

A Comparative Analysis of Reader's Preference Over e-book vs Physical Fiction Books in Ahmedabad City

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ABSTRACT

This study examines the preferences of readers in Ahmedabad city for e-books over physical fiction books, focusing on age as a determining factor. Data collected through a structured survey revealed important insights into how age shapes opinions on these aspects. The findings suggest that e-books are highly preferred for their portability, especially among younger readers, while physical books remain universally preferred for their immersive experience and cultural value. The study highlights the balanced coexistence of physical and digital reading formats, driven by factors beyond age, such as personal habits, accessibility, and cultural sentiments. The findings have implications for publishers, booksellers, and policymakers, emphasizing the need for hybrid strategies that cater to diverse reader preferences. Recommendations include targeted marketing, sustainable practices, and literacy initiatives to support both formats

INTRODUCTION

Reading has been the most important part of the reader's life (Vidani, 2016). In the upcoming digital age, the reading manner has widely changed (Solanki & Vidani, 2016). Fiction within the literature has played a very important role as it creates a very good experience for the reader (Vidani, 2016). With the reading it explores the various emotions, and understanding of human nature (Bhatt, Patel, & Vidani, 2017). The debate between e-books and physical books has increased in recent years (Niyati & Vidani, 2016). Various confirmable studies have given the difference between reading physics books and e-books, mainly in narrative books (Pradhan, Tshogay, & Vidani, 2016). This study plays a very crucial role among digital readers and physical book readers (Modi, Harkani, Radadiya, & Vidani, 2016). The plays a major role in understanding the preference of modern readers especially in digital format which is increasing in today's world (Mala, Vidani, & Solanki, 2016). It gives big and broad data about the reading preferences of e-books and physical books (Singh & Vidani, 2016).

1. The rise of e-books in fiction reading

When the number of e-books evaluated in today's generation for the digital reading platform has increased (Vidani & Plaha, 2016). With e-books, we can have many advantages like easy access and formatting reading experience (Solanki & Vidani, 2016). For example, font size can be changed, highlights can be done, and notes can be made, which enhances the reader experience (Vidani, 2016).

In the study of reading e-books and printing books, Lukas Kosch and colleagues (2022) found that e-books have become very popular, they tend to complement rather than replace physical books (Vidani, 2018). Their focus group interview revealed that e-books have various benefits like accessibility and mobility (Odedra, Rabadiya, & Vidani, 2018). For example, e-books are easy to carry, especially during traveling. E-books can be read at any time, anywhere (Biharani & Vidani, 2018).

The major critical difference has been observed in their study is the reading environment and the heading of books (Vasveliyya & Vidani, 2019). Meanwhile, readers often prefer e-books for reading and headings such as fiction and mystery, printed books are widely chosen for their attractive headings, classic fiction, etc (Sachaniya, Vora, & Vidani, 2019). Physics books often produce a sense of pleasure, giving readers a better experience (Vidani, 2019).

2. Perception of University Students on E-books and Physical Books

Mahat and Nurhazirah Mohammad Yunos (2022) share a study of analysis of students who make their choices on e-books and physical books in the educational system and the preferences of university students (Vidani, 2018). They have done research in which 96 students were taken as a sample, they found that e-books are more effective, due to the availability and functions they provide (Vidani & Singh, 2017). They found out that e-books provide various advantages like a better learning experience, a quick search for information, making notes, and various features (Vidani & Plaha, 2017).

In spite of having various advantages of e-books, the study also found that physical books are also very relevant (Vidani J. N., 2018). Some students prefer physical books for better durability and reliability, mainly during intensive study sessions (Vidani J. N., 2020).

3. E-books build up 21st-Century Skills

In 21st-century conducted research it was identified that e-books have some advantages compared to physical books (Dhere, Vidani, & Solanki, 2016). The role of e-books in the education system has been important for fiction reading (Vidani, Chack, & Rathod, 2017). E-books also provide a combined learning approach, combining digital and face-to-face instructions (Vidani, Jacob, & Patel, 2019). E-books are not only a replacement for printed books but also have an extension of the learning process, which provides new way for students to interact with texts (Vidani J. N., 2016).

