Principle of Marketing

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E-BOOK READER

Introduction

- In this project we aim to apply the concepts of marketing on a E-book reader.

- A E-book reader is a device which can be used to access books, newspapers, magazines ,journals etc. in a digital format. It is a technology which although known by almost everyone isn't used as widely as other new technologies such as digital assistants , smart watches etc.

- Through our project we first discuss this technology with a consumer panel and see their response , next we conduct a survey to view this on a larger scale and lastly we translate this into marketing concepts and understand how to market our product.

Group Discussion

- The link to watch the group discussion conducted has been given below:

https://drive.google.com/file/d/1D1DKr4CUfePFjYdt44TevwQX_naoM4bh/view?usp=sharing

Review 2

Anshika Pradhan

17BCE2339

Inferences from article and research paper review

- It can be seen from [1] that undergraduate students ,although aware about e-book readers, they still would not prefer those over print books. Hence, it was essential to ask about their awareness of e-book readers and know about their experience of training in those.

- From [2] , it can be seen that the percentage of people using e-books is low, mainly because of the quality of e-books and habitual paper –backs reading habit. Our competition is with big companies like Amazon and Google, so the product needs to have a unique proposition. However, if attractive features of an e-book are presented to potential customers, e-books can pave the way. [5] With the help of technology , e-book readers can be made more simpler and efficient and its portable size will enable to have access. Therefore, it was required to ask the customers if they will prefer e-books over print books and why they would do so to identify the drawbacks customers find in e-books and the strong points which will help to get the product in the market.

ANSHIKA PRADHAN 17BCE2339

Inferences from article and research paper review

- It is essential to identify our target segment. [3] suggests that e-book readers will be most helpful for college students as their textbooks are revised once in every one or more years, supplementary materials can be provided to them, etc. But this will be helpful if e-books are cost efficient. It also suggested that users feel cramped while reading e-books because of the small screen size and that is why many people do not read novels, comics, etc. on e-book as those do not consider reading on e-books as a recreational activity. Therefore, it was essential to know the type of material people would like to read on e-books.

- [4] suggests the elements of an e-book should be chosen smartly as too many elements can also give a bad reading experience and can lead to fatigue of the eyes. To identify the health effects on people, one of the factors to be considered is to know the average screen time of consumers, therefore, it was necessary to know the frequency of access of e-book readers.

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Questions framed to be discussed in Group Discussion

1. Are you aware about e-book readers? If yes, do you know how to train on them ?

2. What are the types of material that you like to read on e-books?

3. How frequently do you read from printed books and from e-books and why do you prefer one over the other ?

Inferences based on the Group Discussion

- It was observed that all of them are aware about e-book readers but do not know how to maximize its utilization as they do not use it often and use it mostly only to access textbooks.

- It can be seen that most of them preferred reading college textbooks rather than novels on e-book readers because of the small screen and lighting problems and find it. Moreover, they think e-books do not give them a good feeling as they would get on reading print books. This is mainly because of the poor visual effects of e-book readers currently in market.

- It was found that college students find e-books to be the easiest way to study during exams as they find buying print books costlier and inaccessible in places such as Vellore where there are only limited books shops

- Although there are some e-book readers which come with adjustments in lighting, there is concern over the effect on eyesight and fatigue.

- Some people feel the pricing of e-books are somewhat of the same price as books as its initial costs are high. Therefore, pricing of the e-books need to be done so as to make those economically viable.

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REFERENCES

[1] Use and Acceptance of E-Books Among Undergraduate Students, Martin Mabeifam UJAKPA ; Delene HEUKELMAN ; Lynn KLEINVELDT ; Symon NYALUGWE ; Lucy KIANA, 2019 IST-Africa Week Conference (IST-Africa), 10.23919/ISTAFRICA.2019.8764835

[2] The Impact of e-Book Technology on Book Retailing, Yabing Jiang ; Evangelos Katsamakas,IEEE, 2010 43rd Hawaii International Conference on System Sciences, 10.1109/HICSS.2010.383

[3] The impact of digital books upon print publishing, D. McAllister ; N. McAllister ; S. Vivian, IEEE 2002 International Symposium on Technology and Society (ISTAS'02). Social Implications of Information and Communication Technology. Proceedings (Cat. No.02CH37293), 10.1109/ISTAS.2002.1013810

[4] An analysis on the dynamic design of E-books of digital information media in present China, Hao Yawei ; Li Xueyao, 2012 3rd International Conference on System Science, Engineering Design and Manufacturing Informatization(IEEE), 10.1109/ICSSEM.2012.6340775

[5] An extensible software framework for portable devices - an Ebook reader case study, M. Abdeen ; R. Medhat ; M. Fayez ; A. Hamad ; M. C.E. Yagoub , IEEE , 18 November 2008, 10.1109/PORTABLE-POLYTRONIC.2008.4681257

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Literature Survey

- The papers reviewed highlighted the findings of researchers in finding the link between e book reading application and devices and children.

- One paper concluded that in countries such as UK and USA the usage of gadgets has tripled three times and thus parents of children of ages 5-15 are now considering moving learning and education in digital format over e –books

- A 2012 study of 36 struggling readers found 'substantial gains in both accuracy and comprehension' following an intervention involving both print and enhanced ebooks

Saumya Tandon , 17BCE0639

Literature Survey

- A 2013 study of 103 US high school students with dyslexia found that students offered texts on an iPod touch showed significantly improved reading speed and comprehension compared with reading on paper

- Another research consulted showed that , many college students prefer using e-books for their course work as compared to paper medium in USA due to their expensive nature.

Questions

- Based on the literature survey , the questions developed were :

- Considering the increase in use of tablets and e-book readers by young children , do you believe it is the right technology to be marketed?

- Considering the expensive nature of college books and study material don't you believe e book readers provide a pocket friendly solution to the same?

- Do you believe that the use of e books can lead to a shallow and unfocused learning environment where in students suffer from a lack of holistic learning as compared to traditional learning methods?

Saumya Tandon , 17BCE0639

Panel Discussion Response

- The panel discussion consisted of 8 students from VIT Vellore who were studying different branches in VIT VELLORE

- RESPONSE:

- Q- 1

- Part of the students felt that E-book readers could add a substantial value to the students gain an interest especially young boys, however a few felt that it could potentially pose health risks due to eye strain and also distract students from actual learning material.

Saumya Tandon , 17BCE0639

Panel Discussion Response

- Q 2

- Students felt that while many college students access learning material in a digital format , the present e book readers often don't come with options that could actually help them in learning. For ex: Kindle does not have a lot of books that would be relevant to their field or readers don't have functionalities such as highlight feature or make notes which could actually make them suitable for educational and not just recreational purposes.

Panel Discussion Response

- Q 3

- A majority felt that present e book readers wont be able to give a suitable learning environment on their own. However with possible changes or by using them as a supplementary resource they could add a lot to students learning

- As a follow up, the panel was asked if they would like to change something with regards to e book reader. One member suggested that a few functions such as highlight option etc. and making the screen less straining to eyes could be helpful.

Literature Paper references

- The Impact of ebooks on the Reading Motivation and Reading Skills of Children and Young People , A rapid literature review by Irene Picton, National Literacy Trust

- Exploratory Research: The Effects of Electronic Books on College Students ,Ya-Ling Chen, Sitong Fan, Zhongyuan He

- A Collective Case Study of Mobile E-Book Learning Experiences , by Jeffrey Scott Kissinger

Saumya Tandon , 17BCE0639

Review 2

Kartavya Asthana

18BCI0026

Considering that there a lot of factors involved in reading through E-Books like electricity, internet connection etc, do you think it is feasible?

136 responses

- ● Yes
- ● No
- ● Maybe

11%

30.1%

58.8%
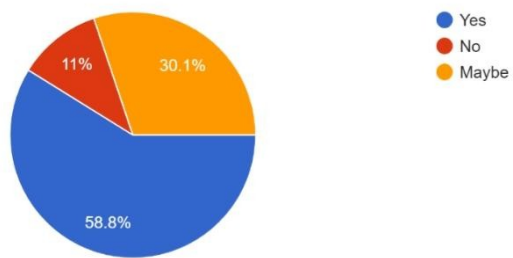
A majority of responders, 58.8% of them, believed that even though there are multiple factors involved I reading through an E-books – this does not reduce its feasibility.

A decent percentage though, around 30%, were worried of these factors, especially in developing countries where services like electricity and internet are not considered a part of the basic requirements to live.

