A COMPARATIVE ANALYSIS BETWEEN E-BOOKS & P-BOOKS

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Abstract

This study explores the coexistence of eBooks and physical books (pBooks) in a world impacted by digital innovation to see how they meet readers' necessities. There are concerns regarding eBooks' ability to take over traditional pBooks as their popularity grows. We examine this topic by taking into account the influences on readers' decisions that come from technology, generations, the economy, and education.

We discover that pBooks and eBooks offer diverse experiences rather than competing with one another. While pBooks offer a tactile and emotional connection, eBooks are preferred for their ease. According to our research, this is similar to sprouting leaves in the sky while maintaining roots in the past.

Our research illustrates the value of both formats. Understanding these elements helps authors, publishers, and libraries engage readers as the literary world changes. Our research emphasizes the dynamic interaction between technology and culture, which

shapes how we interpret and value tales in a world where tradition and innovation coexist.

Keywords

Books, E-Books, Print books, Reader, Writer, Content, Digital, Mumbai

Chapter 1 : INTRODUCTION

The development of internet has led to the adding of a lot of concepts starting with "E-" to our lives. E-mail, E-Shopping, E-banking, E-commerce, E-government, E-learning are leading concepts among them. Following the rise to prominence of 'Electronic book' (eBook) technology in the late 90's. eBooks have been a popular topic in recent years. With different definitions in the various sources, eBooks are the electronic format digitizing one or more printed books, produced in electronic environment that can be displayed, accessed, published on desktop or any hand-held device with screen. Whereas printed books are the traditional way of literature which has been progressing from hundreds of years. The increase in eBook sales and popularity, coupled with the decline of print books, raises various points of concern for libraries, publishers, writers and information professionals: Will eBooks replace print books? Who is likely to adopt eBooks and Why? This study aims to address these questions by examining the readership and preferences for eBooks and pBooks in various context, including reading purpose, reading situations, and future assumptions. In this paper, by yielding a better understanding of reader choice and preference, this study will help writers, libraries, publishers in general as they adapt to another generation of readers.

Chapter 2 : LITERATURE REVIEW

Books are an integral part of people's lives. They provide the foundation of learning from an early age and continue to grow with people throughout their adult lives. The purpose of a book is to convey information. Whether that information be intellectually driven or for personal reasons, books are always going to be a part of people's lives. However, the appearance of books has taken a drastic change within the past couple of years. Transitioning over to a digital age, books are no exception. While many readers are familiar with printed books, eBooks are a relatively new option when considering the format of reading. With all of the advances being made in technology to make lives easier and more efficient, the printing industry could be in danger of having people choose a digital lifestyle over a printed one. When examining print books versus eBooks, readers must choose which they like best, and what options go into making that decision.

To know more about this research more, I referred to previous research papers :

Extensive research endeavors have probed the impact of eBooks and printed books on various facets of reading, from comprehension to efficiency. Scholars like Birkerts (1994) and Sanders (1994) have sparked debates, with opinions ranging from eBooks diminishing personal growth to advocates like Spiro and Jehng (1990) emphasizing the cognitive flexibility fostered by online texts. Studies, such as those by Macedo-Rouet et al. (2003) and Grimshaw and Dungworth (2004), have uncovered intriguing insights. While some found slight decreases in comprehension among eBook readers, especially concerning complementary documents, others, particularly involving children readers, found negligible differences between electronic and printed versions.

The realm of perception adds depth to this exploration. Students often express challenges associated with reading from screens, citing difficulties in navigation and discomfort with prolonged screen reading. The tactile engagement of holding a book, marking pages with notes, establishes a connection that digital texts struggle to replicate (Levine-Clark, 2006; Gregory, 2008).

In academia, researchers such as Hanho Jeong, Yin Zhang, Sonali Kudva, Jessica E. Moyer, and Jennifer Thiele have delved into this intricate interplay, each study offering unique insights. These diverse perspectives underscore the importance of considering varied contexts when understanding readers' preferences.

In this dynamic digital landscape, where tradition converges with innovation, unraveling the intricacies of readers' choices is pivotal. This literature review acts as a portal, offering a nuanced view of the evolving relationship between humanity and its ever-transforming literary companions.

Chapter 3 : HYPOTHESIS & RESEARCH METHODOLOGY

Hypothesis:

H1. Despite increasing eBook reading and sales in recent years, print books still have a long way to go before eBooks can take their place.

H2. Both print books and eBooks have unique properties that accommodate a range of reading tastes and targets.