4. Impact of the 4.0 Revolution on Reading Preference

Today rapid advancement is the way that how individuals connect with books (Vidani & Pathak, 2016). According to Airien Kusumawardani physical books have less value because the digital platform has transformed reading habits mainly in youngsters between the ages of 15 to 25 (Pathak & Vidani, 2016). This is the new preference for the young generation (Saxena & Vidani, 2023). While physical books are afraid of loss and not long life (Rathod, Meghrajani, & Vidani, 2022).

RESEARCH OBJECTIVES

- 1. To analyze the demographic profile of fiction readers in Ahmedabad city** (*Objective achieved in questions 1-5 of the questionnaire*)
- 2. To study the preferences of readers between e-books and physical books** (*Objective achieved in question 6 of the questionnaire*)
- 3. To identify the reasons behind the preference for e-books or physical books among readers** (*Objective achieved in question 7 of the questionnaire*)
- 4. To examine the association between readers' format preference and their perception of the convenience of e-books** (*Objective achieved in question 8 of the questionnaire*)
- 5. To assess readers' belief in whether physical books provide a more immersive reading experience compared to e-books** (*Objective achieved in question 9 of the questionnaire*)
- 6. To investigate readers' environmental concerns and their influence on choosing e-books over physical books** (*Objective achieved in question 10 of the questionnaire*)
- 7. To explore if readers feel less distracted while reading physical books compared to e-books** (*Objective achieved in question 11 of the questionnaire*)
- 8. To evaluate the impact of features like font size and style adjustments in e-books on the reading experience** (*Objective achieved in question 12 of the questionnaire*)
- 9. To understand the sentimental value attached to physical books by readers compared to e-books** (*Objective achieved in question 13 of the questionnaire*)
- 10. To study the perception of e-books being more cost-effective compared to physical books among readers** (*Objective achieved in question 14 of the questionnaire*)
- 11. To examine readers' belief that the rise of e-books will reduce the use of physical books over time** (*Objective achieved in question 15 of the questionnaire*)
- 12. To gather qualitative insights on the key factors influencing the choice between e-books and physical books** (*Objective achieved in question 16 of the questionnaire*)

LITERATURE REVIEW

1. E-book vs printed books in fiction reading: An overview

The study was conducted by Kosch, Stocker, Schwabe, et, al(Vidani & Dholakia, 2020). (2022), according to this study a comparison between e-books and printed books has been done(Vidani, Meghrajani, & Siddarth, 2023) . According to the study, there is a minimal difference in terms of reading between e-books and physical books(Vidani & Das, 2021). According to the study, the importance of e-books complements physical books(Vidani J. N., 2022). E-books are preferable due to their convenience and portability(Vidani, Das, Meghrajani, & Singh, 2023).

The study further found that there are many categories and purposes for reading which affects the format of reading (Vidani & Solanki, 2015). Readers have many options for and categories of e-books example fiction etc(Sukhanandi, Tank, & Vidani, 2018). Physical books also play a very important role in shaping readers' preferences, as they have many personal meanings(Vidani, Das, Meghrajani, & Chaudasi, 2023).

2 University Students Perception: E-books Vs Physical Books

The researchers are exploring the growth of e-books in academic settings(Bansal, Pophalkar, & Vidani, 2023). The review of University Students for e-books and physical books focuses on effectiveness during their study period (Chaudhary, Patel, & Vidani, 2023). The researchers collected the data from 96 students through a questionnaire and compared the effectiveness of e-books and physical books in learning. The result found that e-books are widely preferred due to their convenience, flexibility, and functionality.(Patel, Chaudhary, & Vidani, 2023).

The study also found that physical books are less preferred than e-books(Mahajan & Vidani, 2023). E-books are very useful for quick searches, quick revision, etc. Physical books are preferred due to less distraction, emotional reading, colorful posture, attractive drawings, etc. It is mostly preferred for in-depth reading (Sharma & Vidani, 2023).

3. The role of E-books in 21 century learning

In this 21st century, e-books are playing a very important role in education. It is playing a major role in research (Sharma & Vidani, 2023). The literature review was conducted by Saru. et al to check the impact of e-books on student learning(Singh, Vidani, & Nagoria, 2016).