As a school going student, did you find that carrying paper bound textbooks heavy and troublesome?
137 responses

- Yes
- No
- Maybe

18.2%
16.8%
65%
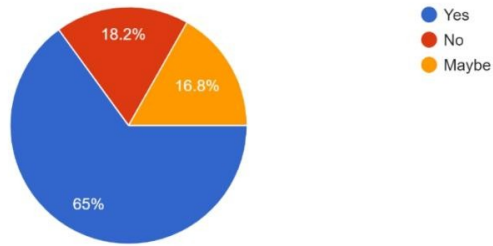
Do you think E-book readers/apps can make learning accessible?
137 responses

- Yes
- No
- Maybe

19.7%
79.6%
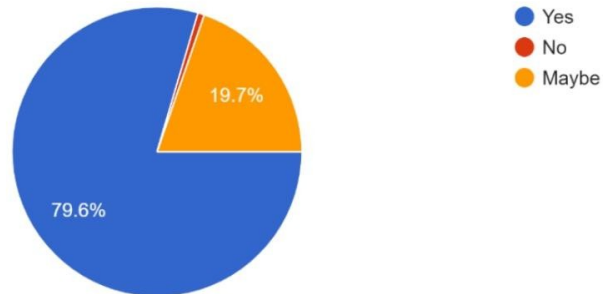
Q: How convenient are E books as compared to conventional books considering the pocket friendliness and accessibility?

•As we have seen, for an overwhelming majority, textbooks in school were difficult to carry. This was the case largely due to their weight and the compulsion of carrying them in a bag. E-book has changed that. A majority of the people feel that E-books, despite being more technologically advanced and requiring various facilities, are more accessible and friendlier to carry around. Thus, the make learning more accessible

Review 2

Vaibhav Singh

18BCE2313

Questions asked during group-discussion (GD)

- Q. If the government pushed the digital moment and started promoting E-books do you think E-books will be success in India

Q. E-books are hit in the European and American market but its been struggling in the Indian market what you think could be the factors

Analysis of the project

There are 5 major focus points coined after the group discussion

- Youth are aware of the E-book platforms and some of them are also using it on daily basis but many of them resist using E-books as they   are concerned about there health or don't have a proper reading habit

- If Government pushed there digitalization moment in an effective way E-books will be more accessible and affordable

- The main reason for a Indian market to lag behind the American market in terms of usage is mainly because of the cost issue and a cultural and education system

- People think that Covid-19 could be a turning point for digital education   in india, as lock-downs have forced schools to shift there teaching method to online education

- Audiobooks are still lagging behind E-books but with increase in the busy lifestyle that could also be a major success

Questionnaire prepared for survey on the basis of group discussion and article reviews

1. Age (Demographic variable taken to identify the target segment)

2. Have you heard what an e-book reader is?(Check the awareness of the technology)

3. Have you personally used any of the products available in market? (Yes/No)

   (Check if any real life training has been obtained)

4. What kind of material are you likely to access via an e-book reader/app?

   (Options given : Novels, Textbooks , Journals/Publications, Newspapers/Magazines)

5. How often did/do you use paper bound textbooks as college material?

   (Choose between a range of 1 (never) to 5 (always))

6. How often do you access college material in a digital form?

   (Choose between a range of 1 (never) to 5 (always))

7. Do you think the amount of exposure to e-book screens despite their ability to adjust   brightness will have any effects on health? (Check the likelihood of any possible health effects of e-book readers)

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1. IDENTIFYING THE SEGMENTS AND TARGET CUSTOMERS
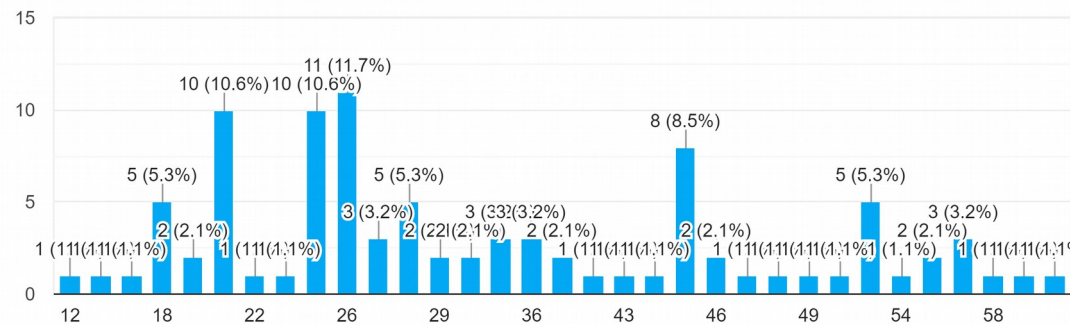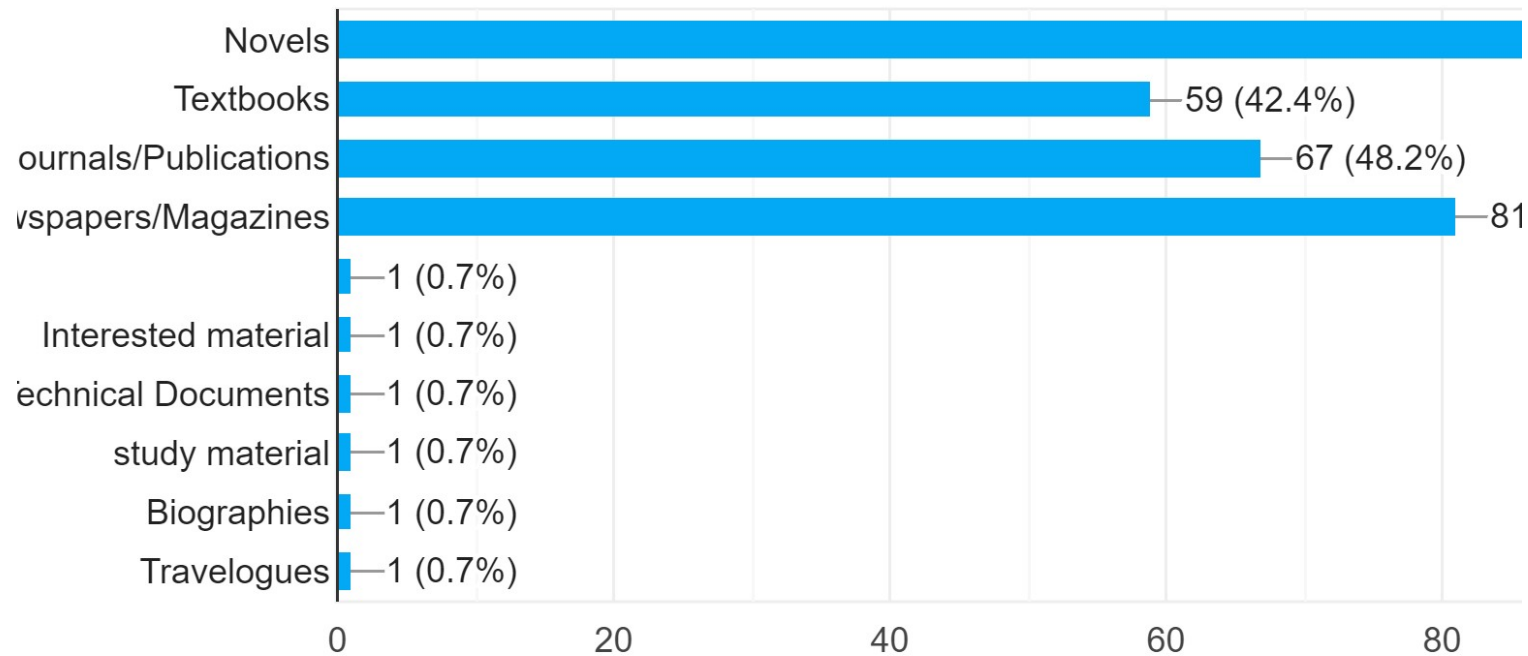

•It can be observed that people in the age group between 20-30 are most likely to use e-book readers. Therefore, our target segment can be undergraduate , post-graduate and PHD students , that is, it can be mostly used for educational purposes and the target segment for e-book readers can be students in the age-group of 16-30. The reading needs of this age group has to be taken in major consideration.

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kind of material are you likely to access via an e-book reader/app?

onses

Category	Value
Novels	
Textbooks	59 (42.4%)
ournals/Publications	67 (48.2%)
wspapers/Magazines	81
	1 (0.7%)
Interested material	1 (0.7%)
echnical Documents	1 (0.7%)
study material	1 (0.7%)
Biographies	1 (0.7%)
Travelogues	1 (0.7%)

0   20   40   60   80

It can be observed that novels are the sought after the most in e-books followed by textbooks,jour nals and publications.

