

**Readers' Perception and Adoptability of Electronic Books (E-books) among
Post Graduate students of Autonomous Arts and Science Colleges with
Reference to Coimbatore – A Study**

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Abstract

Books has lots of information, selection of books are depends on readers and their requirements. Interested readers having cent percent concentration while reading because of their knowledge need. Articles, novels and stories are available in the books, which attract the readers. These type of books available in book stores, academic libraries and local libraries. Text books are designed to educate the students, it gives more knowledge to the students regarding their subjects. It helps to shape students' carrier, up to schooling. Higher education has lot of specialization and deviation, these books available in academic libraries. Books, newspaper, novels and stories are available in digital form, it could be use by the people through their smart phone. Internet connection helps to update the books and to share the books. Text books are also available in digital form, it is called electronic books (e-books), it benefit to the teaching staff to read and share to the students. The sharing of books is happening between the students and between staff and students. Readers could download the books as pdf format, old text books are also available in image files. Convenient sampling method used to select 50 students from each college, the same time researcher selected only post graduate students and given importance for their course which they are doing. Total sample for this study finalized 250 and collected the same from the target group. Researcher used percentage analysis to presents the socio

economic details of the sample readers, likert five point scale used to find the perception of e-book reading. This study concluded that need of further research to find the reasons for inconvenient of e-books. Future India will be cent percent digital, in educational field the same will reflect, e-books are in the beginning stage. Video classes are available in you tube, students and research scholars are utilizing it, the next generation educational system expecting more than this.

Keywords : Perception – ebooks, Adoptability of Electronic Books and digital library

Introduction

Books has lots of information, selection of books are depends on readers and their requirements. Interested readers having cent percent concentration while reading because of their knowledge need. Articles, novels and stories are available in the books, which attract the readers. These type of books available in book stores, academic libraries and local libraries. Text books are designed to educate the students, it gives more knowledge to the students regarding their subjects. It helps to shape students' carrier, up to schooling. Higher education has lot of specialization and deviation, these books available in academic libraries. The higher education institutes maintain academic library to issue text books to students for their education. Technological development impact all over the world, it make public life simple. Developed and developing countries are updated in technological development. Public could complete their entire office and personal work through their smart phone with internet connection. Public are in need of smart phone from wake up in the morning to night, entire human beings life depends smart phone.

Smart phone could complete their entire work like computers. It is much convenient to the users while carrying and using. Mobile application developed by the companies to fulfill the users requirements. Books, newspaper, novels and stories are available in digital form, it could be use by the people through their smart phone. Internet connection helps to update the books and to share the books. Text books are also available in digital form, it is called electronic books (e-books), it benefit to the teaching staff to read and share to the students. The sharing of books is happening between the students and between staff and students. Readers could download the

books as pdf format, old text books are also available in image files. The readers' requirements are reached by through above format. There are lot of benefits and some inconvenient to the students while using the e-books, this study conducted to find the perception and adoptability of e-books among the post graduate students.

Importance of the study

Text books contain all chapters regarding to the book title, according to the author and published the content will differ, so the students may not required the entire information from the books. According to their syllabus the students taking limited information from the text books, photocopy of text books are also comfortable to them. The books are available as electronic form, which are available as pdf format. Need of electronic device to read the e-books, and we are in need of smart phone, tablet, laptop and desktop. Apart from that need of electric power, internet package to support electronic device to use e-books. All individuals are having smart phone with internet connection, so sharing of e-books is now easier than earlier. Students are use to share the e-books from their friends and staff, technological update helps us to share the e-books. Utilizing academic library and reading books are reducing because of smart phone and Google search engine, apart from that e-books providing authentication information to the students. The students have to strain to read e-books through smart phone and tablet, in this regard the perception of e-books study is important to measure the perception and adaptability of same in the study area.

Source of ebooks

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- Open Library. ...
- Google eBookstore. ...
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6. Many books.net

It provides 29,000 and more e-books at users fingertips, users bound to find one that interest. Users has option to browse by popular titles, recent reviews, titles, authors, languages genres and more.

7. International Digital Children's Library

This site helps to find children's books, normally it is very hard to find the children's books. But, this site helps them to find books. Many award winning books are available in range in length and reading levels and also wide selection of language.

Source of e-books (Free)

The following are source of e-books, it is available to the students and staff.

1. NDL (National Digital Library)

2. INFLIBNET
3. NDI
4. Sowyam – online teaching
5. Kindal and etc.

Objectives

Following are the objectives of the present study.

1. To present the socio economic and academic details of the sample respondents.
2. To find the perception e-books and adoptability of the electronic books.
3. To give suggestions to the e-book readers and book writers.