E-books have many elements such as videos, simulations, quizzes, and puzzles, for attractive learning(Vidani, 2016). E-books provide a very good platform for the learner as they provide video for effective learning(Vidani, 2015). It has many features that help the reader to gain knowledge. Its features also help students in for better learning experience(Vidani, 2015).

Though e-books have wide advantages, there are many limitations(Vidani, 2015). It introduces distraction during learning, lack of concentration, etc.

4. The Impact of the Fourth Industrial Revolution on Reading Preferences

One of the key concerns raised by the study is the potential decline in public literacy if physical books are entirely replaced by digital formats (Vidani & Solanki, 2015). The researchers warned that the tactile and immersive nature of physical books, which fosters deeper intellectual engagement, may be lost in the transition to e-books (Vidani, 2015). This concern is echoed by other scholars, including Twenge (2017), who argued that the proliferation of digital media has led to reduced attention spans and diminished reading comprehension, particularly among younger generations (Vidani, 2015).

Nonetheless, the study also noted that e-books offer a unique opportunity to enhance reading habits in the 21st century (Vidani, 2015). By integrating technological features such as multimedia annotations, interactive storytelling, and personalized reading recommendations, e-books can provide readers with new ways of engaging with fiction, making the reading process more dynamic and immersive (Vidani, 2016).

5. Educators' Preferences for E-books and Physical Books

The tactile quality of physical books was noted by lecturers who supported printed books as a crucial component in promoting learning, especially for disciplines that call for in-depth reading and analysis (Solanki & Vidani, 2016). Additionally, people believed that physical books were more dependable, particularly in cases where technology might malfunction (Bhatt, Patel, & Vidani, 2017). Nonetheless, e-books were commended for being easily accessible and distributable, which enables instructors to swiftly and effectively share resources with students (Niyati & Vidani, 2016).

It highlighted the value of both forms in supporting various reading goals. Teachers' preference for a hybrid approach is a reflection of broader trends in reading habits, where e-books and physical books are utilized interchangeably depending on the occasion (Pradhan, Tshogay, & Vidani, 2016)

RESEARCH GAP

When large-scale research is done on the global shift from traditional books to digital formats, in Ahmedabad e-books and physical books focus on indefinite preferences in specific cultural and regional contexts. All the available literature reading habits are without factors like demographic, culture, or population. Factors such as cost and environmental benefits of e-books are generally studied but there is a missing in-depth analysis of how all these factors are related to emotions and emotional attachment to physical books. In Ahmedabad city where traditional values and modern lifestyles are good. Because it believes in important material gaps focus on fiction reading preferences. For Ahmedabad city, it targets gaps like age, culture, and other variables for the shape of the choice between e-books and physical books. The age accessibility and cultural readers' behavior to more complete systematic reading habits in the urban landscape.

HYPOTHESIS

1. There is a significant relationship between age and the opinion that e-books are more suitable to carry around than physical books.
2. There is a significant relationship between age and the opinion that physical books provide a more interesting experience than e-books.
3. There is a significant relationship between age and the preference for e-books because they are more environmentally friendly.
4. There is a significant relationship between age and the opinion that physical books provide fewer distractions than e-books.
5. There is a significant relationship between age and the opinion that the ability to change font size and style in e-books enhances the reading experience.
6. There is a significant relationship between age and the opinion that physical books have a soft value that e-books lack.
7. There is no significant relationship between age and the opinion that e-books are more cost-effective than physical books.
8. There is a significant relationship between age and the belief that the rise of e-books will eventually reduce the use of physical books.
9. There is a significant relationship between age and the preference for physical books over e-books.
10. There is a significant relationship between age and the preference for e-books over physical books.