2. Segmentation and Targeting

- From the above two graphs, we can say that segmentation is done on the basis of

1) Age

2) People who are students and the working class

- It can also be concluded from the above graphs that the Target Segments are

1) Students

2) Bibliophiles(People who are fond of reading)

It can be observed that almost 96.4% of the people are aware about e-book readers but the percentage of people who actually use the e-books are less comparatively, that is, only 81.3% .

Have you heard what an e-book reader is?

139 responses

● Yes
● No
● Option 3

96.4%
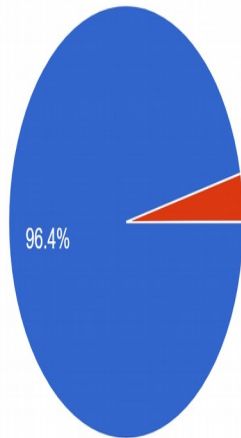
Have you personally used any of the above-mentioned products?

139 responses

● Yes
● No

18.7%

81.3%
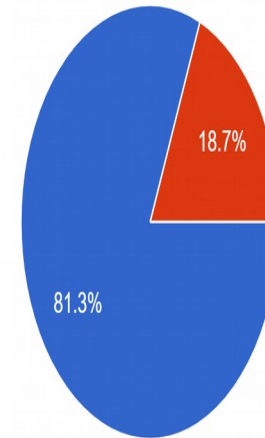
It can be observed from the below graphs that there is a gradual shift from print books but still it is not accepted by majority of people.

How often did/do you use paper bound textbooks as college material?
139 responses
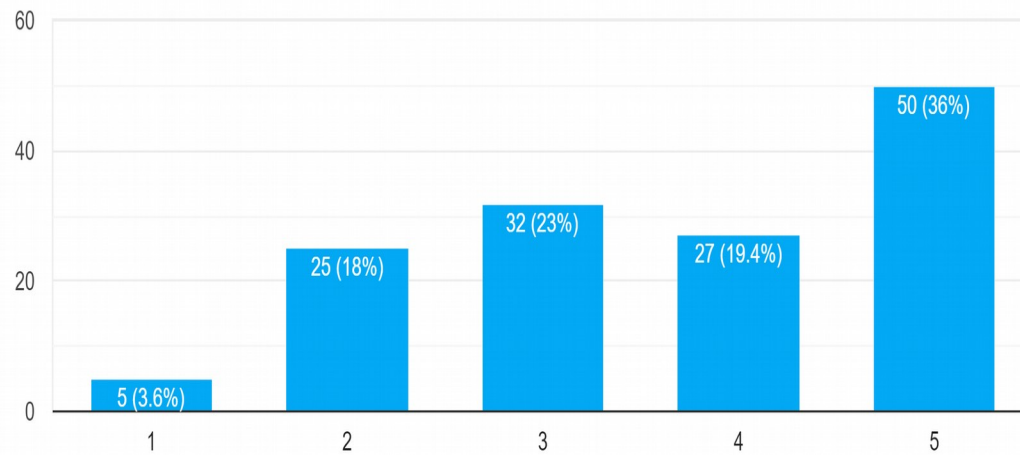
How often do you access college material in a digital form?
139 responses

3.Inferences

Do you think the amount of exposure to e-book screens despite their ability to adjust brightness will have any effects on health?

139 responses

- Yes
- No
- Maybe

66.2%
8.6%
25.2%
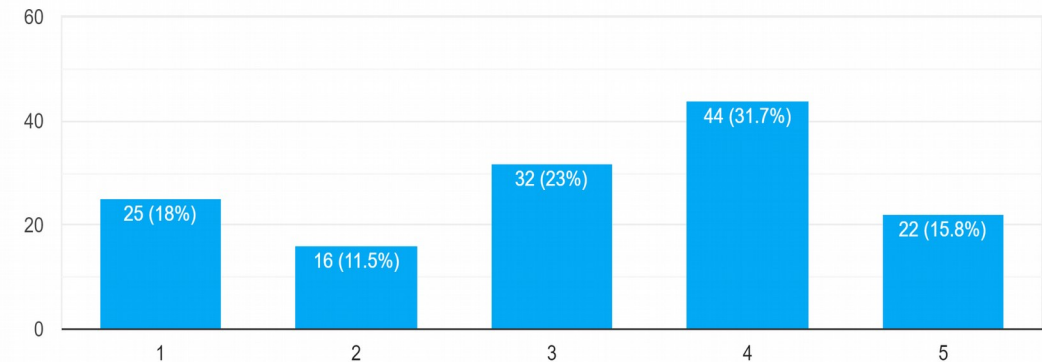
- It can be concluded that some people ,even after being aware about e-books , are not using it. This can happen majorly because of

1) The lack of awareness about the advantages of e-books

2) They prefer the traditional way of reading through print books.

3) They do not have proper training to use these books.

4) They think e-books are expensive.

5) They think prolonged effect to e-books can be detrimental to their health.

4. Positioning

i) Since our target segment is students, a dynamic design of books with text, images and video can give a joyful reading experience which will enable them to edit text, highlight in different colours , set bookmarks, allow access to online dictionary ,provide searching through indexing, adjust the brightness, download books and allow different formats of text. The product can be positioned in a way for students that it is most helpful to them during examinations when at the time for stress and time-crunch, e-books provide an easy way to access books, make notes and enable easy revision.

ii) The second target segment are the readers or the bibliophiles. Most of the novels in print publishing are expensive but they still choose those over e-book readers because of the visual effect and touch of print books. So the e-books can be positioned for those potential customers so that they provide a cost efficient way of reading which provides the freshness and joy of reading from its aesthetics, warm colours and lighting and let users feel the design and understand the books with the help of technology.

ANSHIKA PRADHAN 17BCE2339

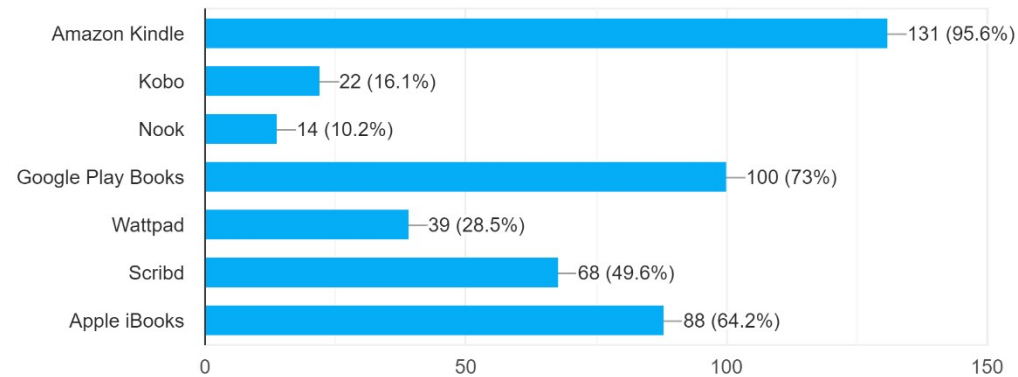# Review 3

Saumya Tandon

17BCE0639

Online survey

- Based on the response observed the questions were designed to see three things mainly :

- First , if school going students could be benefitted with such a technology and if we felt that paperback books could be burdensome for students.

- Second, to check if college students preferred using digital material and if yes, then how could they be benefitted by such a technology

- Third, the cause of skepticism and what functionality do users want in e-book readers that they currently lack.

Saumya Tandon , 17BCE0639

Survey Discussion

- The survey showed that our major competitors in the field is Kindle

Have you heard about any of the following products?
137 responses

Survey analysis and discussion

As a school going student, did you find that carrying paper bound textbooks heavy and troublesome?

137 responses

- Yes
- No
- Maybe

18.2%

16.8%

65%
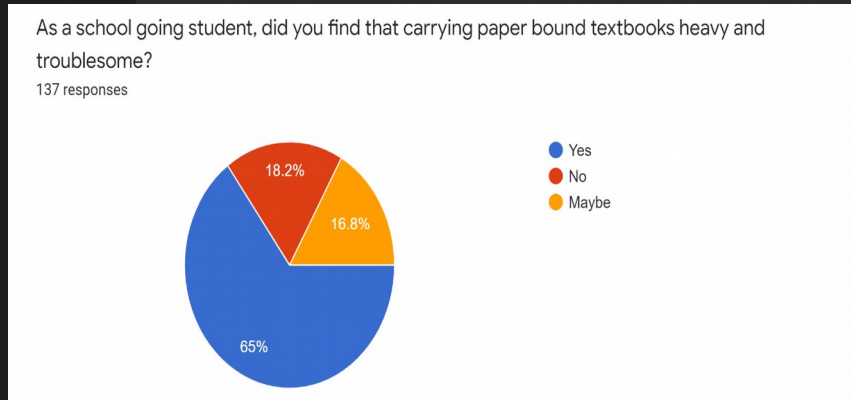
- A majority of people felt that paperback books that students have to carry daily are/were troublesome. This pattern was especially seen in people who were of the age 12-30 as education system has changed since the 90's . Thus if our reader could be marketed as a product that can be used in schools and replace textbooks it would be garner interest from such people.

