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Understanding User Attraction To E-Book For Digital Learning And Informations Access

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Abstract: This study aims to identify the key factors driving e-book adoption in supporting learning and digital information access. Using a quantitative approach and questionnaire-based survey, the research explores the role of accessibility, cost and time efficiency, reference completeness, digital feature innovation, and environmental sustainability as central elements in e-book attractiveness. The findings indicate that ease of access and interactive features are the primary drivers of e-book adoption, especially among students and academics. Additionally, psychological factors such as perceived usefulness and ease of use significantly influence user preferences. This study provides valuable insights for digital platform developers and publishers in designing more relevant, innovative, and user-oriented e-books in the era of digital transformation.

Keyword: E-Book, User Attractiveness, Accessibility, Efficiency, Digital Innovation, Digital Learning

INTRODUCTION

The advancement of digital technology has brought significant changes in patterns of information consumption, including the increasing use of e-books as a primary reference source. This transformation is influenced by various factors such as accessibility, ease of use, and the ability of e-books to present content in an interactive and multimedia format (Lim et al., 2020). E-books have become not only a practical solution for individual readers but have also transformed learning methods within academic settings. E-book platforms continue to enhance features that support the learning process, such as rapid text search, digital annotation tools, and ease of information sharing among users (Rai & Selnes, 2019). These developments have led to the widespread acceptance of e-books among students, university learners, and professionals, as they enable access to reference materials anytime and anywhere.

The adoption of e-books is also driven by efficiency factors. E-books allow users to access a wide range of literature at lower costs compared to printed books, while also minimizing the need for extensive physical storage space (Shaver & Shaver, 2020). These advantages have contributed to significant growth in the digital publishing market over the past five years. Furthermore, e-books support environmental sustainability by reducing excessive

paper consumption (Sharma & Gupta, 2022). The use of e-books represents an innovative, environmentally friendly solution that simultaneously promotes digital transformation in the field of education.

Changes in reading habits influenced by advancements in digital technology have created a significant impact on user behaviour in accessing and consuming text-based content. The shift from print to digital formats, particularly e-books, has introduced diverse patterns of information consumption driven by factors such as accessibility, ease of use, and content preferences (Lim et al., 2020). Users today tend to favour information sources that are quickly accessible, flexible, and aligned with their specific needs, making e-books increasingly popular as an alternative reading medium.

One of the primary factors driving this shift is accessibility. E-books offer convenience in obtaining materials without the need to visit bookstores or physical libraries, which directly enhances their appeal. Research conducted by Rai & Selnes (2019), indicates that ease of access is one of the main reasons users transition to e-books, especially among students and academics who require rapid access to reference sources. The availability of e-books in multiple file formats that can be accessed through various electronic devices also expands their usability and reach (Shaver & Shaver, 2020)

In addition to accessibility, content preferences also influence users' behavior toward e-books. Some users prefer interactive content, such as e-books equipped with quick text search features, supporting audio, educational videos, and digital annotation tools that facilitate note-taking and highlighting key sections in the text (Casselden & Pears, 2020). This interactivity has been shown to enhance the learning experience while also attracting users who favor digital-based learning methods. Efficiency is another factor that contributes to e-book adoption. Users tend to choose e-books due to their lower cost compared to printed books, and the convenience of storing and managing various materials digitally without the need for substantial physical storage space (ElAdl & Musawi, 2020). These attributes make e-books an ideal choice for highly mobile users who require instant access to diverse sources of information.

Beyond ease and efficiency, personal preference also plays a crucial role in shaping user behaviour toward e-books. A study by Schwabe et al. (2021), found that some users are more inclined to use e-books for informative or technical content, while for narrative or fictional reading, many users still feel more comfortable with printed formats. This suggests that not all types of content in e-book form receive the same level of acceptance from users. This shift in consumption patterns is also related to the growing trend of digital learning, which increasingly positions e-books as an integral element in modern education systems. In academic contexts, e-books offer an effective solution for students who need quick access to references, scholarly literature, or course materials (Sharma & Gupta, 2022). This advantage is further reinforced by their capability to provide feature-rich content, allowing users to tailor their reading experience to their individual learning needs.