Table 1: Validation of the Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
1. How often do you read fiction books?	(Saxena & Vidani, 2023)
2. E-books are more suitable to carry around than physical books.	(Mahajan & Vidani, 2023)
3. Reading physical books provides a more interesting experience than reading e-books.	(Sharma & Vidani, 2023)
4. I prefer e-books because they are more environmentally friendly	(Sharma & Vidani, 2023)
5. I feel less distracted while reading physical books compared to e-books.	(Patel, Chaudhary, & Vidani, 2023)
6. The ability to change font size and style in e-books to better my reading experience.	(Chaudhary, Patel, & Vidani, 2023)
7. Physical books have a soft value that e-books lack.	(Bansal, Pophalkar, & Vidani, 2023)
8. E-books are more cost-effective compared to physical books	(Vidani, Das, Meghrajani, & Chaudasi, 2023)

9. I believe that the rise of e-books will eventually reduce the use of physical books.	(Vidani, Das, Meghrajani, & Singh, 2023)
10. I prefer physical books over e-books.	(Saxena & Vidani, 2023)
11. I prefer e-books over physical books.	(Vidani J. N., 2022)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close-ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	156
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors, etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographic characteristics of the sample reveal a diverse group of participants. Of the 155 respondents, a majority were male (68.4%), while females represented 31.6%. The age distribution shows that the majority of participants were between 18-25 years (83.9%), with smaller proportions in older age groups. In terms of education, the sample was predominantly well-educated, with 56.1% holding a postgraduate degree, followed by 35.5% with an undergraduate degree. Regarding occupation, nearly half of the respondents were students (49%), while 40% were employed, and smaller percentages were engaged in business, professional work, or homemaking. This demographic breakdown provides a broad representation of various age groups, education levels, and occupations, offering insights into the diversity of the sample.

CRONBACH ALPHA

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.831	10

**Source: SPSS Software*

The Cronbach's Alpha value of 0.831, based on 10 items, indicates a high level of internal consistency for the scale used in this study. A value above 0.8 is generally considered excellent, suggesting that the items within the scale are highly correlated and measure the same underlying construct reliably. This strong reliability enhances the credibility of the findings, supporting the use of the scale for assessing the intended variables in the research.

Table 4: Results of Hypothesis Testing

Add rows as per the number of hypotheses you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject the Null hypothesis is	R-value	Relations hip
H1	There is a significant relationship between age and the opinion that e-books are more suitable to carry around than physical books.	0.435	>	H01 Accepted (Null hypothesis rejected)	0.771	Strong
H2	There is a significant relationship between age and the opinion that physical books provide a more interesting experience than e-books.	0.565	>	H02 Accepted (Null Hypothesis is Accepted)	0.977	Strong
H3	There is a significant relationship between age and the preference for e-books because they are more environmentally friendly.	0.941	>	H03 Accepted (Null Hypothesis is Accepted)	0.774	Strong

H4	There is a significant relationship between age and the opinion that physical books provide fewer distractions than e-books.	0.224	>	H04 Accepted (Null Hypothesis is Accepted)	0.612	Strong
H5	There is a significant relationship between age and the opinion that the ability to change font size and style in e-books enhances the reading experience.	0.833	>	H05 Accepted (Null Hypothesis is Accepted)	0.078	Weak
H6	There is a significant relationship between age and the opinion that physical books have a soft value that e-books lack.	0.972	>	H06 Accepted (Null Hypothesis is Accepted)	0.182	Weak
H7	There is no significant relationship between age and the opinion that e-books are more cost-effective than physical books.	0.038	<	H7 Reject (Null Hypothesis is Accepted)	0.076	Weak
H8	There is a significant relationship between age and the belief that the rise of e-books will eventually reduce the use of physical books.	0.157	>	H08 Accepted (Null Hypothesis is Accepted)	0.076	Weak
H9	There is a significant relationship between age and the preference for physical books over e-books.	0.769	>	H09 Accepted (Null Hypothesis is Accepted)	0.021	Weak

H10	There is a significant relationship between age and the preference for e-books over physical books.	0.323	>	H10 Accepted (Null Hypothesis is Accepted)	0.834	Strong
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**Source: Author's compilation*

DISCUSSION

This study on the preference of e-books and physical books in Ahmedabad city, with the help of some variables of age determining the preferences. And the study of notable changes in the variable of reading preference.

Firstly a relationship between age and the preference for e-books is movable that is null hypothesis being rejected. It shows that the perceptions of readers of all ages for e-books are the same special in urban environments.