Saumya Tandon , 17BCE0639

Q-With the increased usage of the tablets and laptops by young children do you feel it is a good technology to market to school students?
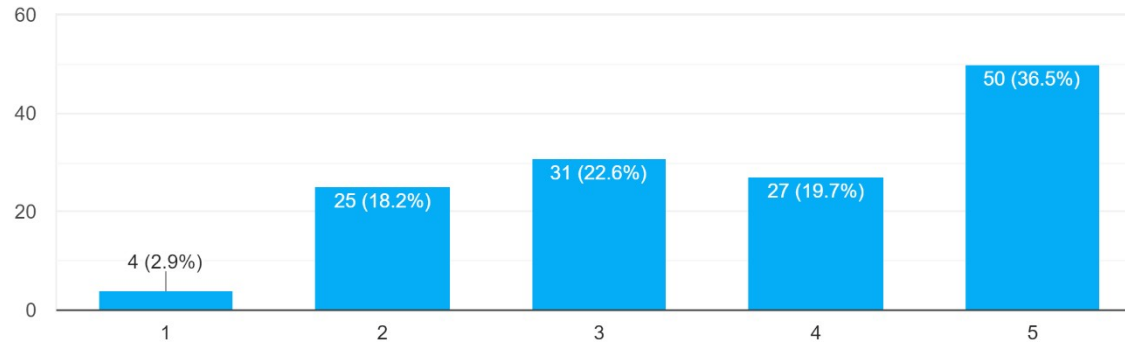
Resonse
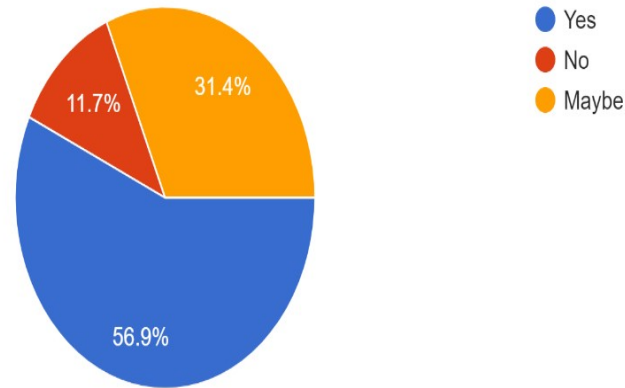
- A majority people felt that such technology can be marketed to school children as they find technology exciting and new.

- A few were unsure of this, which means that our marketing strategy will require to convince them of our product.
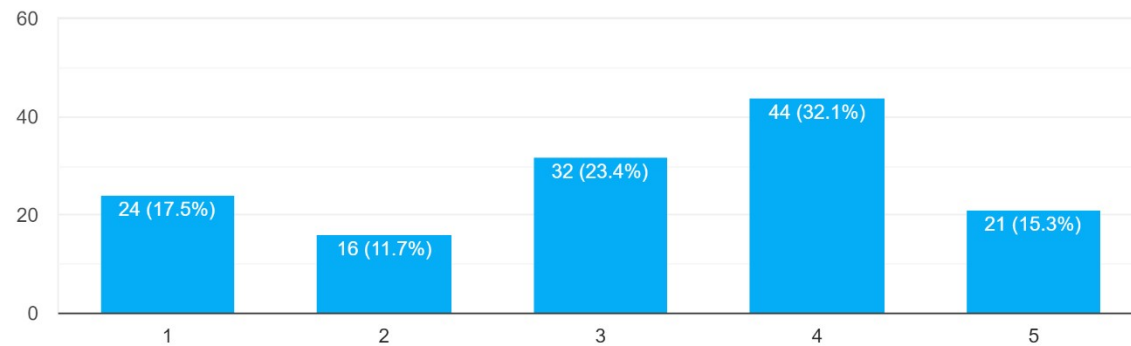
Survey analysis and discussion

How often did/do you use paper bound textbooks as college material?

137 responses

How often do you access college material in a digital form?

137 responses

Saumya Tandon , 17BCE0639

Survey analysis and discussion

- These graphs show an interesting comparison between likelihood of using paper vs. digital material for college education.

- Most people felt very comfortable in using paperback books , however as we moved to a younger demographic especially students who are currently in college many felt that they use digital material just as frequently.

- What we see however is that even with the millennial generation , there is some utilisation of paperback books.

- Yet we see an ideological shift as some students now never or rarely use paperback books while majority of people over the age 30 never studied via a digital format.

Saumya Tandon , 17BCE0639

Considering the expensive nature of college learning material do you think an e-book reader/app would be a better learning aid as compared to traditional books?

- Yes
- No
- Maybe

9.5%
22.6%
67.9%
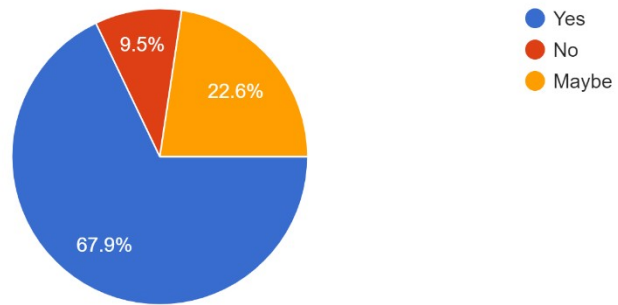
- A large number of people felt that a reader could prove to be economical and better since college books are especially expensive in nature.

- A few were unsure and marketing strategy should be built in order to convince them as to how a reader proves to be cheaper in a longer run and better investment.

Do you think that e-book facilitated education will be able to provide an adequate environment for learning?

- Yes
- No
- Maybe

58.4%
11.7%
29.9%
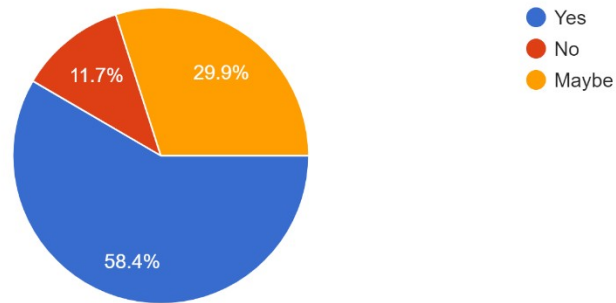
- Since a majority agrees that the learning environment provided by these readers will facilitate a holistic environment for learning.

- Thus we can conclude that our e book reader needs to be marketed in a way that it is seen as a learning tool so as to make people use them.

- However a large segment would require a lot of convincing and prove to be challenging to marketer for them to sell these gadgets to them.

Survey analysis and discussion

We also asked users if they would want certain functionality or changes in an e-book reader which could perhaps make it more desirable.

(This was an optional question)

Few common responses recorded were as follows:

- Paper like feel to make it natural
- Multiple language support
- Ergonomically designed
- Storage and Battery life
- Highlight option
- Ability to take notes
- Stylus a
- Artificial Intelligence Support
- a

Survey analysis and discussion

- These features give us an idea as to what is missing from already existing and also helps in our product development strategy.

- A lot of users felt that a tactile feel is an essential and an ergonomic design will certainly be helpful , along with this especially since are marketing this as a learning device we need to add the option to make notes as well as highlight/underline important text.

Saumya Tandon , 17BCE0639

Segmentation , Targeting and Positioning

- Since we have established in our survey that users from the age 15-30 are more likely to be benefitted from this product we will target it to these individuals.

- Since a major competitor for this product is Kindle , the product needs to be priced in order to reach the same consumer segment. It shouldn't be a luxury product and should be something that can be purchased by people belonging to middle class.

Segmentation , Targeting and Positioning

- While we will be targeting young adults and adults , in order to make ourselves stand apart from our major competitor which has been gaining success with people who like reading books and magazines, hence we need to position ourselves different from these brands and thus we position the e book reader as a learning tool which can in the future even be used as a substitute to paper back books.

New Product Development

- For any new product to be developed we need to discuss potential features and then select a few which can then be added to our product.

- Some features discussed included Artificial Intelligence Support , Stylus compatibility , ability to highlight/underline, ability to add notes , ergonomically designed, paper like screen, memory storage, free books , 12 hour battery life, less irritating to eyes.

New Product Development

- Since It wont be possible to add all these features and assure affordability we will be adding following features:

- Night mode : to make it less irritating for eyes

- Highlight option: To mark important points

- Make Notes : To allow users to type notes

- Lightweight design with paper like screen : to allow users to feel comfortable while using.