Research methodology

Researcher conducted this study at Coimbatore city, this city has more educational institutions, hospitals and industries and etc. This city has pleasant climate for school, higher education and multinational companies. More number of students from outside Coimbatore are interested to study here. Multi stage sampling method adopted for this study, first stage of sampling the researchers selected five leading autonomous colleges in Coimbatore city, second stage of sampling the researcher selected five students from each college. Convenient sampling method used to select 50 students from each college, the same time researcher selected only post graduate students and given importance for their course which they are doing. Total sample for this study finalized 250 and collected the same from the target group.

Tools

Researcher used percentage analysis to presents the socio economic details of the sample readers, likert five point scale used to find the perception of e-book reading.

Analysis and interpretation

Table 1 : Age group of the readers

Sl. No.	Age group	Number of readers	Percentage
1	Up to 21 years	109	43.60
2	Above 21 years	141	56.40
	Total	250	100

Source : Survey data

The above table 1, presents the age group of the sample readers. One hundred and nine (43.60%) sample readers are up to 21 years old and remaining one hundred and one (56.40%) sample readers are above 21 years old. Majority (56.40%) of the sample readers are above 21 years old.

Table 2 : Gender of the readers

Sl. No.	Gender	Number of readers	Percentage
1	Male	159	63.60
2	Female	91	36.40
	Total	250	100

Source : Survey data

The above table 2, shows the gender of the sample readers. One hundred and fifty nine (63.60%) sample readers are male and remaining ninety one (36.40%) sample readers are female. Majority (63.60%) of the sample readers are male.

Table 3 : Course of the readers

Sl. No.	Course	Number of readers	Percentage
1	Life Science	124	49.60
2	Computer Science	53	21.20
3	Commerce	34	13.60
4	Management	31	12.40
5	Others	8	3.20
	Total	250	100

Source : Survey data

The above table 3, presents the course which they selected for their higher education. One hundred and twenty four (49.60%) sample readers are doing life science course. Fifty three (21.20%) sample readers are doing computer science course. Thirty four (13.60%) sample readers are doing commerce course. Thirty one (12.40%) sample readers are doing management programme and remaining eight (3.20%) sample readers are doing other than above mention courses. Majority (49.60%) of the sample readers are doing life science courses.

Table 4 : Device Availability

Sl. No.	Device Availability	Number of readers	Percentage
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1	Smart phone	145	58.00
2	Tablet	17	6.80
3	Laptop	37	14.80
4	Desktop	15	6.00
5	All the above or more than one device	36	14.40
	Total	250	100

Source : Survey data

The above table 4, shows the device availability of the sample readers. One hundred and forty five (58.00%) sample readers are using smart phone. Seventeen (6.80%) sample readers are using tablet. Thirty seven (14.80%) sample readers are using laptop. Fifteen (6.00%) sample readers are using desktop and remaining thirty six (14.40%) sample readers are using more than one device which mention above. Majority (58.00%) of the readers are using smart phone.

Table 5 : Usage of Device

Sl. No.	Usage of Device	Number of readers	Percentage
1	Highly utilize	122	48.80
2	Medium level of utilization	92	36.80
3	Low level of utilization	36	14.40
	Total	250	100

Source : Survey data

The above table 5, presents the usage of device for e-books reading of the sample readers, one hundred and twenty two (48.80%) sample readers are highly utilizing their device for e-books reading. Ninety two (36.80%) sample readers are using device as medium level and remaining thirty six (14.40%) sample readers are using low level of their device. Majority (48.80%) of the readers are highly using their device for e-book reading.

Table 6 : Internet Service providers

Sl. No.	Internet service providers	Number of readers	Percentage
1	Airtel	62	24.80
2	BSNL	47	18.80
3	Jio	72	28.80

4	Vodafone	42	16.80
5	Others	27	10.80
	Total	250	100

Source : Survey data

The above table 6, shows the usage of internet service providers. Sixty two (24.80%) sample readers are using airtel, forty seven (18.80%) sample readers are using BSNL. Seventy two (28.80%) sample readers are using jio, forty two (16.80%) sample readers are using Vodafone and remaining twenty seven (10.80%) sample readers are using other networks to download and share e-books. Majority (24.80%) of the sample readers are using airtel service.