Although e-books offer various advantages, challenges related to technostress have become a significant concern. Casselden & Pears (2020), noted that excessive exposure to technology can lead to anxiety or digital fatigue among e-book users. This has the potential to reduce reading comfort, especially for individuals who are not accustomed to digital technology or who prefer traditional reading experiences. This factor warrants special attention in the development of user-friendly e-book platforms that are responsive to reader needs. In a broader context, these shifts in user behaviour require publishers and digital content developers to be more adaptive in providing e-books that are not only content-rich but also designed with intuitive interfaces, easy navigation, and interactive features that can enhance user experience. By understanding the diverse preferences of users, publishers can create e-books that are more aligned with the evolving demands of the market.

One of the key factors driving e-book usage is perceived usefulness, or the value users associate with the format. According to research by Rai & Selnes (2019), users are inclined to choose e-books because they believe the format offers significant benefits for learning and information-seeking activities. E-books' ability to provide features such as text search, digital note-taking, and instant access to reference sources makes them highly favored among students and professionals.

In addition to these practical benefits, perceived ease of use is also a determining factor in user decisions to adopt e-books. According to a study by Ming et al. (2021), users are more likely to embrace e-books if the platform has a simple, intuitive, and user-friendly interface. Additional features such as clear navigation, accessible layouts, and text-marking capabilities enhance the appeal of e-books as effective learning tools. Furthermore, content relevance plays a crucial role in influencing user preferences toward e-books. E-books that present material in flexible formats, with visually appealing layouts and interactive features, are more likely to gain acceptance. Nja et al. (2023), found that users tend to favor e-books whose content aligns closely with their academic or professional needs.

Beyond technical factors, user needs also encompass psychological aspects, such as trust in technology. Users who exhibit high levels of trust in digital platforms are more likely to adopt e-books as their primary source of information (Salloum & Shaalan, 2019). This factor is becoming increasingly relevant as many users still harbor doubts regarding the security of their data and the stability of digital platforms as reliable reference sources. On the other hand, social and environmental support factors also influence user decisions. Research by Andrews et al. (2021) shows that recommendations from peers, lecturers, or colleagues can significantly encourage individuals to begin using e-books. This aspect is particularly relevant in educational environments that have adopted digital learning models.

This study aims to identify the main factors driving e-book usage. These include content preferences, accessibility, efficiency, reference completeness, feature innovation, environmental aspects, and their positive impact on sustainability. Along with the rapid development of digital technology, e-books have become a primary reference source in academic and professional environments, although their adoption is shaped by a variety of technical, psychological, and user-centered considerations (Rai & Selnes, 2019). Despite the advantages offered by e-books, challenges still remain in understanding the underlying factors that lead users to shift from print books to digital formats. Therefore, it is important to explore the key attractiveness factors of e-books, user needs across different backgrounds, and their preferences for ideal content. Elements such as ease of access, cost-efficiency, feature innovation, and high accessibility allow users to obtain materials anytime and anywhere (Ming et al., 2021), while user demands vary based on academic, professional, or entertainment backgrounds (Nja et al., 2023). Furthermore, preferences related to text format, graphic illustrations, multimedia capabilities, and interface design that supports reading comfort also influence e-book adoption (Salloum & Shaalan, 2019; Andrews et al., 2021). Based on this background, the study focuses on three research questions: (1) What are the key attractiveness factors of e-books for users? (2) How can e-books meet the needs of users from diverse backgrounds? (3) What are users' preferences for ideal e-book content? The findings of this study are expected to provide insights for publishers, e-book platform developers, and educational institutions in designing content that is more relevant, innovative, and aligned with the evolving needs of users in the digital era.