Saumya Tandon , 17BCE0639

Promotional Mix

- Advertising:

- Targeted digital advertising on Instagram and facebook as these are increasingly used by technologically driven youth.

- Also advertise them on TV channels such as Discovery, History TV which are seen by individuals who want to learn more as well channels such as those which are viewed by young adults.

- Marketing them in magazines that are read by young people and adults.

Saumya Tandon , 17BCE0639

Promotional Mix

- Public Relation

- Providing trial versions and holding events in schools and colleges where these maybe used as a learning tool can help greatly.

- College students especially may be interested in such a product and partnering with private universities may lead to increase in product sale.

- We can also collaborate with educational institutes such as FIITJEE, Aakash, Princeton Review , Magoosh etc. which provide training for various exams. These institutes can provide their training material on such platforms and share books meant for competitive exams which are normally very expensive for an individual to purchase.

- We can also partner with publishing houses which create learning material and conduct events with them so that they can provide exclusive content on our reader and we brand them as our learning partner.

Saumya Tandon , 17BCE0639

Review 3

Kartavya Asthana

18BCI0026

Inferences:

- People, especially the younger urban generation are ready for changes and are open minded to various mediums that make their daily lives easier.

- People like to move and act freely in today's world. They do not want any additional burdens such as carry bags or other entities to carry books in. Technology has made everyone's mind and body want comfort. At the same time, they do not want to compromise with knowledge or happenings of the world. E-books here, have the unique ability to keep people updated about various things with compromising on comfort.

Inferences (continued):

- Finding the right demographic for your product is extremely important. A majority of the responders considered E-Books to be accessible despite it requiring various services and facilities like electricity and Internet. This is because the sections of the society that use the E-Book, enjoy these services.

- Products that are targeted for the middle and upper sections of the society, need to market themselves on the utility of the product and not on accessibility.

Inferences (continued):

- Markets/sectors with lesser or no innovation since a long time, respond very well to change.

Some responders to the form and even people in the interview said that readers had become bored with reading and studying in the conventional way for years and desperately needed a change. E-Books provided them with just that! Thus, in areas which have stagnated in terms of advancement if a company find room for innovation, the results are phenomenal. All that needs to be done is marketing by telling people how the product is progressive.