Table 7 : Performance of Service providers

Sl. No.	Performance of Service providers	Number of readers	Percentage
1	Excellent	89	35.60
2	Good	76	30.40
3	Moderate	39	15.60
4	Average	31	12.40
5	Poor	15	6.00
	Total	250	100

Source : Survey data

The above table 7, give you an idea about the performance of service providers of the sample readers. Eighty nine (35.60%) sample readers said the performance of service providers is excellent. Seventy six (30.40%) sample readers said the performance of service providers is good. Thirty nine (15.60%) sample readers said the performance of service providers is moderate. Thirty one (12.40%) sample readers said the performance of service providers is average and remaining fifteen (6.00%) sample readers said the performance of service providers is poor. Majority (35.60%) of the sample readers said performance of service providers is excellent.

Table 8 : Average data usage for academic purpose

Sl. No.	Average data usage for academic purpose (per day)	Number of readers	Percentage
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1	Less than 50 MB	36	14.40
2	50 MB to 100 MB	78	31.20
3	Above 100 MB	136	54.40
	Total	250	100

Source : Survey data

The above table 8, illustrate the average data usage for academic purpose of the sample readers. Thirty six (14.40%) sample readers are using less than 50 MB internet data per day for academic purpose. Seventy eight (31.20%) sample readers are using 50 MB to 100 MB internet data per day for academic purpose and remaining one hundred and thirty six (54.40%) sample readers are using above 100 MB internet data per day for academic purpose. Majority (54.40%) of the sample reads using above 100 MB internet data per day for academic purpose.

Table 9 : E – books sharing

Sl. No.	E – Books sharing	Number of readers	Percentage
1	Sharing with same college friends	107	42.80
2	Sharing with other college friends	98	39.20
3	Sharing with staff	45	18.00
	Total	250	100

Source : Survey data

The above table 9, give you an idea about the sharing of e-books with friends and staff of the sample readers. One hundred and seven (42.80%) sample readers are sharing e-books with same college friends. Ninety eight (39.20%) sample readers are sharing e-books with other college friends and remaining forty five (18.00%) sample readers are sharing e-books with staff. Majority (42.80%) of the sample readers are sharing e-books with same college friends.

Table 10 : Satisfaction of E-book

Sl. No.	Satisfaction of E-book	Number of readers	Percentage
1	Highly satisfied	105	42.00
2	Satisfied	68	27.20
3	Neutral	46	18.40
4	Dissatisfied	16	6.40
5	Highly Dissatisfied	15	6.00

	Total	250	100
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Source : Survey data

The above table 10, be evidence for the level of satisfaction of e-books of the sample readers. One hundred and five (42.00%) sample readers are highly satisfied about e-books. Sixty eight (27.20%) sample readers are satisfied about the e-books. Forty six (18.40%) sample readers are neutral about the e-books. Sixteen (6.40%) sample readers are dissatisfied about the e-books and remaining fifteen (6.00%) sample readers are highly dissatisfied about e-books. Majority (42.00%) of the sample readers are highly satisfied about the e-books.

Table 11 : Availability of authors and edition

Sl. No.	Availability of authors and edition	Number of readers	Percentage
1	Available	155	62.00
2	Rarely available	60	24.00
3	Expected authors / edition not available	35	14.00
	Total	250	100

Source : Survey data

The above table 11, illustrate the availability of e-book authors and edition. One hundred and fifty five (62.00%) sample readers said the expected authors and edition of e-books are available. Sixty (24.00%) sample readers said the expected authors and edition of e-books are rarely available and remaining thirty five (14.00%) expected authors and edition of e-books are not available. Majority (62.00%) of the sample reads said the expected authors and edition are available.

Level of perception

The researcher taken 10 variables to measure the level of perception of e-books. Five point likert scale adopted, total score were calculated to find mean score. Based on the mean score the rank was given to the variables and it shows in the following table.

Table 12 : Level of Perception

Sl. No.	Variables	Mean	Rank
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1	No pages constrains	23.387	5
2	More number of Colour image are possible	22.639	6
3	More font style could include	18.684	9
4	Easy to share	24.936	4
5	Books can share without charges	19.068	8
6	Media and instruments support to share e-books	28.642	1
7	Easy to get foreign author books	18.135	10
8	Availability of pdf to read in all instruments	26.288	3
9	Word search are possible and it much useful	27.019	2
10	Can store more books in a mobile or lap or tab	19.581	7

Source : Computed data

The above table 12, illustrate the level of perception of e-books of the sample readers. The sample readers given first rank to “Media and instruments support to share e-books”, 2nd rank given to “Word search are possible and it much useful”. Sample readers given third rank given to “Availability of pdf to read in all instruments”. Sample readers given forth rank to “Easy to share”, given fifth rank to “No pages constrains”. Sample readers given sixty rank to “More number of Colour image are possible”, seventh rank to “Can store more books in a mobile or lap or tab”. Sample readers given eighth rank to “Books can share without charges”, ninth rank to “More font style could include” and tenth rank to “Easy to get foreign author books”. It shows that the sample respondents are given importance to “Media and instruments support to share e-books” and least bother about “Easy to get foreign author books”.

