

A Study on Awareness About Kindle Online Book Reading Among College Students with Special Reference to Coimbatore

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Abstract

Online book reading is becoming popular among college students. Because the net and digital devices are so convenient, online book reading is gaining popularity among college students. This study investigates how aware Coimbatore college students are about reading books online. The study's main goal is to determine how much students know about online books, what platforms they use, and their reading habits. It also investigates why students prefer online books and the challenges they encounter when reading them. A questionnaire was used to gather information for the study from college students, and the data were analyzed using simple percentage methods. The results suggest that most students are aware of online book reading, but not all of them use it in the same way. Ease of use, low cost, and simple availability are all essential factors in online reading habits. The study finds that increased knowledge and improved digital facilities can help more students effectively use online books.

Keywords: E-books, Student Attitude, Reading Preference, Academic Libraries, Online Survey, Higher Education Students, Digital Reading, Print vs E-books, Information Access, Learning Resources.

1. INTRODUCTION

College students now rely heavily on the internet and digital devices. As a result, reading books online has grown increasingly popular. Online books are simple to use, inexpensive, and can be read whenever and wherever. Many students read e-books on their mobile phones, tablets, and laptops. This study investigates how knowledgeable college students in Coimbatore are about reading books online. Even though online books are readily available, many students are unaware of the various reading websites and apps. Some students still prefer traditional books, while others have issues such as slow internet or eye strain when reading online. The goal of this study is to determine how aware students are of online book reading, how frequently they utilize it, and the issues they encounter. This study contributes to our understanding of how college students might enhance their online book reading habits.

2. STATEMENT OF THE PROBLEM

There has been very little research on how college students use e-books. After looking at earlier studies, it was clear that there are still many unanswered questions. This study looks at what factors influence college students use of e-books

and how these factors affect how often and in what ways students use e-books.

3. OBJECTIVES OF THE STUDY

1. To Study the awareness of Kindle and the sources of information among respondents.
2. To analyse the daily reading duration of respondents using Kindle.
3. To study respondents' perception of Kindle reading as a time-saving alternative to traditional books.

4. REVIEW LITERATURE:

Reading Habits of College Students (2024)¹, Satish Chandra and J. Pandey, investigated college students' reading preferences. According to their research, a lot of pupils use internet resources and e-books for reading. Additionally, it demonstrated how students may identify and access study materials more quickly and conveniently by using the internet.

Awareness and Use of Electronic Books among Undergraduate Students (2025)², Chuks Daniel Oriogu, Kolawole Idowu Oluwatola, and others (2025) investigated the knowledge and usage of e-books among undergraduate students. According to the report, many students are aware of e-books

but are unsure on how to utilize them effectively. Additionally, it revealed that students primarily utilize ebooks for assignments rather than for everyday reading or study.

Awareness and Usage of E-books among Higher Education Students (2022)³, Higher education students' knowledge of and usage of e-books was examined by Sharma R. and Mehta N. (2022). According to the report, students are aware of ebook platforms like Kindle, but many are unaware of how to use additional capabilities like note-taking and bookmarking. According to the researchers, awareness campaigns are necessary to improve students' e-book usage.

6. SCOPE OF THE STUDY

This study investigates how knowledgeable college students in Coimbatore are about reading books online, particularly on Kindle. It examines which apps or websites they use, what kind of books they enjoy, why they prefer online books to print books, and any issues they encounter, such as slow internet or eye strain. The findings can assist colleges and app developers in making online reading more accessible and beneficial to students.

7. RESEARCH METHODOLOGY:

I.Sources of Data:

8. DATA ANALYSIS AND INTERPRETATION

Table 1.1 Source of awareness about kindle

| Particulars | Responses | Percentage(%) |
|--------------|-----------|---------------|
| Friends | 18 | 30.0 |
| Social media | 16 | 26.7 |
| Teachers | 12 | 20.0 |
| Online ads | 10 | 16.7 |
| Others | 4 | 6.7 |
| Total | 60 | 100 |

The study is based on both primary and secondary data collection method.

Data collection method:

II. Primary data

Primary data was collected by google form.

Secondary data

Secondary data was collected by journals and reviews.