Q. If the government pushed the digital moment and started promoting E-books do you think E-books will be success in India
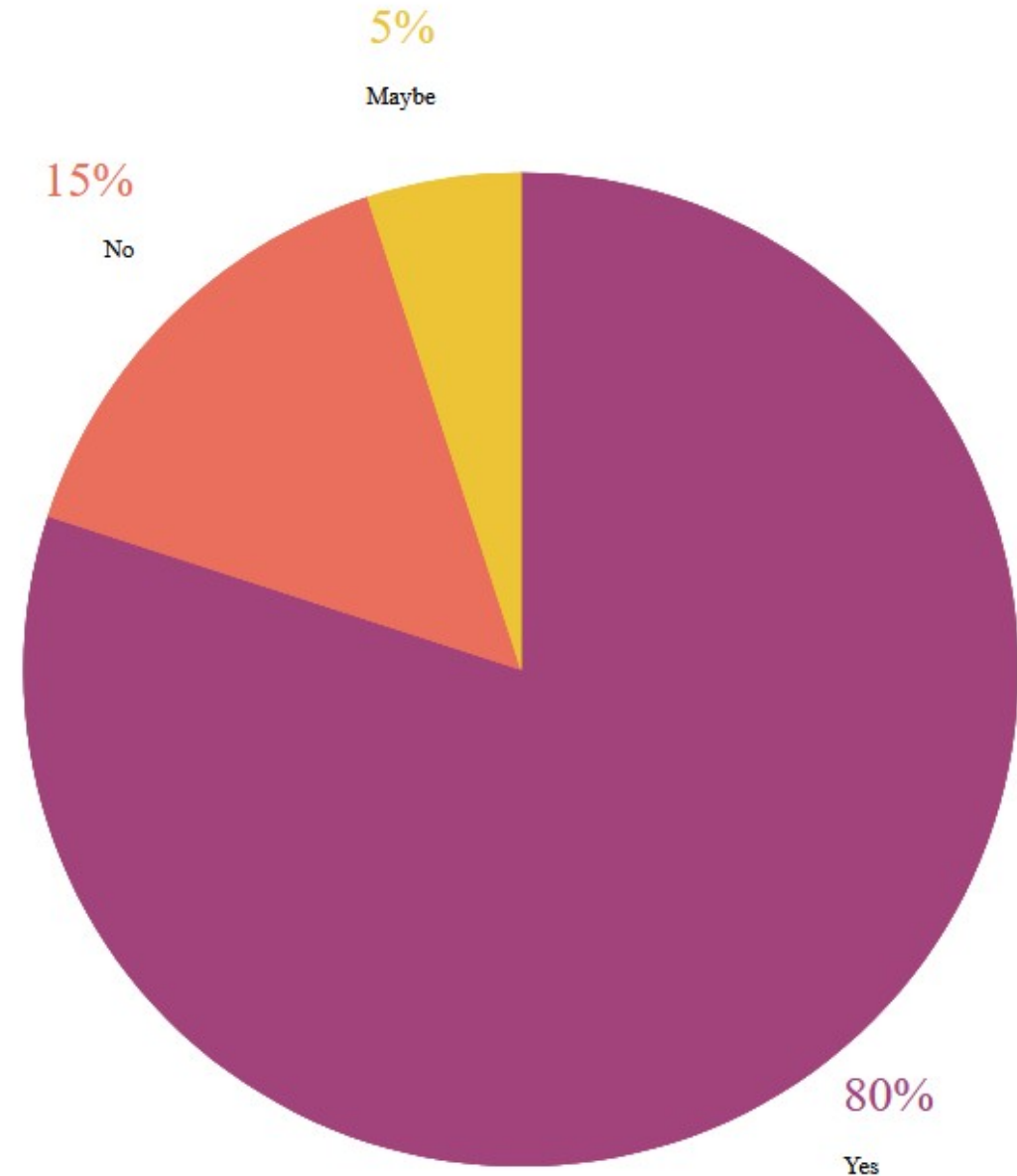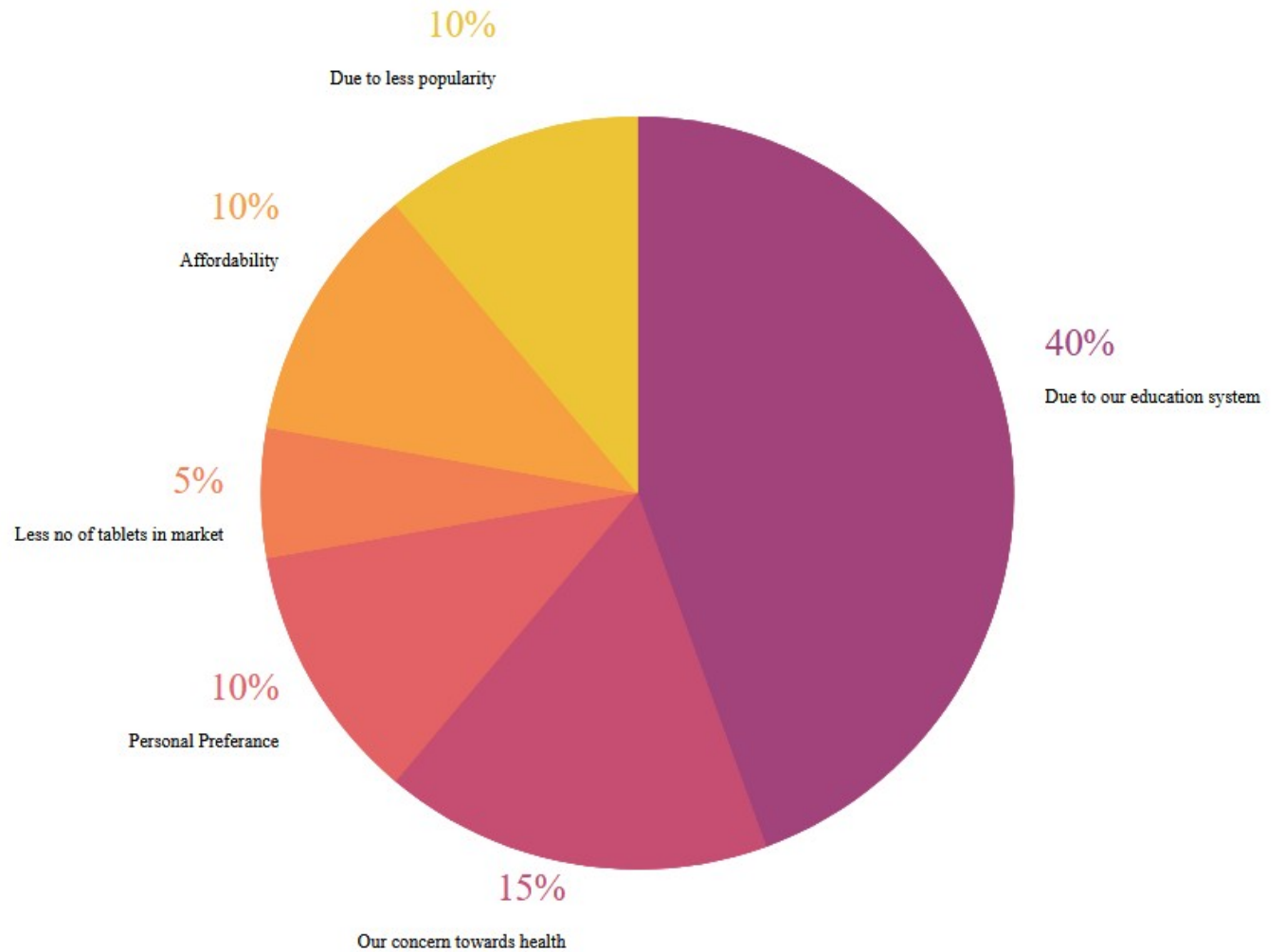
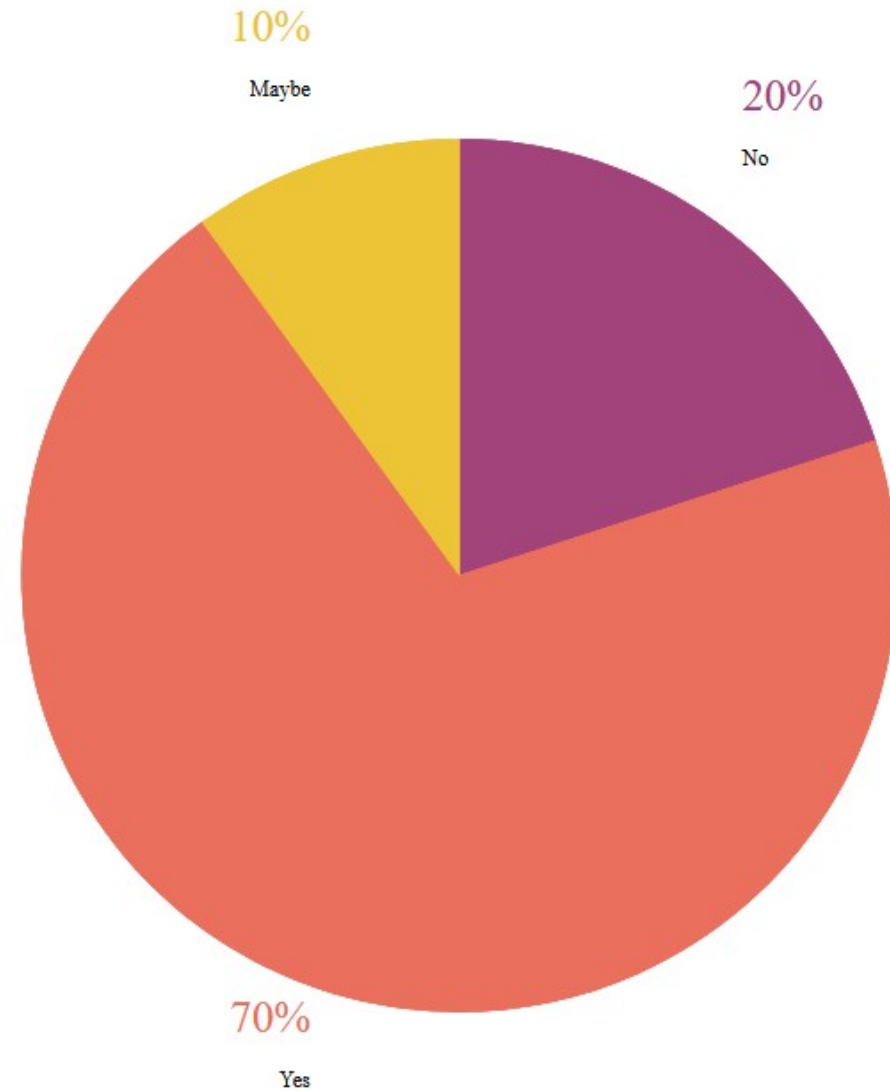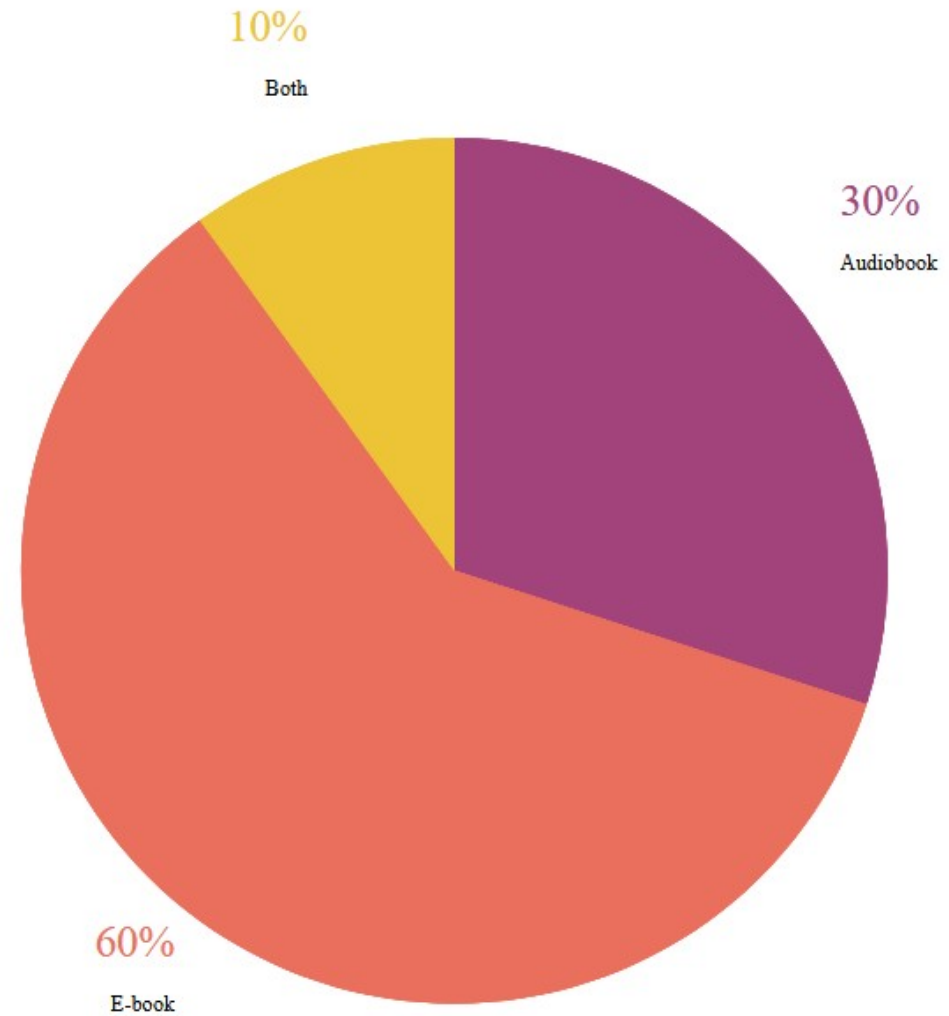Q. Do you think if more E-books are