Level of adoptability

Electronic books as new to old generation, present generation are smart than their mobile phone, they become more lazy than the previous generation. The IT field and corporate providing vast job opportunity to them, using computer and mobile phone for their task, become lazy. Reading e-books are convenient to present generation, but it is difficult to old generation people. More number of books could store in smart phone and tablet, whenever and wherever they need they could read books. Old generation educated people are using it to get information through e-books. Purpose of old generation and present generation are reached through the e-books. Whatever the new technology comes to use, problems are also comes with that. The

researcher studied the adoptability of e-books by the present students were studied. The following table shows the adoptability of e-books of the sample respondents.

Table 13 : Level of adoptability

Sl. No.	Level of adoptability	Number of readers	Percentage
1	Highly adopted	12	4.80
2	Adopted	64	25.60
3	Neutral	100	40.00
4	Inconvenient	74	29.60
	Total	250	100

Four options were given to the sample respondents to give their opinion about e-books for academic purpose i.e. highly adopted, adopted, neutral and inconvenient. Out of two hundred and fifty sample readers twelve (4.80%) sample readers felt highly adopted electronic books, sixty four (25.60%) sample readers felt adopted electronic books. One hundred (40.00%) sample reader felt neutral and remaining seventy four (29.60%) sample reader felt inconvenient. Majority (40.00%) of the sample readers felt neutral level.

Findings

Following are the findings of the study, percentage analysis output are presented below.

1. Age group divided into two groups, i.e. above 21 years and less than 21 years. Majority (56.40%) of the sample readers are above 21 years old.
2. Gender taken as male, female and transgender. But transgender were not available, so taken only male and female. Majority (63.60%) of the sample readers are male.
3. Four major courses were taken for these studies, remaining courses are put under other courses, majority (49.60%) of the sample readers are doing life science courses.
4. Students are using, smart phone, laptop, tablet and desktop, out of it majority (58.00%) of the readers are using smart phone to read e-books.
5. Majority (48.80%) of the readers are highly using their device for e-book reading. Majority (24.80%) of the sample readers are using Airtel service. Majority (35.60%) of the sample readers said performance of service providers is excellent.

6. Majority (54.40%) of the sample reads using above 100 MB internet data per day for academic purpose.
7. Majority (42.80%) of the sample readers are sharing e-books with same college friends. Majority (42.00%) of the sample readers are highly satisfied about the e-books. Majority (62.00%) of the sample reads said the expected authors and edition are available.
8. Researcher developed ten variables to find the perception of e-books through reference and existing studies.
9. The e- book readers perceived that the e-books are much useful comparing text books for their studies. E-books are useful while preparing for exams, normal study period, useful for assignment writing and record preparation. Sample respondents perceived that “Media and instruments support to share e-books”.
10. The entire student’s community is not adopted for this e-books, they are using it for urgency and to save money, majority (40.00%) of the sample readers felt neutral level of adoptability.

Suggestions

The following are suggestions given by the researcher to the readers and developers.

1. Students are in need of books for their education. Subject E-books are available with the students and staff, it may free of cost, students have to utilize it. Smart phone and tablet has more options to read e-books ad do search and other process. Students should use their device for e-book readings than other purpose like game and chat.
2. Books are common for all, books should use as knowledge sharing. Readers should not hesitate to share the e-books,
3. Publishers can prepare separate books for electronic book readers. E-books has not page constrain, so the publishers should include maximum inputs. Readers should not skip the pages while searching information; they should take time to read the e-books.

Conclusion

The students conducted in Coimbatore city regarding e-books, post graduate students only selected for this study. Post graduate students are put more effort for this education comparing under graduate students. E-books are easy to share by the students and staff, smart

phone and mobile network service providers are much helpful for utilizing e-books. Reading through mobile, tablets are difficult to read, but students are managing to read e-books, users are need of more option in tablet and smart phone to mark and take notes, copy and paste options are not available. Software developers should design to enable copying text and other features. Majority of the sample respondents felt neutral about usage of e-books and very limited sample respondents felt convenient and highly convenient, so need of further research to find the reasons for inconvenient of e-books. Future India will be cent percent digital, in educational field the same will reflect, e-books are in the beginning stage. Video classes are available in you tube, students and research scholars are utilizing it, the next generation educational system expecting more than this.

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