H3: The shared existence of print books and eBooks shows how technology and reading habits are complementary.

H4: The study predicts that despite the benefits of eBooks, print book preferences may continue to be preferred because of a strong bond to widespread reading habits.

H5. Readers' choices between print books and eBooks are shaped by complex dynamics, in which factors like tradition and sensory engagement play a part in preferences.

Survey:

This research paper is based on the survey data, conducted in local area. This data set is the small-scale survey data available and include sample of 50 people ages 21 to 24. The sample contains diverse educational and social backgrounds in my local region. For this research, I have used primary sources as of quantitative research method-Survey method where, a questionnaire is prepared to get certain answers.

In addition, the survey collected data on people's reading habits in terms of reading frequency and quantity for various purpose such as (a) for College or Work, (b) for pleasure, (c) to research specific topic of interest. For those who have read both eBooks and pBooks, the survey asked them to show their preference for eBook or pBook in following situations:

- Sharing books with others
- Reading while in different situations
- Having a wide selection of books to choose from
- Being able to get a book quickly

Data Tabulation:

The original reports of previous researches (mentioned in Literature review) were based on the Reading Habits Survey, provided a descriptive summery of the survey data aimed at finding the current status of people's general reading habits, readership of books in various formats, ownership of eBook reading devices, state of eBook reading , availability of e-contents. And ways for acquiring eBooks. The reports did not examine eBooks and pBooks readership in the context of variables that could influence readership preferences. The individual contextual variables included in this study covers age, gender, education level. Using the survey data, this study addresses the following 11 research questions:

1. You are a...

2. Which type do you prefer in books?

3. What genre do you prefer?

4. If you have certain desire of book or need of reference, which would be you prefer most?

5. Where do you think, you have a wide selection of resource?

6. If you own pBook, would you like to share it to others?

7. Similarly, if you own a eBook, Would you lend you eBook gadget or share your account?

8. Which type of book do you prefer?, While- Travelling, Day time, Night time, In Bed, In Crowded place

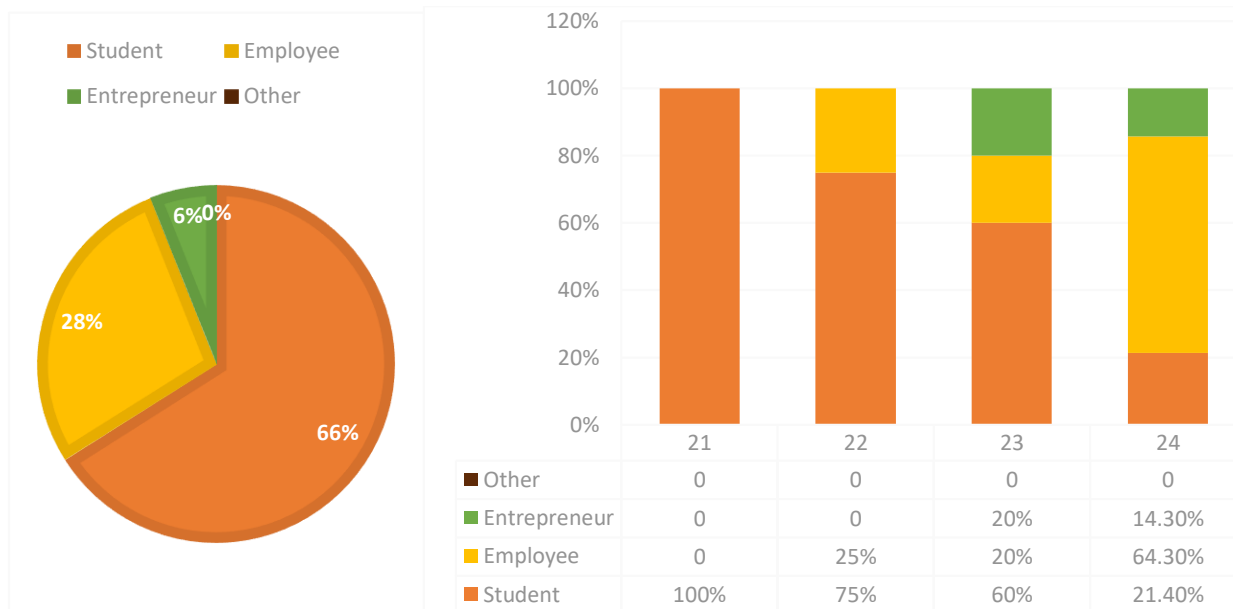9. Which is the best option for Quick availability for a book?

