's overall preference towards Print Books	No	16	4.00	1.033	.258
	Yes	89	4.60	.703	.074

Table 3.2 (a) indicates the mean value of preference towards e books at values between 3 and 2. This indicates that the preference towards e books is rather low regardless of the consumer's self-perception of being an avid reader. Additionally, the mean values for preference towards print books show values between 4 and 5. This indicates a higher preference towards print books.

*Table 3.2 (b) Table depicting t test for self-perception as an avid reader and consumer preference towards e books and print books*



### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Consumer's preference towards	Equal variances assumed	.024	.878	-1.876	103	.063	-.558	.297	-1.147	.032
E Books	Equal variances not assumed			-2.088	22.98 8	.048	-.558	.267	-1.110	-.005
Consumer's preference towards	Equal variances assumed	7.239	.008	-2.887	103	.005	-.596	.206	-1.005	-.186
Print Books	Equal variances not assumed			-2.216	17.57 9	.040	-.596	.269	-1.161	-.030

And while evaluating table 3.2 (b) the noted level of significance is 0.008 which is lesser than the accepted level of significance. Since  $p < 0.05$ , the null hypothesis is rejected. This leads to the understanding that there exists no relationship between identifying oneself as an avid reader and consumer preference towards e books.

Figure 3.2 (a) Pie chart depicting consumer perception of being an avid reader

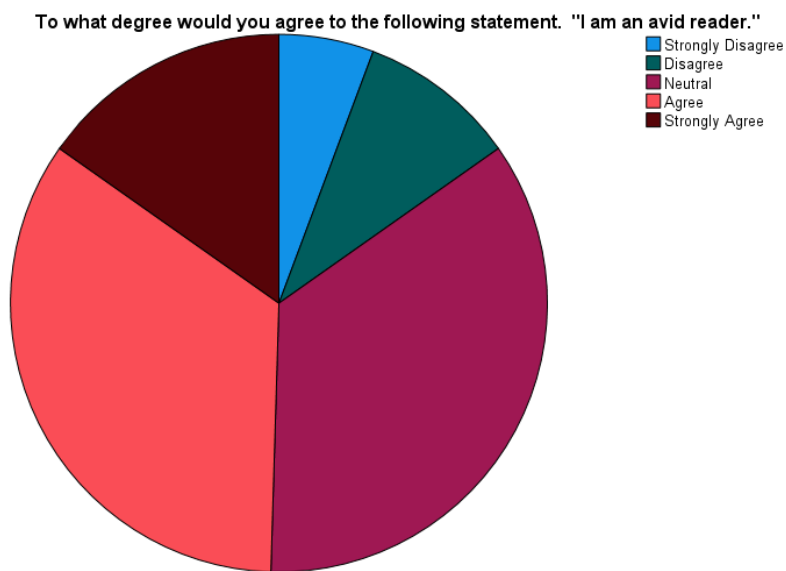
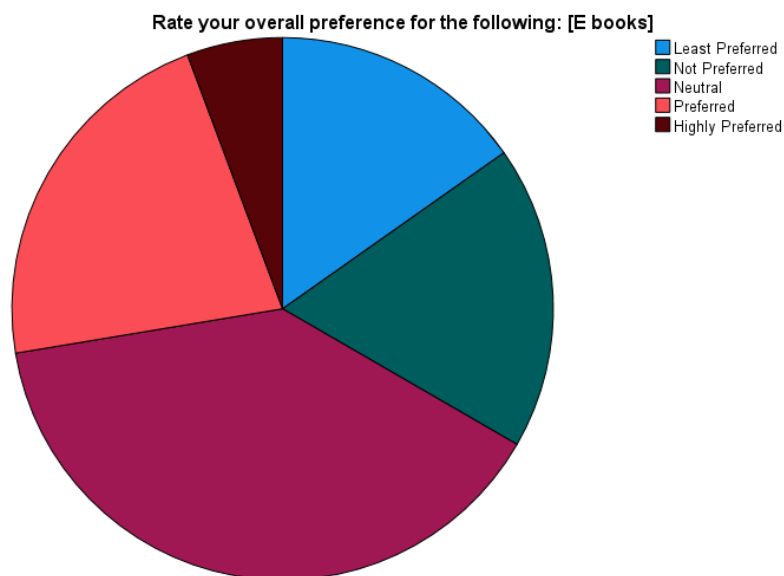