Area of the study

This study is carried out in Coimbatore District, Tamil Nadu. It focuses on undergraduate students from arts, science, and professional colleges and examines their awareness and use of e-books for academic purposes

Sampling size & Sampling technique

Study adopted non-profitability sampling technique, specifically. Sample size is 60 respondents

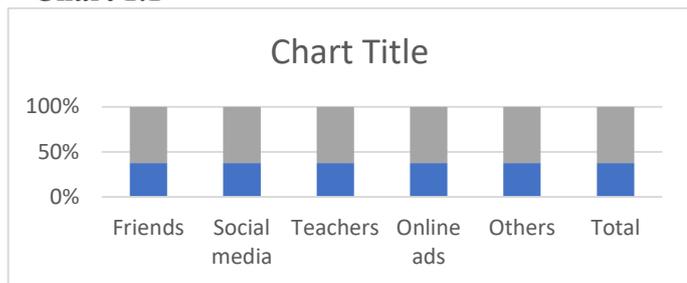
Period of study

November 2025 to January 2026

Statistical Tools of the Study

- Simple percentage analysis
- Chi-Square

Chart 1.1



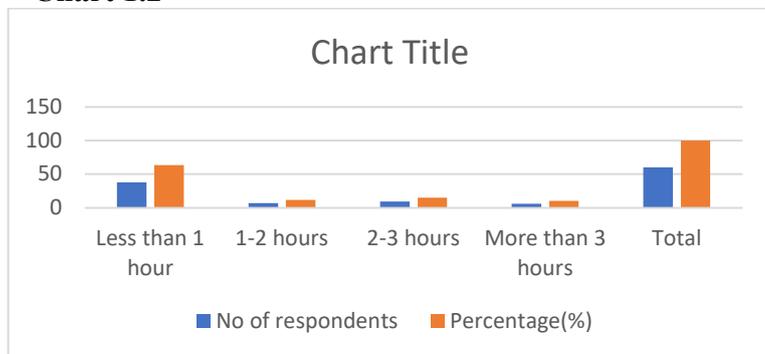
INTERPRETATION

The table depicts how people learned about Kindle. The majority of respondents (30%) learned about Kindle from their friends, making them the primary source of awareness. Social media is the next most important source, accounting for 26.7% of respondents, followed by teachers (20%). Online advertisements helped 16.7% of individuals become aware of the Kindle, whereas just 6.7% learned about it through other channels. Overall, the most common method individuals hear about Kindle is through friends and social media.

Table 1.2 Time Spent Reading on Kindle per Day

| Particulars | No of respondents | Percentage(%) |
|-------------------|-------------------|---------------|
| Less than 1 hour | 38 | 63.3 |
| 1-2 hours | 7 | 11.7 |
| 2-3 hours | 9 | 15.0 |
| More than 3 hours | 6 | 10.0 |
| Total | 60 | 100 |

Chart 1.2



INTERPRETATION

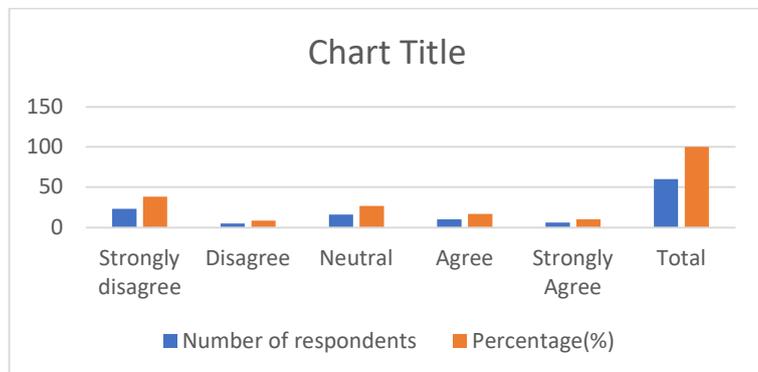
Most individuals don't read much on their Kindles. Approximately 63% read for less than an hour each day. Approximately 12% read 1-2 hours, 15% read 2-3 hours, and just 10% read for more than three hours. As a result, just a few people read extensively on their Kindles.

Table 1.3

| Particulars | Number of respondents | Percentage(%) |
|-------------------|-----------------------|---------------|
| Strongly disagree | 23 | 38.3 |
| Disagree | 5 | 8.3 |
| Neutral | 16 | 26.7 |

| | | |
|----------------|----|------|
| Agree | 10 | 16.7 |
| Strongly Agree | 6 | 10.0 |
| Total | 60 | 100 |

Chart 1.3



INTERPRETATION

Most individuals do not believe that reading on a Kindle saves time compared to traditional literature. Many passionately disagree, some simply disagree, and many are unsure. Only a minority feel it saves time. Overall, attitudes vary, but more people believe Kindle reading does not save time.