introduced during the early years in the school system that can make it more popular
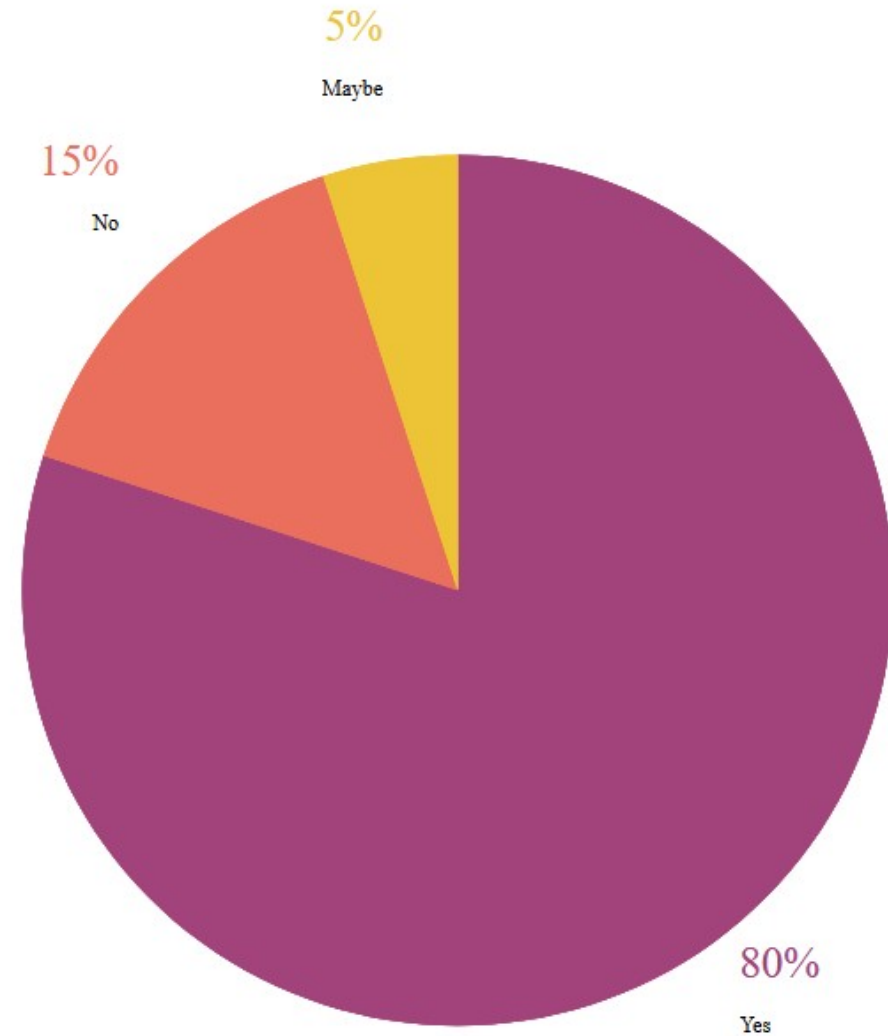
Q. Do you think that covid-19 could be a turning point for our education and there could be a possible shift towards digital learning or E-books
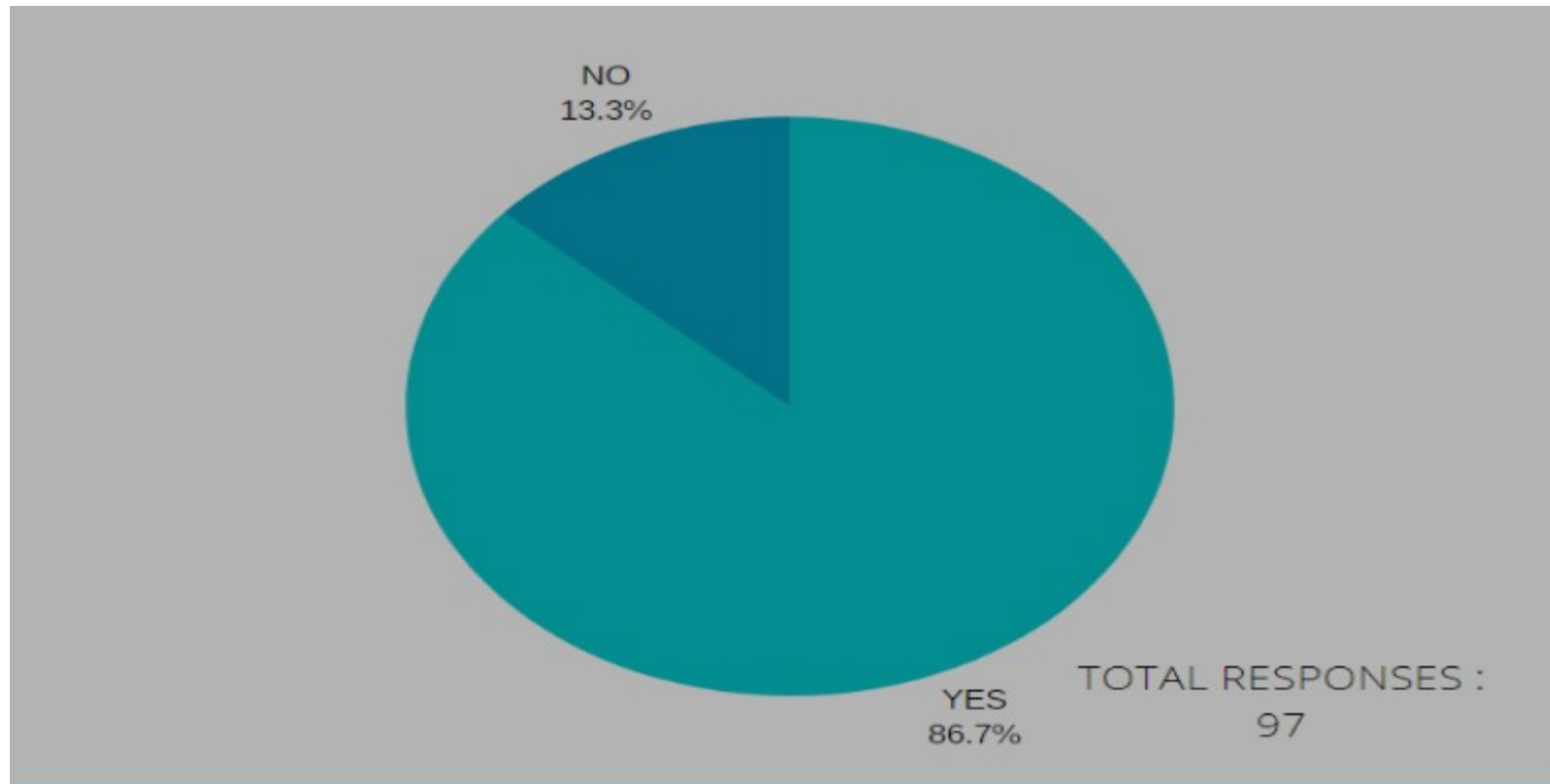
10%