METHOD

This study employs a quantitative approach using a survey method with an online questionnaire as the primary instrument to identify factors influencing the attractiveness of e-book usage. The questionnaire was designed using a five-point Likert scale to assess respondents' perceptions of accessibility, efficiency, feature innovation, reference

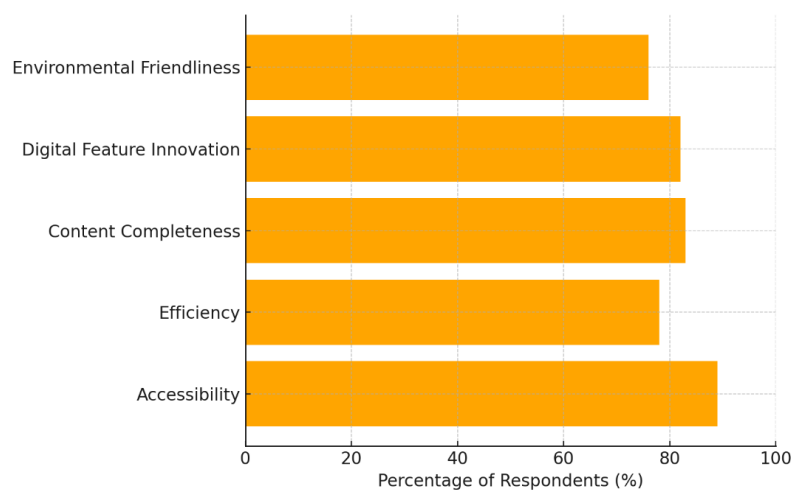
completeness, and environmental impact. The distribution of the questionnaire was conducted online via Google Forms, utilizing social media and academic platforms to reach respondents from diverse backgrounds. The sampling technique used was random sampling to ensure population representativeness and minimize bias (Jilcha Sileyew, 2019). A total of 110 respondents participated in this study, consisting of students, academics, and members of the general public with experience in using e-books. The data obtained were analyzed using descriptive and inferential statistics to identify patterns, trends, and relationships among variables. To enrich the discussion, a literature review was employed. The literature review helped determine whether a body of research revealed trends or patterns that could be interpreted and provided a theoretical foundation for the proposed study, including the identification of relationships among variables (Paré & Kitsiou, 2017). This approach is expected to yield relevant findings for developing e-book strategies that are more responsive to user needs

The development of digital technology has brought significant changes to the field of education, particularly in learning methods that are now oriented toward the use of digital media. One of the key elements playing an important role in supporting digital learning is the e-book. E-books offer various advantages that not only enhance the quality of learning but also enrich users' learning experiences.

One of the primary roles of e-books in supporting digital learning is their ability to present content in a more interactive and dynamic format. According to Asrowi et al. (2019), interactive e-books equipped with features such as text search, hyperlinks, supporting videos, and visual simulations have been proven to improve students' understanding of learning materials. These features allow learners to explore concepts more deeply and engagingly, thereby facilitating a more effective learning process.

RESULTS AND DISCUSSION

Based on the results of the survey conducted among various respondent groups—such as students, lecturers, researchers, and general users—five dominant factors were identified as significantly influencing users' decisions to adopt e-books. These five factors are: accessibility, efficiency, content completeness, digital feature innovation, and environmental friendliness.



Source: Research Results

Figure 1. Respondents' Rating Levels on the Attractiveness of E-Books

E-books are defined as electronic publications that contain text, images, and multimedia elements, accessible through electronic devices such as computers, tablets, or smartphones (Asrowi et al., 2019). According to Ran & Jinglu (2021), e-books are designed with a user-

centered approach, where learning materials are presented systematically in accordance with curriculum guidelines or academic needs. This enables students and learners to access a wide range of reference materials more efficiently. The factors assessed by respondents include accessibility, efficiency, content completeness, digital feature innovation, and environmental sustainability.