Figure 3.2 (b) Pie chart depicting consumer's overall preference towards e books



Thus it can be concurred that the respondents preferred print books regardless of considering themselves as an avid reader or not.

### 3.3 ASSOCIATION OF GENRE OF BOOKS AND CONSUMER PREFERENCE TOWARDS E BOOKS

Genre, essentially is understood as the category a book falls under and can be realized as a very important determinant of any book. It describes the very essence of the book, the purpose for which it is written and an extension to the explanation of its contents. The tone and the premise of a book is also dictated by the genre of the book. In order to identify the association that genre would play on the consumer preference of the kind of book read, a mean comparison has been done.

Table 3.3 (a) Table showing mean comparison of genre of book and consumer preference towards the kind of book.

	Report				
	Fiction	Non Fiction	Academic Textbooks	Magazines	Articles
Mean	2.21	2.14	2.06	2.15	1.69
N	105	105	105	105	105
Std. Deviation	.756	.765	.782	.676	.902

The collected data has been coded from 1 to 5, such that the corresponding values are e book, print book, either or none respectively. Now on inspection of the above table the mean values are noticed and assessed. Fiction, Non fiction, academic textbooks and magazines have mean values around the value 2. This indicates that consumers largely prefer reading from print books for the following genres. Articles, however represents a mean value of 1.69 which leads to the understanding that consumers have a little more preference towards e books while reading articles. Although since the number is not too low, it cannot be dismissed that the consumer will not prefer a print book for the same.

Hence, on analysis of Table 3.3 (a) it is inferred that consumers prefer print books while reading books of the genres: fiction, non fiction and academic textbooks. And e books are preferred while reading articles. This results in acceptance of the hypothesis that there does exist a relationship between genre and consumer preference towards a kind of book. Thus, genre does influence consumer preference towards e books.

### **3.4 ASSOCIATION OF SITUATIONAL FACTORS AND CONSUMER'S OVERALL PREFERENCE TOWARDS E BOOKS**

The choice of reading an e book can be related to the situational factors of the consumer. This denotes that the choice of an e book by the consumer is because of the situational factor. This leads to believe that situational factors and preference for e books is correlated.

To understand the relation of situational factors and consumer's preference towards e books, the mean values are compared. This assists in identifying whether there in fact does exist a relation between the two variables. The hypothesis being assessed with this comparison is whether situational factors dictate consumer preference towards e books.

*Table 3.4 (a) Table showing mean comparison of situational factors while choosing to read an e book.*

## **Report**

	Reading while travelling	Reading with a child	Reading in bed	Reading for work	Reading for pleasure
Mean	3.17	2.31	2.93	3.70	2.85
N	105	105	105	105	105
Std. Deviation	1.312	1.103	1.402	1.216	1.329

On analyzation of Table 3.4 (a) the mean values are noted and compared as follows.

Consumer's don't have a particular preference towards e books while travelling. The recorded mean value is 3.17 which indicated that consumers are neutral to the choice of e books while travelling, and largely indifferent to the choice.

In the case of reading with a child it can be clearly noted that consumers do not prefer e books in that situation. With the mean value of 2.31, this indicates that an e book is not preferred in that situation.

The mean value for reading in bed is 2.93 which leads to the understanding that there is a neutral preference for e books in this situation. This indicates that consumers are indifferent to the choice of e books or print books while reading in bed.

Reading for work shows a mean value of 3.7 which indicates that consumers are likely to prefer reading from e books if they are reading for work related purposes.