In opposition, There are positive relationships so the null hypothesis is accepted it shows that there are no relationships affected by age. In physical books, we can touch and experience.it is broad in generation.

We experiment on the environment of reading format it shows that there are relationship between age and preference of e-books because of eco-friendly. The null hypothesis is accepted and suggests that no difference in age groups with environmental e-books.

This study also shows that reading physical books is less distracting than e-books and ages do not affect this view. Another point of view when we read e-books there are a lot of distractions related to digital formats for all age groups.

When we read the e-books we can change and modify font sizes and styles which shows a weak correlation and acceptance of the null hypothesis. This feature in an e-book can attract the reader. But they are not very important factors for the majority of age groups.

In H6, It is believed that physical books have unique “soft value” in comparison to e-books. A weak relationship was found with the null hypothesis accepted. And result in readers' commitment and emotional attachment to physical books.

In H7, There is no more relationship between age and the perception of e-books as it is more costly. The null hypothesis was rejected. Generally approval of e-books' affordability but without significant variation based on age.

Similarly, It is believed that sometimes the usage of physical books may reduce the e-books which is found to be weak the null hypothesis was accepted. Such relationships are not strongly age-dependent.

Finally, We studied that the primary of physical books and e-books both looked at a weak relationship with age but the null hypothesis was accepted. So that's why readers may have difficulty with preferences in individual habits, cultural factors, and technology are many times greater than the control of generations.

In conclusion, it has the most important role in physical books and e-books but it is limited. Readers strong emotional relationship with physical books. And e-books have environmental benefits and highlight both formatting and modern reading practices.

TTHEORETICAL IMPLICATIONS

The results of this study's valuable theoretical perception of understanding reading preferences within the structure of digital evolution and cultural attachment. The finding highlights the twisted nature of the reader's preferences for e-books and physical books can shed light on the narrow influence of age in shaping the preference.

Firstly, the main connection found in H1 between age and the optimization that e-books are more movable than physical books supports theories of technological adoption benefits as major factors in urban living and the growth of technology.

There is a general preference for physical books, as reflected in H2, because of the theoretical concepts of media richness and emotional connection. The touchable experience of physical books is widely considered more engaging and immersive across generations, supporting the idea that traditional media keeps the basic value of this growth.

H3 focuses on environmental suggestions in the theoretical frameworks of improvement and sustainable use of literature. The Universal identification of e-books as eco-friendly increases reading habits, yet the a weak correlation between this factor and age. And it connects with cultural and personal preferences.

The findings of H4, show that physical books are viewed as less distracting across different age, groups situated with theories of analytical load and attention regulation. The findings underline the hard digital merge present in attention, which has broader suggestions for research on digital literacy and media use trends.

The weak correlation observed in H5, on the subject of e-books' ability to improve the reading experience through modification, suggested that technological features by themselves are not enough to remarkably impact reader preferences. This supports the spreading of revolution theory, which suggests that the adoption of new technology is determined by users' needs and values, in this case, by classifying the experiential elements of reading.

H6 supports the cultural and emotional connection to physical books, agreeing with theories of regret and material culture. The continued importance of physical books suggests that they are not only functional objects, but cultural that evoke memories and emotions, providing a valuable perspective on the sociocultural aspects of media consumption.

The results from H7 and H8, which highlight the profitable and expected decline of physical books, range from economic and transformative media theories. Although affordability influences adoption, the continued preference for physical books indicates a more systematic and mixed-up evolution of media formats than economic factors alone would suggest.

Finally, the weak connections found in H9 and H10 between age and overall preferences for physical or e-books challenge oversimplified generational explanations of media choices. This highlights the need to include more complex frameworks, like cultural theory and personal value, to better understand reading behaviors.

In conclusion, this study advances the theoretical understanding of media preferences by surveying the interplay between technological, cultural, and environmental influences, underscoring the simultaneous presence of traditional and digital formats in modern reading habits.

PRACTICAL IMPLICATIONS

Physical books offer more experience across all age groups. Physical books have touchable and aesthetic aspects that publishers and booksellers suggest. Features like high-quality printing visual and emotional experiences that physical books provide. Likewise e-books as an environmentally friendly option and allow stakeholders to promote an eco-friendly choice.