a. Accessibility

Accessibility emerged as the dominant factor, with 88% of surveyed respondents stating that ease of access was the primary reason they switched to e-books. Accessibility refers to the users' ability to access materials anytime and anywhere through various digital devices. This finding aligns with the view of Rai & Selnes (2019), who noted that access flexibility is one of the key advantages of e-books compared to printed books. The ability to read without geographical or time constraints is especially important for university students and professionals with high mobility, enabling them to obtain materials at any time and from any location without relying on physical libraries or bookstores (Lim et al., 2020). Moreover, users in remote areas or those with limited physical infrastructure benefit significantly from e-books. A study by (Alhammad & Ku, 2019), highlighted that digital distribution helps overcome geographical barriers in literacy dissemination, positioning e-books as an inclusive tool for educational equity.

b. Time and Cost Efficiency

A total of 76% of respondents stated that efficiency is a key reason for using e-books. This efficiency includes time-related aspects, such as the quick text search feature that accelerates the learning and reading process, as well as cost efficiency since e-books are generally more affordable than printed books. Platforms such as Kindle and Google Books offer subscription-based models at accessible prices, allowing users to access thousands of titles without the need to purchase individual books (Budnyk et al., 2021). Merkle et al. (2021) stated that e-books significantly reduce the waiting time for users to obtain literature sources, thanks to their instant distribution. This is particularly advantageous in time-sensitive learning situations, such as during examinations or urgent research needs. On the cost side, Al Mulhim & Zaky (2023) reported that e-books can achieve cost savings of up to 60% compared to physical books.

c. Content and Reference Completeness

A total of 82% of respondents considered e-books to be superior in terms of content completeness. E-books allow the integration of various multimedia elements such as videos, audio, illustrations, and hyperlinks to supplementary sources, thereby broadening the scope of accessible information. This is especially important in the context of higher education and interdisciplinary research. According to Aisyah et al., (2022) e-books facilitate access to literature across diverse academic fields, strengthening the role of libraries as adaptive digital academic hubs.

In addition, the text search feature available on nearly all modern e-book platforms enables users to retrieve specific information quickly and accurately (Tlili et al., 2024). This becomes a significant added value for researchers and students in preparing academic works that require relevant and precise references.

d. Digital Feature Innovation Enhancing the Learning Experience

A total of 79% of respondents stated that interactive digital features are a key attraction. Innovations such as annotation tools, text highlighting, font customization, night mode, and text-to-speech functions enhance reading comfort while enriching the user's learning

experience (Sari et al., 2022). These features are considered especially helpful in concept-based learning, particularly in STEM fields (Science, Technology, Engineering, and Mathematics).

E-books offer interactive features that can shift students' learning modes from passive to active, enabling deeper content exploration. The integration of artificial intelligence (AI), such as adaptive learning systems, is also being increasingly implemented in e-book platforms to provide a personalized experience. According to Nasarudin et al. (2024), learning applications now offer a variety of interactive and personalized features, including AI-supported adaptive learning systems.

e. Environmental Value of E-Books

A total of 72% of respondents indicated that environmental friendliness is an important consideration in choosing to use e-books. The reduction in paper, ink, and energy consumption, along with the decrease in emissions from distribution processes, makes e-books a sustainable solution in support of digital literacy (López-Escribano et al., 2021). Singh & Kumar (2025) noted that the use of e-books not only contributes positively to learning efficiency but also plays a tangible role in reducing deforestation and the consumption of natural resources particularly paper.

In the educational context, the use of e-books also reduces waste and lowers the budget allocated for the procurement of physical books by educational institutions. A study by Sun & Pan (2021) showed that the adoption of e-books within the curriculum can save up to 45% in operational costs while also accelerating the equitable distribution of teaching materials.