There is a mean value of 2.85 for reading for pleasure, this value indicates that there is a neutral preference towards e books while reading for pleasure. Thereby it can be inferred that consumers do not have a specific preference towards e books while reading for pleasure and they are indifferent to the choice with a neutral standpoint.

Thus, consumers have a preference towards e books while reading for work, and are neutral in the case of reading while travelling, reading in bed and reading for pleasure. However, consumers do not prefer e books while reading with a child. It can be inferred from the above results that situational factors do in fact influence the consumer's preference towards an e book.

### **3.5 CONSUMERS PREFERNCE TOWARDS E BOOKS AND ITS ASSOCIATION TO ITS PRICE PERCEPTION**

The preference of a consumer towards an e book can be associated to its price perception. The price a consumer associated to purchasing an e book with respect to the prices of print books can impact the consumer choice to read an e book.

To comprehend this association of price perception and the consumer's overall preference towards an e book, the mean values have been compared.

*Table 3.5 (a) Table depicting mean values with respect to price perception of e books*

<b>Report</b>			
Price perception of E books in comparison to Print books	Mean	N	Std. Deviation
1	2.69	32	.738
2	2.47	38	.647
3	2.57	28	.742
4	2.20	5	.447
5	2.00	2	1.414
Total	2.54	105	.707

The above table, Table 3.5 (a) leads to the understanding that consumers do not prefer to read e books regardless of its price. This leads to the conclusion that, regardless of the way an e book is priced consumers still prefer print books.

*Table 3.5 (b) Table showing comparison of mean values of overall preference for e books and print books with respect to self perception as an avid reader*

<b>Group Statistics</b>					
	Self perception as an avid reader	N	Mean	Std. Deviation	Std. Error Mean
Overall preference for E books	No	16	2.38	.957	.239
	Yes	89	2.93	1.116	.118
Overall preference for Print Books	No	16	4.00	1.033	.258
	Yes	89	4.60	.703	.074

Table 3.5 (b) clearly indicates that there exists an inclination of consumer preference towards print books. The overall preference for e books in either cases of being an avid reader or not still represents mean values of 2.93 and 2.38 respectively. This leads to the consensus that e books are not preferred.

On the other hand, in the case of print books both regardless of being an avid reader or not have a high preference towards print books. With mean values of 4.0 and 4.6 it is noted that consumers who identify as avid readers have a higher preference towards print books.

In conclusion, price perception does not have a significant relationship with respect to consumer preference towards e books. Regardless of the price points all the consumers have a higher preference towards print books.

Thus the hypothesis, H4: Price perception influences consumer preference towards e books is rejected. As it is noted that price does not play a significant role in this consumer preference.

### **3.6 DEPENDENCE OF OVERALL PREFERENCE FOR E BOOKS TO THEIR PERCEIVED USABILITY**

In order to identify the relation between the perceived importance of the available usability factors in a book and the satisfaction received with the same factors present in an e book. The mean value of the perceived importance of the usability characteristics is calculated in order to assess the variables as a scale. Simultaneously the mean values of satisfaction received by the consumers with respect to the usability characteristics present in an e book is assessed. With both variables present as a scale a mean comparison is then conducted to evaluate the relation of the importance of identified factor and the satisfaction received for said factor while using e books.

*Table 3.6 (a) Table depicting comparison between mean value of expectation and satisfaction of usability factors*

Parameters	Importance of the following features in a book	Satisfaction of the following features in an e book
The feeling of a book	4.43	2.51
The smell of a book	4.13	2.06
Font sizes in a book	4.33	4.04
The search tool	3.52	4.16
Highlighting facility	3.70	4.08
Bookmarks	4.21	3.87
Sense of place in a book	4.23	3.77

The weight of the book	3.58	3.22
Note taking facility	3.49	3.70

Table 3.6 (a) assists to identify and relate the perceived importance of certain usability factors in a book for consumers and the received satisfaction for the same factors within an e book. On analyzing the table, the significant difference between mean importance and mean satisfaction is realized. Each factor is assessed and compared to the perceived importance and satisfaction below.