The negative feature of the e-book is provides distractions while reading books, so there are some features we can add like distraction-free modes, ad-free experiences, and customizable reading environments this feature can improve e-books. E-books can prioritize other aspects, such as seamless devices, and accessibility options to attract an audience.

With this study, we underscore the cultural and emotional value of physical books, by the age groups. By organizing book fairs events and storytelling sessions libraries, bookstores, and educational institutions maintain public interest in physical books and promote reading as a cultural activity. And e-books are a more cost-effective advantage for digital formats. However physical books provide pricing strategies, such as bundled offers, discounts, and membership programs, for market share.

We think that e-books may reduce the use of physical books, but in the market, stakeholders should prepare a hybrid market. Publishers adopt both digital and physical options are available for reader preferences. Also, there are weak relationships between age and preferences for physical or e-books.

Finally, For the policymakers, invest in infrastructure that improves e-book availability in any format. It can be both physical and digital reading materials for educational reading balanced on students. By this practical stakeholders can adapt reading in Ahmedabad city for preference of readers.

CONCLUSION

This study shows that the reading preference of Ahmedabad city residents focuses on the relationships between age and opinions of e-books and physical books.it is because of technology and emotional attachment of readers choices. The benefits of e-books are cost efficiency portability and environmental benefit. Another view is physical books have cultural value, touchable experience, and free from distractions.

Interestingly reading preference age does not significantly influence many variables. But it has individual generational differences. This underscores the coexistence of both formats in the reading ecosystem, driven by complementary strengths rather than direct competition.

The practical and theoretical advice from this research is valuable for stakeholders. With the help of this publishers and e-book platforms provide specific readers' needs, while students can balanced approach in both digital and physical formats. From this research, we have the idea that e-books and physical books serve equally important roles in modern reading practices.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

With the focus on age as a demographic factor, the study provides a base reading preference between e-books and physical books in Ahmedabad city. However, several avenues for future research can further enrich the understanding of this topic:

Investigation of other demographic variables:

Variables like gender, educational level, occupation, and income could be investigated for studies. All these factors provide a more full study of socio-economic.

Geographic and Cultural Comparison

Other cities or regions are cultural, linguistic, and socio-economic expanding contexts for comparative insights. This will help identify Ahmedabad are consistent geographic settings.

The impact of technological progress

With the growth of e-book technologies such as advantage features, immersive reading formats (such as augmented reality), and the integration of audiobooks, future research will allow us to assess how growth affects preferences in the future.

In-depth Analysis of Environmental Factors

The study highlights the eco-friendly nature of e-books, but future research could explore this aspect in greater detail by assessing readers' awareness of the environmental impact of both formats. It could also investigate whether sustainability considerations play a more significant role among younger generations or specific subgroups.

1. Longitudinal Studies on Changing Preferences

Conducting longitudinal studies to observe how preferences evolve with technological advancements, cultural shifts, or generational changes would provide dynamic insights into reading habits.

2. Psychological and Behavioral Factors

Future research could explore psychological aspects, such as how readers emotionally connect with physical or digital books, and behavioral patterns, like reading frequency or multitasking tendencies, in different formats.

3. Focus on Non-Fiction and Educational Materials

While this study focused on fiction books, future studies could examine preferences for non-fiction, academic, and professional materials. These categories may show different patterns due to their functional and informational purposes.

4. Economic and Accessibility Considerations

Future research could delve into the economic and accessibility dimensions of reading. For example, how price sensitivity or access to e-book devices influences preferences, particularly among lower-income groups or rural populations, would be valuable.

5. Influence of Digital Disruptions

The role of emerging trends, such as digital subscriptions, online reading platforms, and community-driven book-sharing services, could be explored to understand their impact on traditional and digital reading habits.

6. Policy Implications and Education

Future studies could examine how governmental and institutional policies, such as public library digitization programs or educational e-book subsidies, influence the adoption and preference for e-books versus physical books.

By expanding on these areas, future research can provide a more nuanced understanding of the dynamics shaping readers' preferences, offering insights to publishers, booksellers, and policymakers to adapt effectively to evolving trends in the reading ecosystem.

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