Although e-books offer numerous advantages, the research findings also reveal several challenges. One of the main issues is technostress, or digital fatigue, particularly among users who are not accustomed to technology (Casselden & Pears, 2020). In addition, some respondents still prefer printed books, as they feel more focused when reading in a physical format. Another challenge is the digital divide, where users in regions with limited internet access or inadequate technological infrastructure face obstacles in accessing e-books optimally (Bergström & Höglund, 2018). Therefore, future e-book development strategies must emphasize interface designs that are simple, lightweight, and inclusive.

Approaches based on the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) suggest that perceived usefulness and perceived ease of use remain strong foundational factors in users' decisions to adopt new technologies (Davis, 1989; Venkatesh et al., 2003). Hence, the future success of e-books will depend on their ability to provide efficient, meaningful, and sustainable user experiences.

In the print and publishing industry, marketing strategies play a critical role in ensuring successful distribution, market penetration, and customer retention. Publishers and distribution agents have long employed traditional marketing approaches, which include selecting physical distribution channels (such as bookstores, exhibitions, and libraries), promoting through print media, and collaborating with educational institutions. However, with the advancement of digital technology and shifts in consumer preferences, these strategies must undergo transformation to remain relevant and competitive.

A core strategy applied by publishers is market segmentation. Segmentation is based on age, educational level, reading interests, and reading purposes. For example, academic publishers target university students and lecturers with textbooks and scholarly references, while popular publishers target the general public with fiction novels, self-development books, or biographies. This segmentation forms the basis for product development, cover design, and pricing (Kotler & Keller, 2016). In the digital era, segmentation extends further through data-driven analysis of consumer behavior via interactions on e-commerce platforms and digital reading platforms.

Table 1. Strategic Conceptual Implications

No	Strategic Aspect	Strategies of Print Book Publishers/Distributors	Implications for E-Books and Digital Platforms
1	Market Segmentation	Based on demographics and book types	Behavior-based segmentation and digital interaction data analysis
2	Pricing Strategy	Based on printing and distribution costs	Flexible pricing: freemium models, subscriptions, or limited access
3	Distribution	Network of physical bookstores and distribution agents	Omnichannel distribution, e-commerce integration, and compatibility with digital reading apps
4	Promotion	Print advertisements, book fairs, offline catalogs	Digital marketing, influencers, social media, and AI-powered recommendation algorithms
5	Customer Relationship	Direct interaction or via store	Data-driven CRM: content recommendations, reading statistics, personalized notifications
6	Environmental Value	Minimal (printed books depend on paper and logistics)	Emphasis on sustainability, green literacy, and environmentally friendly branding
7	Product Innovation	Limited to physical form (cover, layout)	Interactive features: text search, annotations, multimedia, text-to-speech
8	Consumer Literacy	Focus on book content	Digital education: usage tutorials, LMS integration, and digital training programs
9	Industry Collaboration	Collaboration with bookstores, distributors, and institutions	Collaboration between publishers ↔ e-book platforms ↔ educational institutions ↔ AI providers

Source: Research data

Publishers can adopt varied pricing strategies to reach different market segments. For printed books, pricing strategies generally take into account printing costs, distribution, and profit margins. However, in the case of e-books, the lighter cost structure allows publishers to set more flexible prices, which often serves as an added value for digital consumers. According to (Al Mulhim & Zaky, 2023), the average price of e-books is 30–50% lower than that of printed books, making this a significant factor influencing purchasing decisions among student and professional segments.

Traditional publishers rely on physical networks such as major bookstores, national distributors, and field marketing agents for book distribution. With the rise of digital platforms, distribution strategies have shifted toward omnichannel systems, integrating both physical and digital channels. Farid et al. (2021), reported that publishers adopting digital distribution systems have experienced a significant increase in consumer reach, especially in areas previously underserved by conventional distribution. Platforms such as Google Books, Amazon Kindle, and Gramedia Digital have now become primary partners for publishers in delivering content broadly, quickly, and efficiently.