In the case of the feeling of a book, the mean value for its importance in a book is towards the higher side with 4.43, this comes in a sharp contrast with the satisfaction of this factor in an e book. The mean value identified for the satisfaction of the factor: the feeling of a book in an e book is only 2.51. This indicates that consumers place high value for the feeling of a book but this is not delivered in the case of e books.

Secondly, the mean value for the importance of the smell of a book is 4.13. Whereas the value for the satisfaction received for the smell if a book in an e book is merely 2.06. This again represents that, consumers place high value for the smell of books but are not satisfied with e books in regards to the smell of the book.

The next factor assessed is the font sizes in a book. The mean value for importance is recorded as 4.33 and on comparison with mean values for satisfaction 4.04 it can be concurred that consumers are satisfied to with the option of font sizes in e books.

The search tool is the next factor assessed with the mean value of importance at 3.52 Consumers do not place too much value towards this particular feature in a book. However, the value for satisfaction is 4.16. Which indicates that consumers are satisfied with availability if the search tool in e books, regardless of it not being a very important factor for them.

Similarly, the case of highlighting facility with a mean value of importance at 3.70. Consumers do not place too much importance to this factor in a book. Although with mean value of satisfaction at 4.08, e books prove to be more than satisfactory with availability and the usability feature of highlighting.

Bookmarks are an important feature in books for consumers. The mean value for importance is recorded at 4.21. Which indicates a higher level of importance for bookmarks in books by the consumers. The mean value for the level of satisfaction of bookmarks in an e book is only 3.87 . which represents a difference in the means indicating that e books are not satisfactory in the sphere of bookmarks.

The mean values of importance for sense of place in a book is 4.23, which indicates a higher level of importance for the factor while reading books. The level of satisfaction for the same in e books is recorded as 3.77. This leads to the consensus that consumers place knowing the position in a book at a higher level of importance but are not entirely satisfied with the feature in e books.

The weight of the book depicts mean values of importance at 3.58, which represents that the consumers place a little importance to the factor. In the case of the level of satisfaction which is identified as 3.22 represents that the consumer satisfaction is not entirely satisfactory for the particular factor that is weight of the book.

Lastly for the note taking facility the mean value for importance is 3.49. This represents a rather neutral level of importance for the feature. Although the level of satisfaction for note taking facility is recorded as 3.70. This indicates that consumers derive more satisfaction from this feature, however they never placed importance for it.

In conclusion, the analysis of the above factors leads to the inference that there does exist some significant relationship between the perceived usability of books and consumer preference towards e books. As noticed above only for the highlighting facility and note taking facility did the e book level of satisfaction surpass the perceived importance. However, this hold no significance since the consumers did not place weight for the importance of those features.

### **3.7 RELATION BETWEEN CONSUMER PREFERENCE TOWARDS E BOOKS AND ITS IMPACT ON PURCHASE BEHAVIOUR**

Consumer's preference towards e books is related to the various demographics that may be inclined to prefer the same. From the conducted analysis above it is noticed that consumer preference does have a positive relation to purchase behavior.



It is inferred that genre does influence the consumer's preference towards e books, situational factors affect a consumer's choice for e books and usability factors also weigh into the choice of e books. Additionally, it was also noticed that all consumers have a preference toward print book regardless of their self perception as an avid reader. And it was also realized that price does not affect consumer's choice to read print books. Most consumers were seen to read print books only, despite of prices of e books being perceived as cheaper or expensive.

For a more detailed look into any possible relation between the consumer's gender, age, internet usage and education level in relation to their overall preference towards e books, a T test and mean comparisons have been conducted.

*Table 3.7 (a) Table showing the central tendencies for gender and preference for e books.*

<b>Group Statistics</b>					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Overall preference for E books	Male	18	2.78	1.309	.308
	Female	87	2.86	1.069	.115

Table 3.7 (a) clearly indicate that both male and females do not prefer e books. With the mean values being 2.78 and 2.86 results in the understanding that both genders categorize e books as one which is not preferred. However, since the value for males is a little lower than that of females, it is understood that males prefer e books the least.