10. We have been developing over centuries where we adapted many and outdated too many, Do you think one day eBooks will outdate pBooks?

11. From above question's aspect, what do you think future holds for books?

Chapter 4: DATA ANALYSIS

The data collection of this survey is based on 50 samples of hardcore readers, they are divided on the basis of age and total sample quantity. The data collected is measured in a percentage format for both basis as to get results clear. For every question except Q.8 and Q.11 is analyzed with the statistical format. Q.8 is analyzed with the help of descriptive analyses, for Q.11 a conclusive answer is formed according to the answers given by samples.

Q.1 You are a...

|	21	22	23	24
Other	0	0	0	0
Entrepreneur	0	0	20%	14.30%
Employee	0	25%	20%	64.30%
Student	100%	75%	60%	21.40%

This research question define 'Who is our sample' and in what criteria of age they fall into. In the pie chart it is clear that 66% of our survey are students followed by Employees – 28% and Entrepreneurs – 6%. This shows the most of samples are daily readers as they are students.

Q.2 Which type of book do you prefer?

	21	22	23	24
■ Both	46.7	18.8	60	50
■ pBooks	33.3	62.4	20	14.3
■ eBooks	20	18.8	20	35.7
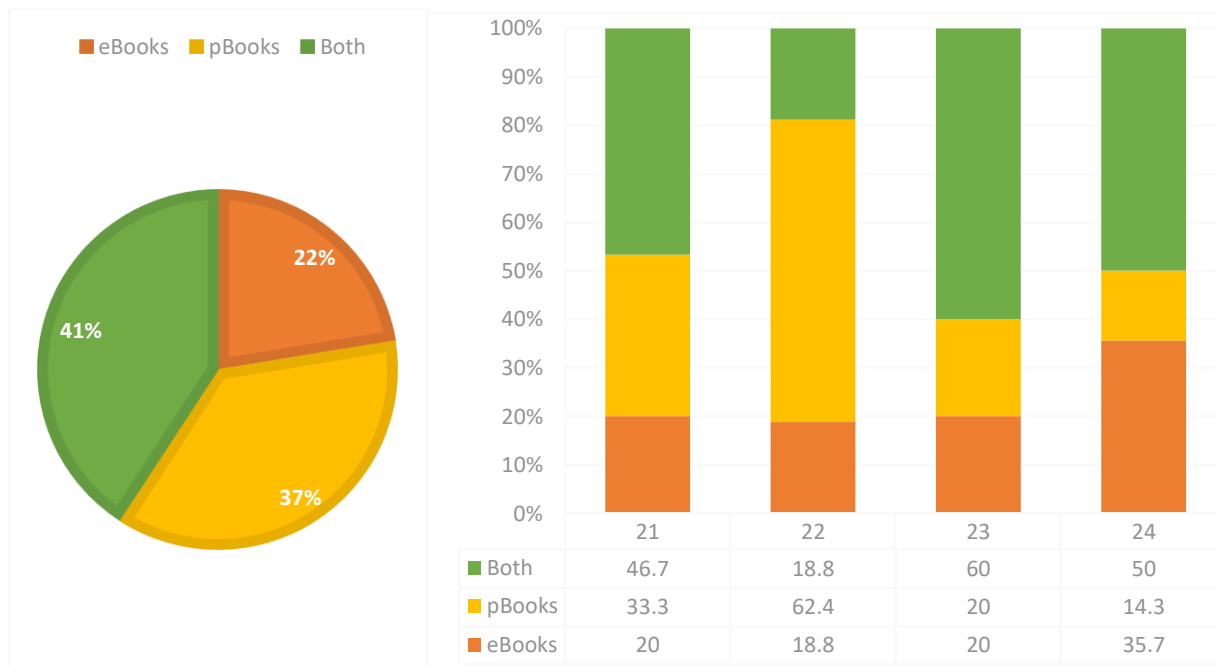
This research question defines 'what type of books, do readers prefer' between eBooks or/and pBooks and in what criteria of age they fall into. In the pie chart it is clear that 41% of our survey prefer both types, followed by pBooks – 37% and eBooks – 22%. The statistics shows in age group of 21- Most choose both types, in age group of 22- pBook readers are more, in 23- most prefer both types of book, along with 24 who is the busy group prefers both most but eBook readership is also significant.

Q.3 What genre do you prefer?