Maybe
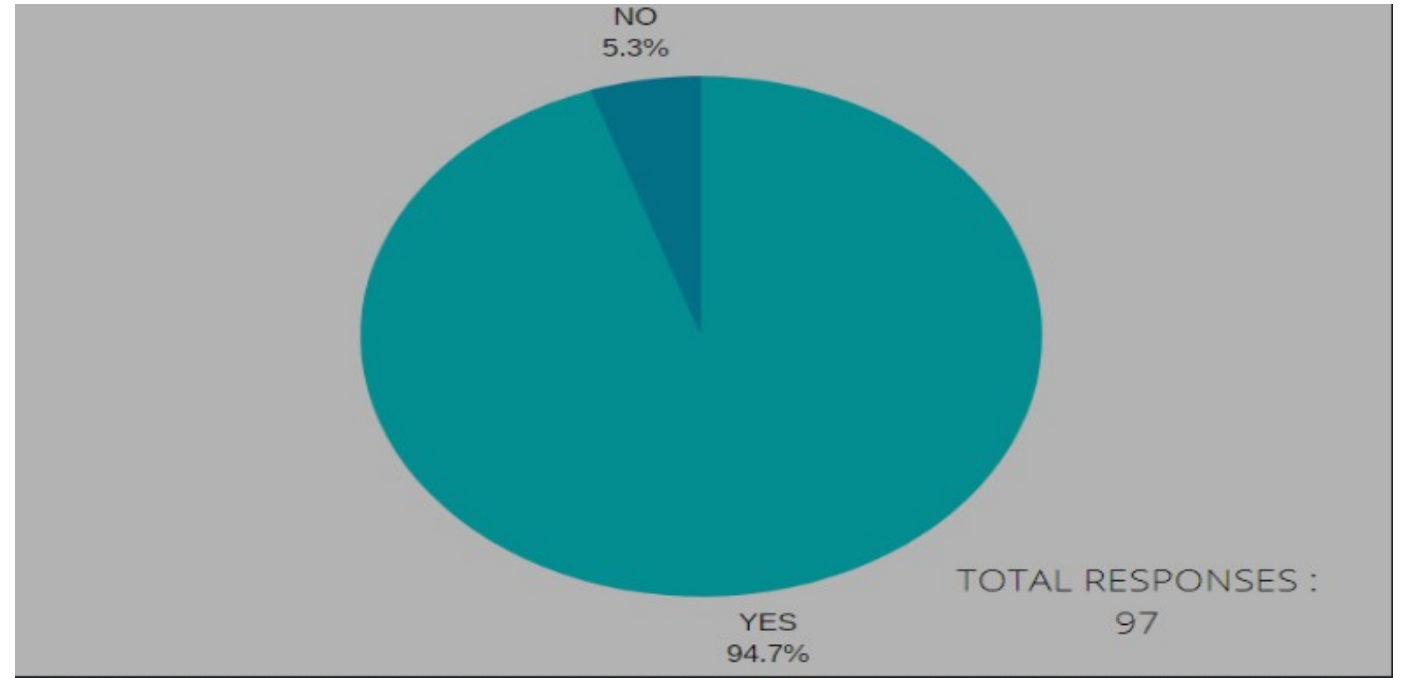
20%

No

70%

Yes

Review 3

Abhishek Kumar

18BIT0348

Do you think people prefer Reading on screen more vs printing materials?
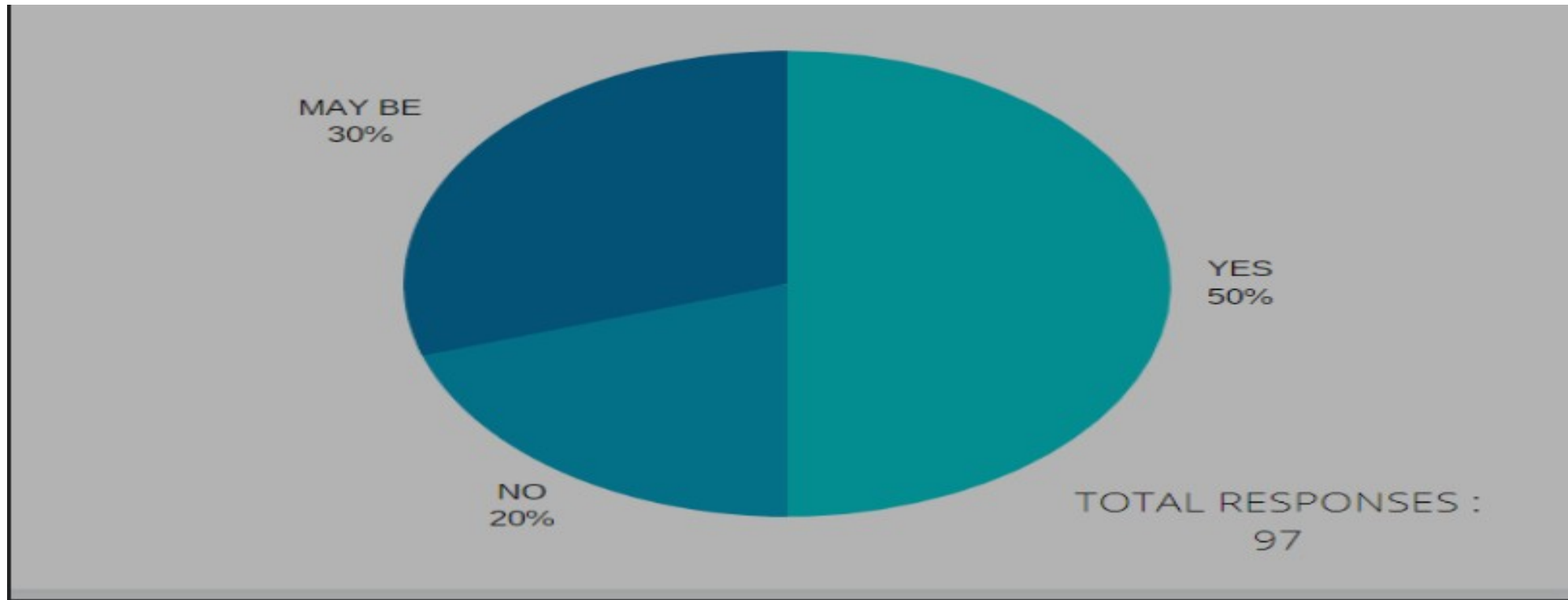
PRINCIPLES OF MARKETING

Do you think academics usage of eBooks in course materials increasing day by day?
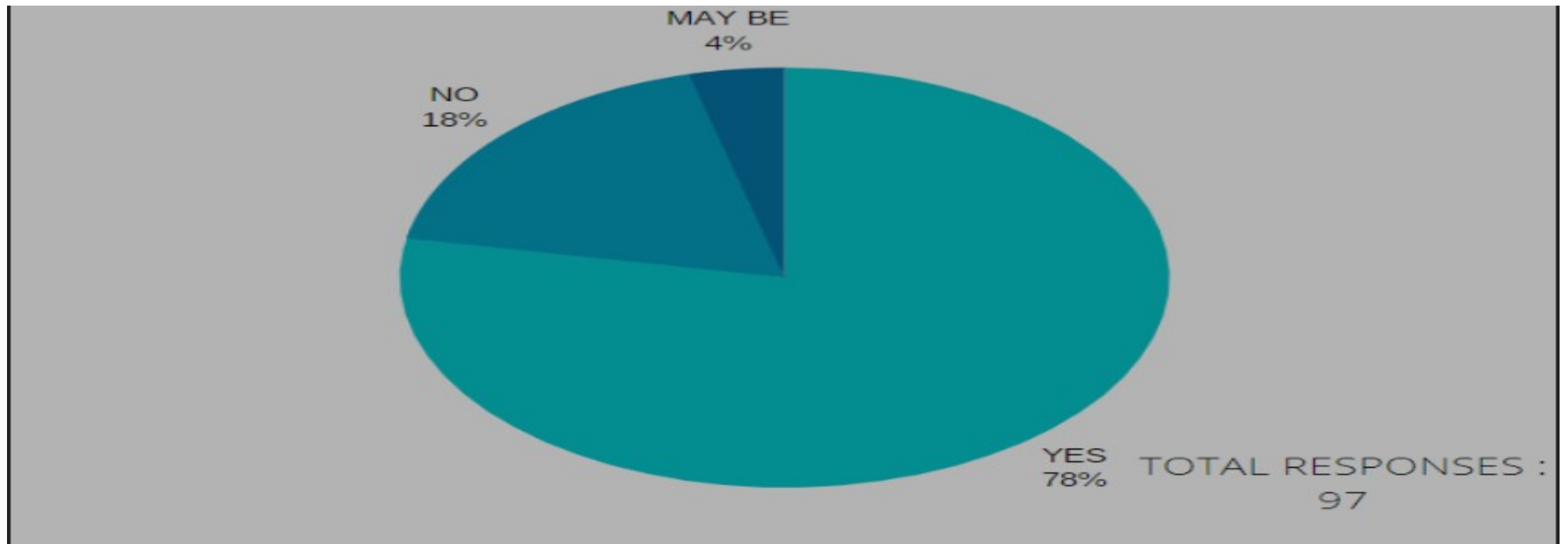
Do you currently own a reading device (including smartphone or tablet) or do you plan on purchasing one in the next 6 months

Do you prefer ebook format for narrative reading, such as several chapters of assigned reading?

MAY BE
4%

NO
18%

YES
78%   TOTAL RESPONSES :
97

E-books are taking over the world of reading. Is this a good thing or a bad thing?

- There is both pros and cons for e-book reader so we cannot say what will happen in future so its depend only on users how they are accepting e-book readers.

- A book is no longer just a stack of papers bound together. More and more people are reading electronic books, or eBooks. Some are PDFs. Some are on Kindle. Some come in various other formats.

- There are pros and cons of eBooks replacing paper books. Before I list a few, let me say that I still love paper. I spend so much time staring at a screen for work, that I really don't want to stare at a screen when I don't have to. But there are some undeniable advantages to eBooks.

- **eBooks are searchable.** One of my pet peeves in books and in long magazine articles is when, part-way through, a name is mentioned as if I should know who the person is. Typically, that person was mentioned earlier, but my memory failed.

- eBooks to the rescue! If you don't remember who that person is because you read the first chapter three weeks ago, just search for the name to refresh your memory.

- **eBooks are portable.** I think this is one of the advantages people like most. You can carry several books with you, without having to make an effort, without even a to think about it. They are there with you on your device.

- An entire library at your fingertips!

- Although many novels are fairly portable, even in paper, there are some books that you just would not drag around with you. This is especially true for reference books, but also for some very large novels.

- **You can follow links.** When an author includes links in an eBook, you have the whole world at your fingertips. It's nice to be able to easily seek clarifications or further details.

- **cons of eBooks**

- **eBooks are harder to read in sunlight.** The glare of the sun makes a screen hard to read. Paper is still better at the beach.

- **Licensing can be a pain.** Digital files can be controlled. Paper books can be passed on to a friend, or bought and sold on the used books market. I've borrowed. I've lent. I've bought, sold and donated.

- **eBooks are not forever.** We find cave drawings from ancient times, and we can decipher their meanings. But how will future historians decipher the bits and bytes that are not calibrated for whatever communications tools they have in the year 6852?.a