*Table 3.7 (b) Table depicting mean values for preference for e books with respect to the education level.*

<b>Report</b>			
Overall preference for E books			
Education Level	Mean	N	Std. Deviation
Student in school	2.57	7	1.134
School Graduate	3.13	8	1.356
Undergraduate	2.77	70	1.038
Post Graduate / Masters	3.10	20	1.252
Total	2.85	105	1.108

It can be inferred from table 3.7(b) that e books are generally not preferred despite the education status of consumers. Students currently in school and Undergraduate students are noted to have a neutral preference for e books. Indicating that they do not have a preference between print books

and e books. Additionally, post graduates and school graduates have a neutral preference towards e books. With the total mean value being 2.85 it can be concurred that e books are not preferred by consumers regardless of their education level.

*Table 3.7 (c) Table depicting mean values for preference for e books with respect to the age.*

<b>Report</b>			
Overall preference E books			
Age	Mean	N	Std. Deviation
Below 20	2.78	9	1.093
21 - 30	2.79	81	1.104
31 - 40	3.13	8	.835
41 - 50	2.80	5	1.483
51 and above	4.50	2	.707
Total	2.85	105	1.108

Table 3.7 (c) indicates that almost all groups except 51 years and above have a low preference towards e books. With mean values ranging below 3 it can be clearly understood that they do not prefer e books. With youth aged below 20 having the least preference for them. Thus e books are not preferred to a large part of the population.

*Table 3.7 (d) Table depicting mean values for preference for e books with respect to internet usage*

<b>Report</b>			
Overall preference for E books			
Average internet usage	Mean	N	Std. Deviation
Very High	2.00	1	.
Moderately High	3.00	1	.
Neutral	2.55	11	1.214
Moderately Low	2.75	63	1.092
Very Low	3.21	29	1.082
Total	2.85	105	1.108

On analyzation of the above table, it is realized that preference for e books is rather low despite consumer's internet usage and exposure. Most categories of internet usage represent mean values

below 3, this depicts that the consumer's preference towards e book is low. However moderately high internet users and very low internet users have a neutral preference for e books.

# **CHAPTER 4**

## **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

## 4.1 LIST OF FINDINGS

- i. Table 3.1 (a), Table 3.1 (b) and Table 3.1 (c) gives us an understanding about demographics of the respondents. The mode values for the demographics of age, gender and education was identified. And the respondents were predominantly 21–30 year old, female undergraduate students.
- ii. The studies conducted in section 3.2 led to the inference that all consumers prefer print books over e books. Specifically, even if consumers identify themselves as avid readers or not, everyone is inclined to not prefer e books.
- iii. Table 3.2 (a) gives an understanding into the mean values of those consumers who perceive themselves as an avid reader and those who do not and their preference towards e books which was rather low. Indicating that, they do not prefer e books.
- iv. Table 3.2 (a) also depicts the mean values of the preferences towards print books by those who perceive themselves as avid readers and not. The recorded values were high indicating a higher preference towards print books.
- v. Figures 3.2 (a) and 3.2 (b) provide a more comprehensive understanding of the proportion of respondents that identify themselves as avid readers and consumer preference towards e books
- vi. From table 3.3 (a) an analysis of genre and its influence on choice of kind of book was studied. It was identified that there exists a relation between the variables preference towards an e book and genre of the book.
- vii. The results gathered were as follows, while reading books of the genres fiction, non fiction, academic textbooks and magazines consumers do not prefer e books. This indicates that consumers prefer a print book for these genres.
- viii. Although in the case of reading articles e books are preferred. This was realized by the varying mean value for the genre of reading articles.
- ix. Table 3.4 (a) Indicates the relation that situational factors while making the choice to read an e book. The results gathered were as follows. While travelling, reading in bed and reading for pleasure consumers have a neutral preference towards e books.  
The consumers are unlikely to prefer e books when reading with a child. Whereas while reading for work consumers tend to prefer e books.