	21	22	23	24
■ Both	53.3	56.25	60	42.85
■ Non-Fiction	26.7	6.25	0	14.3
■ Fiction	20	37.5	40	42.85
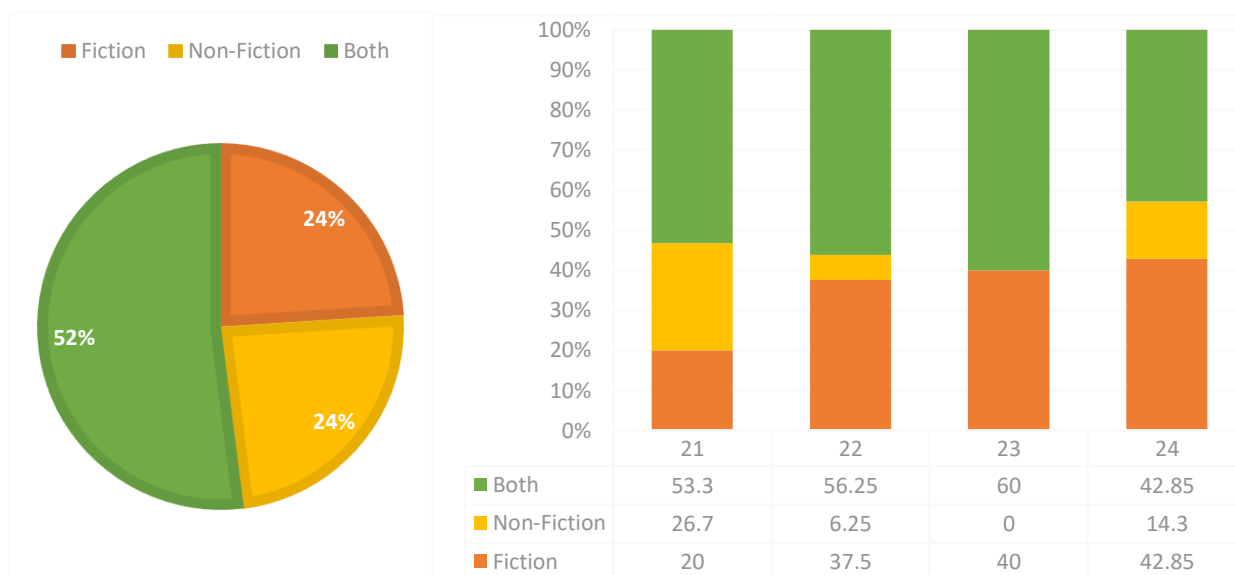
This research question defines 'what genre, do readers prefer' between Non-Fiction or/and Fiction and in what criteria of age they fall into. In the pie chart it is clear that

52% of our survey prefer both genres, followed by 24-24% of Fiction and Non-Fiction. The statistics shows in age group of 21- Most choose both genres, in age group of 22 & 23 also- Both genre readers are more, along with it in age group of 24, Fiction is most preferred genre.

Q.4 If you have a certain desire of books or need of reference, which would you prefer most?

|	21	22	23	24
Look Online	93.3	62.5	80	71.4
Search in Library	6.7	37.5	20	28.6
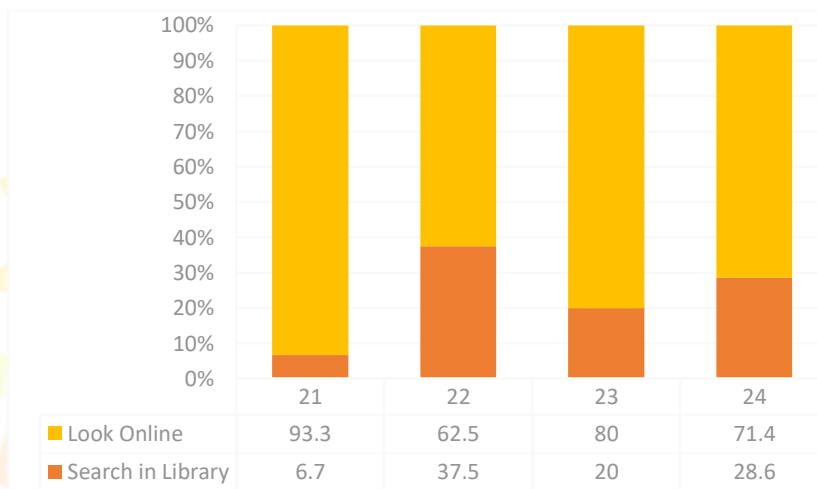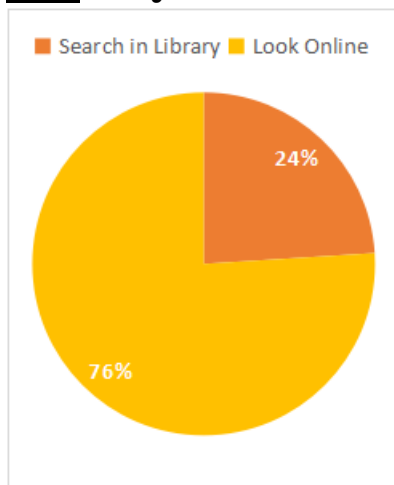
This research question defines 'Where readers refer when they require some information or knowledge' between Searching in Library or Look Online and in what criteria of age they fall into. In the pie chart it is clear that 76% of sample prefer looking online rather than searching in library. The statistics shows in all age groups looking online is most preferred but in age group of 22 the searching in library has a visible amount if variables.