Promotional strategies must also evolve from print advertisements and book exhibitions to digital media, particularly social media, influencer-based marketing, and the use of AI-powered recommendation algorithms. Publishers today are not only selling content but also building brand experiences through emotional engagement with readers. Content strategies such as book trailers, interactive quotes, and collaboration with reading communities (e.g., Goodreads or Bookstagram) have become effective approaches for reaching younger audiences and active online readers (Sharma & Gupta, 2022).

Transformation has also occurred in customer relationship management (CRM) strategies. Distribution agents and publishers are now adopting data-driven approaches to track reader habits, measure reading duration, and monitor reading completion rates. This data enables them to develop new products better aligned with market needs and to personalize

promotional communications. According to Sari et al. (2022), this approach can enhance reader loyalty and open up long-term market retention opportunities.

In the development of e-books, traditional publishing marketing strategies carry important implications, particularly in adapting to users who are increasingly digital, adaptive, and experience-oriented (UX). The first implication is the need for customized content and interactive features. E-book users no longer merely expect digital text, but instead seek a dynamic learning experience, including quick search tools, digital annotations, font customization, and multimedia integration such as video and audio (Tlili et al., 2024). Thus, product strategy should focus not only on the content itself, but also on how that content is interactively presented.

The second implication is the importance of adopting AI-based technologies in platform development. Adaptive learning systems and content recommendations based on user behavior have become essential for increasing engagement and reading time. Digital platforms like Scribd or Kindle have already implemented this approach with features such as “continue reading,” reading statistics, and personalized reading reminders. For publishers, this implies the need for close collaboration between content developers, UX designers, and software engineers.

Third, modern marketing strategies require publishers to embed environmentally sustainable values as a competitive advantage. With rising consumer awareness of environmental issues, e-books serve as a strategic medium for building green branding. López-Escribano et al. (2021) stated that e-book consumption directly reduces carbon footprints and paper usage—unique selling points for younger, eco-conscious consumers. Therefore, integrating sustainability messaging into brand communication is an essential component of e-book positioning strategies.

Fourth, there is a need to strengthen cross-industry collaboration strategies. Digital platform developers must act as both content aggregators and active marketers through business models such as subscription, freemium, or editorial curation. Meanwhile, publishers must expand their role from content producers to providers of comprehensive reading experiences. Partnerships between publishers and platforms such as Mendeley, Google Scholar, and iPusnas can serve as strategic models for increasing the visibility and utilization of academic e-book content.

Fifth, there is a strategic opportunity to develop digital literacy among users, especially in regions with low technology adoption rates. In this regard, publishers must serve not only as content providers but also as literacy facilitators. Developing tutorials, conducting user training, or integrating e-books into Learning Management Systems (LMS) such as Moodle or Edmodo can be an effective educational marketing strategy that promotes long-term adoption (Ming et al., 2021). In conclusion, marketing strategies originally developed for printed books must now be radically adjusted to meet the challenges and opportunities of the e-book ecosystem. Platform developers and publishers who can innovate in feature design, distribution, content personalization, and communication strategies will have a competitive edge in capturing user loyalty in the digital transformation era. An integrated approach that combines product, technology, user experience, and social-environmental values is key to designing e-books that are not only relevant and innovative but also contribute to shaping a more inclusive and sustainable digital literacy culture.

CONCLUSION

This study concludes that there are five key factors that significantly influence the attractiveness of e-book usage: accessibility, efficiency, content completeness, digital feature innovation, and environmental sustainability. Accessibility emerged as the most dominant factor, followed by efficiency and content completeness, which facilitate learning and information retrieval. Digital feature innovations—such as fast text search, annotations, and

interface personalization—further enhance the user experience. Moreover, increasing awareness of environmental impact contributes to users' preference for e-books over printed books. These findings indicate that the successful adoption of e-books is not solely dependent on technological aspects, but also on content relevance, ease of use, and the added value provided to users. Therefore, e-book developers and publishers must integrate inclusive, efficient, and sustainable design strategies to effectively meet the increasingly complex needs of users in the digital era.

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