- x. Thus section 3.4 guided the analysis of the hypothesis that situational factors influence the preference of e books, and stated that this relationship is indeed true.
- xi. Table 3.5 (a) assisted in identifying that price perception plays no role in consumer preference towards print books. It was concluded that regardless of price consumers do not prefer e books.
- xii. From table 3.5 (b) a distinct relationship between perception of being an avid reader and preference to the kind of book was formed. The results led to the understanding that almost all consumers regardless of their self perception as a reader prefer print books.
- xiii. Section 3.6 lead to understanding the relation between the importance of usability factors in e books and its dependence on the satisfaction levels of the same usability factors present within an e book.
- xiv. Table 3.6 (a) assists in understanding how much importance the consumers place for certain usability factors and the satisfaction level received from those factors in a e book.
- xv. The following results were inferred. The consumers place a high importance for the feeling of a book and the satisfaction received for the same in an e book was also neutral.
- xvi. In the case of the smell of a book the consumers placed high importance for this feature and were totally dissatisfied with this feature in the case of e books.
- xvii. A high level of importance was placed for font sizes in a book and this feature availability was satisfied in the case of e books.
- xviii. The search tool had a neutral importance level for consumers but they were highly satisfied with its availability in the case of e books.
- xix. The highlighting facility indicated a neutral level of importance for customers, but this was highly satisfied in terms of availability in an e book.
- xx. Bookmarks were recorded as a highly important feature for consumers and e books delivered satisfaction in this aspect.
- xxi. Identifying the sense of place in a book was recorded as an important feature for consumers and this was satisfied to a certain extent in e books.
- xxii. A neutral importance was given to the weight of the book although this was dissatisfied in the case of e books.
- xxiii. Note taking facilities also had a neutral level of importance by the consumers and the level of satisfaction received in the case of e books were also neutral.

- xxiv. From Table 3.7 (a), it is interpreted that females have a larger preference towards e books when compared to males. However, both genders do not prefer e books in general.
- xxv. Table 3.7 (b) lead to the conclusion that consumers at all levels of education have a neutral preference towards e books.
- xxvi. Table 3.7 (c) indicates that all age groups except those above 51 years have a low preference towards e books. That is, they do not prefer using e books.
- xxvii. From table 3.7 (d) it was identified that despite varying levels of internet usage the preference for e books were relatively low. With only some users having a neutral preference.

## 4.2 SUGGESTIONS

- i. A proven hypothesis from this study is that situational factors influence consumer preference towards e books. This inference can be used as a major tool while marketing e books. The perceived use of e books in different situations is a factor that draws people to purchase the same.
- ii. Similarly, the same factor can be utilized by the research and development when making changes to reading devices and while bringing about updates. For instances, the newer kindles are wider and hence more difficult to carry in a bag. Hence, the various factors like travelling requires sleeker reading devices. Whereas reading in bed would indicate the requirement for lighter devices with enhanced backlights.
- iii. “Frequency of reading influences consumer preference towards e books” is another proven hypothesis. This makes it clear that marketers should target readers only while advertising their e book devices. Since beginner readers have a higher possibility of preferring to read traditional print books only.
- iv. Price perception of e books does not influence the consumer preference for e books. This would mean that authors wouldn’t need to be vary about the availability of free books to download. Since consumers read for the entire experience and not because the book is available at cheaper prices.
- v. Another interesting finding explains that internet usage does not influence consumer preference towards e books. Thereby a tech savvy population need not be the only market for e book readers. E books can be promoted among to significantly older generations as well, especially with their magnitude of usability features.
- vi. Since consumers associate a high level of importance to smell of a book, publishers should ensure that they keep printing books only in finer quality paper as readers enjoy the scent of these books.
- vii. Consumers have not received complete satisfaction in terms of place of knowing the sense of place in a book. This point can be used as the incident point for innovation in order to make the e book interfaces more useful for this purpose.