Q.5 Where do you think, you have a wide selection of resource?

	21	22	23	24
pBooks	46.7	56.25	40	42.9
eBooks	53.3	43.75	60	57.1
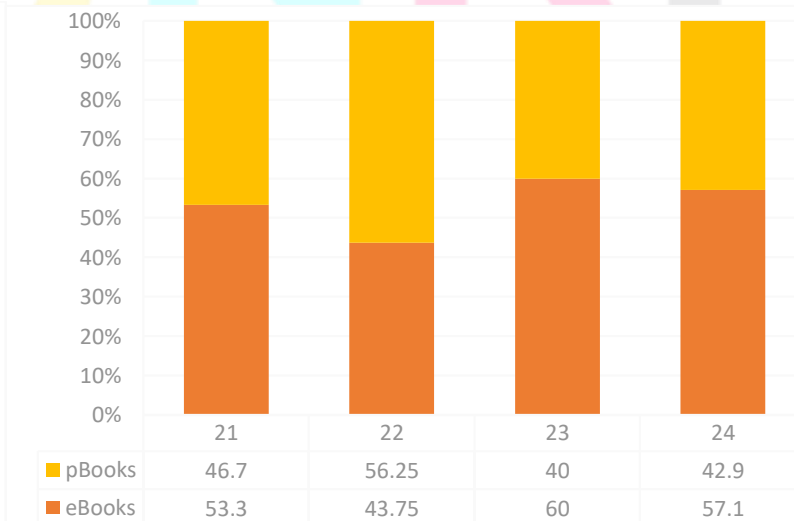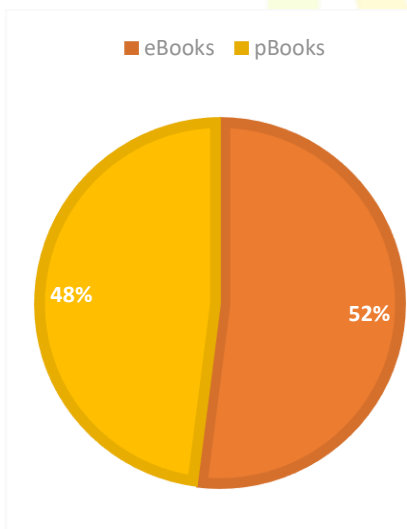
This research question defines 'Where readers think they have wide range of books' between in eBooks or pBooks and in what criteria of age they fall into. In the pie chart it is clear that 52% of sample thinks eBooks have wide range and 48% thinks pBooks have it. The statistics shows in all age groups are similar to pie chart ranging in 50-60% criteria for eBooks and 40%- 50% for pBooks.

Q.6 If you own pBook, would you like to share it to others?