CHI-SQUARE TEST

Does reading on a Kindle save time compared to traditional books?

| Particulars | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Total |
|-----------------------------------|-------------------|-------------------|--------------------|-------------|----------------|-------|
| Kindle reading saves time | 23 | 5 | 16 | 10 | 6 | 16 |
| Kindle helps improve your reading | 5 | 13 | 7 | 12 | 23 | 16 |
| Total | 28 | 18 | 23 | 22 | 29 | 120 |
| Calculated value | Table value | Degree of freedom | Null hypothesis is | Result | | |
| 28.80 | 9.49 | 4 | Rejected | Significant | | |

INTERPRETATION

When comparing Kindle reading to traditional literature, the chi-square test is performed to determine whether reading on a Kindle actually saves time. The table value of (9.49) at the (0.05) level of significance with four degrees of freedom is greater than the computed chi-square value of (7.87). As a result, the null hypothesis is rejected. This indicates that reading a Kindle and reading a traditional book do not significantly differ in terms of time savings.

FINDINGS

Many college students in Coimbatore have heard about Kindle and online reading, but only a few actually use it often. Even though most students

have smartphones and internet access, they prefer reading printed books or PDF notes given by their teachers. Reading for a long time on screens feels tiring, and many students do not have a regular

reading habit, which stops them from using Kindle. Students usually learn about Kindle from friends, classmates, and social media, while teachers, libraries, and colleges do very little to promote it. Still, many students are interested in using Kindle in the future if they are guided properly. Awareness programs, simple demonstrations, and information about free or low-cost e-books can help more students start using Kindle.

9.CONCLUSION

The use of cellphones and the internet, many Coimbatore college students are aware of the Kindle; nevertheless, few of them really use it because they are either uninterested or don't know how. The Kindle is popular among users because it is portable, has a large library, is inexpensive, and makes taking notes and underlining easy. Because they are easier on the eyes and more pleasant to read, some people still favor paper books. Many students are unaware of Kindle's membership options and free books. If educators, libraries, and universities teach students how to utilize the Kindle, more students might give it a try, which could improve their learning

REFERENCE

Questionnaires

1.Name

2.Age

- Below 18
- 18-20
- 21-23
- Above 23

3.Gender

- Male
- Female
- Other

4.Name of the college

5.Course of the study

- Arts
- Science
- commerce
- engineering
- Others
- Postgraduate

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- Kori, D. (2025). Exploring digital reading habits among students at Mangalore University. This study examines students' digital reading preferences and habits

6. Year of the study

- 1st
- 2nd
- 3rd
- 4th

7. Are you aware of kindle online book reading?

- Yes
- No
- Maybe

8. How did you come to know about kindle?

- Friends
- Social media
- Teachers
- Online ads
- Others

9. Do you know that kindle offers both free and paid e-books?

- Yes
- No
- Maybe

10. Are you aware that kindle can be used through a mobile app?

- Yes
- No
- Maybe

11. Do you know kindle provides academic and non-academic books?

- Yes
- No
- Maybe

13. If yes, how often do you use kindle?

- Daily
- Weekly
- Monthly
- Rarely

12. Have you ever used kindle for reading books?

- Yes
- No
- Maybe

14. Which devices do you mostly use to access kindle?

- Smartphone
- Laptop
- Tablet
- Kindle device

15. What type of books do you read on kindle?

- Academic
- Fiction
- Non fiction
- Competitive exam books

16. How many hours do you spend reading on kindle per day?

- Less than 1 hour
- 1/2 hours
- 2/3 hours

- More than 3 hours
17. Do you prefer e-books over printed books?
- Yes
 - No
 - Maybe
18. Kindle reading saves time compared to traditional books
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
19. Kindle is easy to use and user- friendly
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
20. Kindle helps improve your reading habit.
- Strongly agree
 - Agree
 - neutral
 - Disagree
 - Strongly disagree
21. Reading on kindle is cost-effective.
- Strongly agree
 - agree
 - Neutral
 - Disagree
 - Strongly disagree
22. What problems do you face while using kindle?
- Eye strain
 - Internet issues
 - Cost of subscription
 - Lack of awareness
 - no problem
23. Are you satisfied with the kindle reading experiences ?
- Highly satisfied
 - Satisfied
 - neutral
 - Dissatisfied
 - Highly dissatisfied
24. Would you recommend kindle to other college students?
- Yes
 - No
 - Maybe
25. Do you think kindle awareness should be increased in colleges?
- Yes
 - No
 - Maybe