- viii. Since the older age population have a higher preference towards e books, the reading interfaces can be developed to make it more user friendly for them. Features like bigger buttons or better grip on the device can be added.
- ix. Price does not play an important role in the preference of print books, marketers can utilize this and maintain a higher market share for print books simply by just increasing and improving promotional tactics, since consumers are indifferent to price.
- x. E books although already provide a degree of satisfaction in the aspect of bookmarks, since consumers place a high importance for bookmarks can look into ways to improve this feature. The bookmark types can be made adjustable with varying size, shapes and colours to be edited according to consumer preference.

### 4.3 CONCLUSION

The purpose of this study was to identify if there were any specific factors that relate to a consumer's preference towards e books. And after interpreting all the data it is understood that, situational factor influences the consumer to prefer e books, readers who read more frequently might be inclined to read e books and consumers are moderately satisfied with the usability of an e book. This however does not prove void the consumer preference towards print books. In case of genre it was noticed that there was no influence of genre and preference of an e book.

The study essentially helped realise what might influence the choice to read an e book. And this helps us grasp the adaptability of the reader population to the fast paced growth of technology. It can be concluded that reader population has not progressed into the hands of the digital empire just yet, however the idea of it has not been rejected either.

An individual's perception towards reading can drastically differ with respect to their influences around them and their inclination towards reading in general. Their general comprehension skills, value for literature and subsequent factors including income can affect their decision to read or keep reading.

A certain group of students prefer to read in a library environment regardless of the type of book being read. Interestingly enough, despite of the fast paced growth of e books, book sellers have little to no knowledge about its marketing or any associated strategies. E books still hold a dominant market share; e-sellers also face competition from these e books. Despite factors leading to the understanding that the preference for e books is relatively low when compared to their print counterparts.

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**ANNEXURE**  
**QUESTIONNAIRE**

1. Name
  
2. Age
  - Below 20
  - 21 - 30
  - 31 - 40
  - 41 - 50
  - 51 and above
  
3. Gender
  - Male
  - Female
  - Other
  
4. Education level:
  - Student In school
  - School Graduate
  - Undergraduate
  - Post Graduate/ Masters
  
5. On an average how would you rate your general internet usage?
  - Very High
  - Moderately High
  - Neutral
  - Moderately Low
  - Very Low
  
6. To what degree would you agree to the following statement. **“I am an avid reader”**
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
  
7. Rate your overall preference for the following:

	Highly Preferred	Preferred	Neutral	Not Preferred	Least Preferred
E Books					
Print Books					

8. In the last 12 months, what kind of books have you read?

- E Books only
- Print Books only
- Both
- None

9. Express your inclination to choosing an E book in the following situations:

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
While traveling					
Reading with a child					
Reading in bed					
Reading for work					
Reading for pleasure					

10. Choose your preference while reading the following kind of material:

	E Book	Print Book	Either	None
Fiction				
Non Fiction				
Academic Textbooks				
Magazines				
Articles				

11. On the following scale, how expensive do you think an e book is in comparison to print books.

Cheap

Expensive

1.	2.	3.	4.	5.
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12. How important are the following features in a book?

	Very Important	Important	Neutral	Not Important	Least Important
The feeling of a book					
The smell of a book					
Font sizes in the book					
The search tool					
Highlighting facility					
Bookmarks					
Sense of place in the book (Ability to check the page number)					
The weight of the book					
Note taking facility					

13. How would you rate the availability following features available in an **e book**?

	Totally Satisfied	Satisfied	Neutral	Dissatisfied	Totally Dissatisfied
The feeling of a book					
The smell of a book					
Font sizes in the book					
The search tool					
Highlighting facility					
Bookmarks					

Sense of place in the book (Ability to check the page number)					
The weight of the book					
Note taking facility					