	21	22	23	24
No	6.7	25	20	28.6
Yes	93.3	75	80	71.4
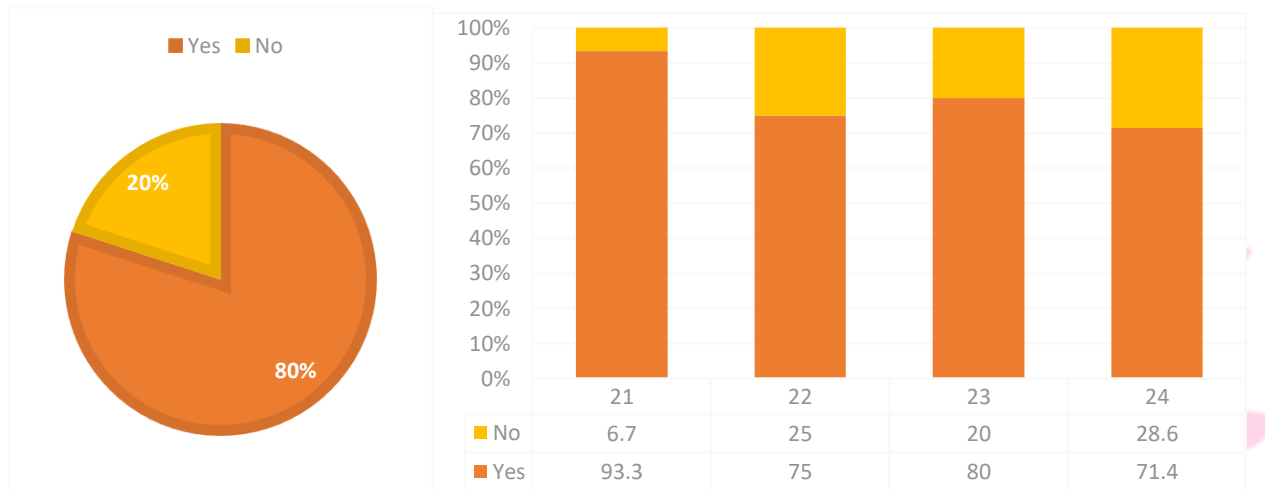
This research question defines 'Does readers like to share their pBooks' between Yes or No and in what criteria of age they fall into. In the pie chart it is clear that 80% of sample is OK with sharing as that they think knowledge is for spreading and 20% of sample thinks sharing may cause damage to their books. The statistics shows in all age groups sharing is most preferred. Only in age group of 24 the 'No' criteria is more than any other age, most reasons are less trust on the person lending to, and no guarantee of returning.

Q.7 Similarly, if you own an eBook, would you lend you eBook gadget or share your account?

|	21	22	23	24
No	60	75	40	64.3
Yes	40	25	60	35.7
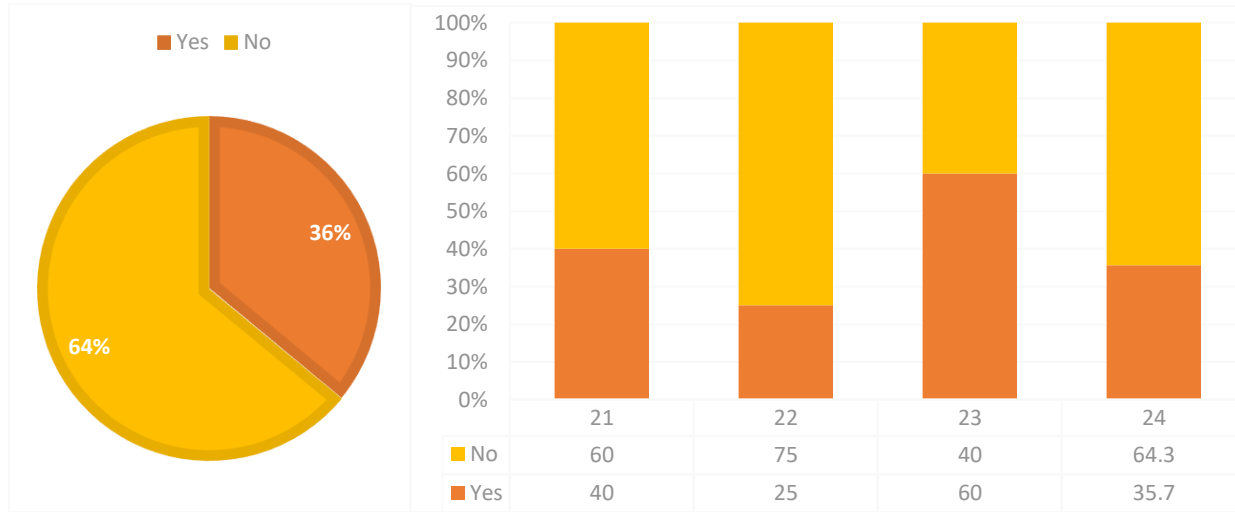
This research question defines 'Does readers like to share their eBooks as of they are okay with sharing pBooks' between Yes or No and in what criteria of age they fall into. In the pie chart it is clear that 64% of sample would not like to share their eBook gadget or their eBook app account as they feel it's a question of privacy and trust issues about gadget handling and 36% of sample thinks sharing them may will not harm their privacy (account) but still are concerned for sharing a gadget. The statistics shows in all age groups excluding 23 says sharing is risky. Only in age group of 23 the 'Yes' criteria is more than any other age.

Q.8 What type of book do you prefer? While-

While...	21		22		23		24		Total	
	eBook	pBook	eBook	pBook	eBook	pBook	eBook	pBook	eBook	pBook
Travelling	46.7%	53.3%	43.75%	56.25%	20%	80%	50%	50%	44%	56%
Day	6.7%	93.3%	25%	75%	20%	80%	42.9%	57.1%	24%	76%
Night	46.7%	53.3%	37.5%	62.5%	40%	60%	57.1%	42.9%	46%	54%
In Bed	40%	60%	43.75%	56.25%	60%	40%	64.3%	35.7%	50%	50%
In Crowd	46.7%	53.3%	56.25%	43.75%	40%	60%	57.1%	42.9%	52%	48%

This research question defines 'Which type of book will a reader prefer in a certain situation' between in eBooks or pBooks and in what criteria of age they fall into. Above tabular distributed variables clears out that whilst Day time people prefer pBooks. And, while Travelling, Night, in bed and in crowded place people prefer eBooks and pBooks approximately in 50-50%.

Q.9 Which is the best option for Quick availability for a book?

	21	22	23	24
pBooks	0	25	20	28.6
eBooks	100	75	80	71.4
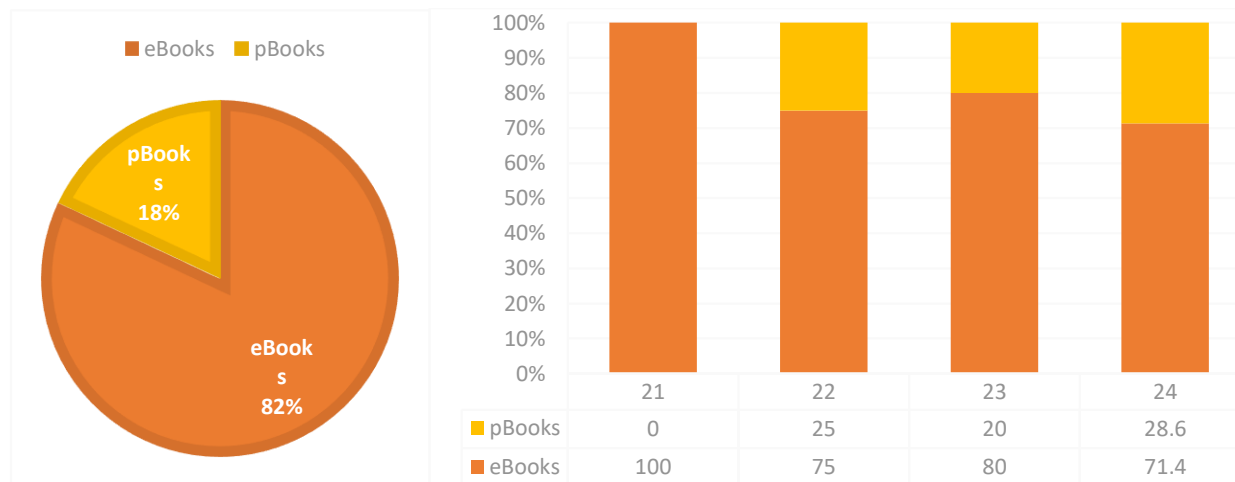
This research question defines 'Where readers get their desired books quickly' between pBook and eBook and in what criteria of age they fall into. In the pie chart it is clear that 82% of sample says eBooks have that power of getting the books quickly as required, where only 18% says pBooks are available more quickly. The statistics shows in all age groups are more likely convinced that eBooks are quickly available than pBooks.

Q.10&11 We have been developing over centuries where we adapted many and outdated too many, Do you think one day eBooks will out-date pBooks? Why?

This research question makes the sample to predict whether eBooks will outdate pBooks or pBooks will stay with us forever. There is no age group or total sample majority that says either, But the people who voted for 'Maybe Yes' are more of thinking about the digitalization on global base with little concern with saving trees (paper). The people who voted for 'Maybe No' have a thought that there is no competition between pBook and eBook as both of them has different platform of reading, adding to that voters says pBooks have a special attachment to your life which gadget can't have.

	21	22	23	24
No	53.3	62.5	40	50
Yes	46.7	37.5	60	50
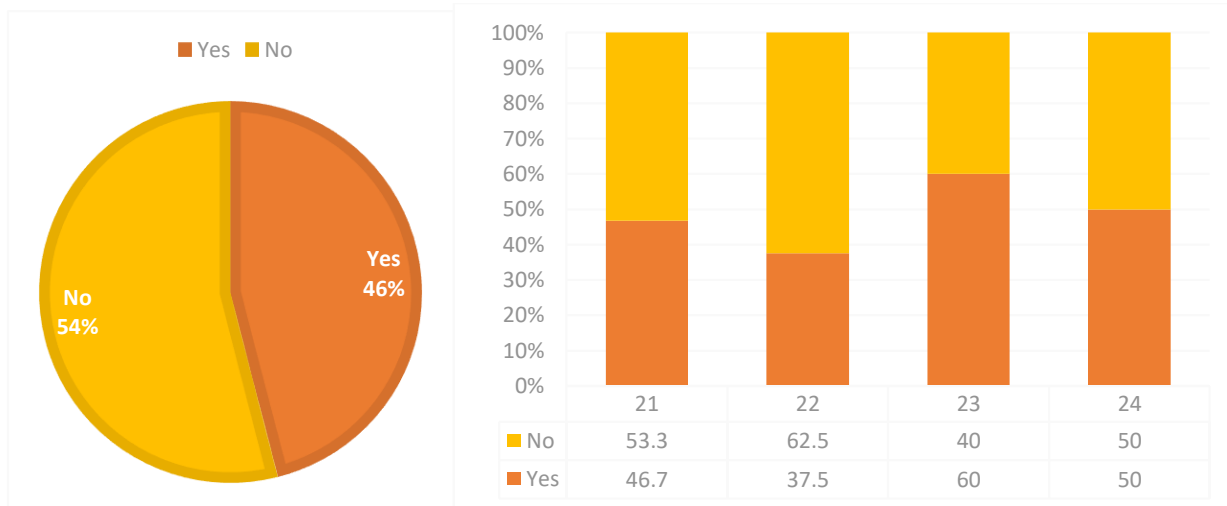
Chapter 4: CONCLUSION

Limitations:

1. The study's relatively small sample size of 50 respondents may not accurately reflect the range of reading tastes and behaviors globally. As a result, although the conclusions are vital, it's possible that they may not be applicable to larger population.

2. The study focuses only on respondents from the Kalyan to Thane region. The applicability of findings is constrained to a particular local setting due to this geographic restriction.

3. The sample's age distribution is not consistent, with different proportions of respondents in each age group. The overall results may have been influenced by the skewed distribution, especially in certain age groups.

4. Because the study was conducted over a limited period, it may not have accounted for long-term changes in preferences and behaviors related to pbooks and eBooks.. A more thorough picture of changing reading trends might be provided by a longitudinal research covering a longer time frame.

5. The study looks at respondents' choices in the context of the current market and technology environment. But the relationship between print books, e-readers, and eBooks is always changing. The conclusions from this study may alter as a result of technological developments or modifications in market patterns.

6. The study suggests that eBooks and print books will coexist without completely replacing one other. Future technical and cultural transformations, however, can be difficult to forecast. The findings of the study should be understood in light of the current status of the literary scene.

Conclusions:

Despite rising eBook sales and readership in recent years, eBooks are not yet positioned to replace print books nor will be in future. Both print books and e-books have unique attributes and serve distinct functions to meet people's reading needs, which may vary by individual, contextual, and situational factors. The results of this study support the notion that eBooks have firmly established a place in people's lives due to the fact that

they allow people to access their favourite content in any place, at any time. As they stand, eBooks and pBooks complement each other, providing the same content in two different media. The results of this study illustrate that there are a variety of factors that contribute to print/e-book readership and preferences. As technologies evolve, so may the functions of e-books. Future research should take into consideration the context and situation of the individual, the characteristics of the medium, and the functions that print/e-books can fulfill to better understand the choices and preferences of the readers. As pointed out, there have been insufficient empirical studies that have examined readers of both e-books and print books. While this study is unique in this aspect, it also is limited because it provides only a snapshot of eBooks and pBooks. A longitudinal study with more emphasis on function could provide a more comprehensive picture and a more accurate prediction of whether e-books could ever fully replace print books and why. This study provides unique insight on user choices and preferences when reading books, what we can predict for future. In addition, eBooks and e-readers are a rapidly evolving and popular technology that is of great interest to media. Findings from this study help us understand who is adopting such technology and how it is being implemented.