A Study of Users' Satisfiability with e-Book on Travel Sight Based on University Students

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Abstract—**This study investigated the differences of users' satisfiability with traditional book and e-book on the travel sight and the characteristic stores around located at Meishan, Chiayi county, Taiwan, based on the questionnaires from the students of a university in Taiwan. The travel sight and its characteristic stores was introduced both in traditional book and e-book and presented to the students so as to compare the differences of their satisfiability of the presentation. This study also investigated the affections on the users' satisfiability with e-book of two factors, namely, attitudes towards computer and attitudes towards mobile devices, and the incentives of purchasing the e-book.**

The research results indicated that most of the students were satisfied with both the traditional book and e-book on the travel sight and its characteristic stores. Meanwhile, the satisfiability with e-book was higher than traditional book and both the factors of attitudes towards computer and mobile devices were proportional to the users' satisfiability with e-book. The priority order of the incentives of purchasing the e-book was as the sequence of the subject matter, layout of text and pictures, price, interactivity of multimedia, portability, and repository.

Index Terms—**Travel books, e-book, attitudes towards computer, mobile devices.**

I. INTRODUCTION

In recent years, the e-book has emerged and fast developed in Europe and North America and Japan and initiated the business of digital publishing. In 2012, the market of e-book accounted for forty-two percent and valued over three billion in USA. According to the reports of Pew Internet Research 2013, over forty-three percent Americans had an iPad or e-book reader. In 2011, the people in Taiwan, who had experience of reading e-book had increased six times compared to 2010, and in 2013, half of Taiwanese had mobile devices. Meanwhile, the emergence of e-book also challenged the sector of traditional publishing industry [1].

In the technical society of nowadays, the publishing industry in Taiwan has been gradually paying much attention to the creation of e-book. In 2013, there were one hundred and sixty-seven kinds of e-book on the category of leisure and travel sight were applied to publish, which development was astonishing compared to the traditional book in terms of their startup time, though the quantity seemed small. E-book is the digitalized book which can be read by employing e-book reader installed in the computer and mobile device. So, the

ability of using them can also affect the behavior of e-book reading. Therefore, this study aimed to understand the acceptance of e-book on the travel sight and priority order of incentives of purchasing it for further references in the design, promotion, or related researches of e-book.

The subject matter of this study was the travel sight and the characteristic stores around located at Meishan, Chiayi county, Taiwan, for which we designed both the traditional book and e-book on the travel sight for users in order to understand the users' satisfiability and investigated whether it was affected by both the factors of attitudes towards computer and mobile device or not. The research questions were: (1) what was the users' satisfiability with the traditional book and e-book on the travel sight? (2) whether the users' satisfiability with e-book on the travel sight was affected by both the factors of attitudes towards computer and mobile device or not. (3) was there any difference of users' satisfiability with book on the travel sight between different characteristics of users? (4) what was the priority order of incentives of users when purchasing e-book on the travel sight?

II. SURVEY OF LITERATURES

A. Literatures on e-Book

Tsai (2014) investigated the factors that affected the intention of readers to subscribe e-book [2] and resulted in some key factors as follows: relative advantage, reading convenience, convenient payment, future trend, and maturing demand. Li (2013) conducted a comparison of reading behavior between the traditional book and e-book employing the e-book reader ViewSonic (VEB632) and resulted in the better usability and readability of traditional book than e-book reader but the e-book reader still had the advantages of convenience in terms of extended reading, adjustable font size, and portability [3].

B. Literatures on Computer Attitudes

Attitude appears to have substantial influence on computer utilization and technology-based performance [4], [5]. Pu and Hung (2011) investigated the affection of self-efficacy and attitudes towards computer on the acceptance of e-book for female. The research results indicated that the acceptance of e-book was significantly affected by the usability and favor in the aspect of attitudes towards computer [6]. Liang and Wang (2010) investigated the attitudes towards computer on teachers of elementary school [7]. The research results showed that the higher recognition, more experience, and higher capability of computer, the better attitudes towards computer.

C. Current State of Usage of Mobile Devices

Wang (2011) investigated how the behavior of transformation was affected by the factors of satisfiability with the use of web sites of mobile group of social network, barrier of transformation, and intention of transformation [8] and resulted in the factors of convenience accounting for forty-two percent and user interface and stress from peer accounting for forty percent each. Chu (2014) investigated the selection of interfaces of searching for product information: the affection of the intention of purchase, characteristic of product, involvement of electronic commerce, and self-efficacy of mobile devices [9]. The research results indicated that the consumers were directly affected by the familiarity and anxiety of mobile devices in selecting the interfaces of searching facilitated by mobile devices [9]. Yeh (2014) studied the continuance intention of micro-blog for users via the mobile devices and through the characteristic of group of social network. The research results showed that the affection of the characteristic of software and hardware was proportional to the users' satisfiability, incentives of continuous use, and adherence of micro-blog [10].

III. RESEARCH METHODS

Based on the survey of literatures above, this study proposed that the attitudes towards computer and mobile devices might affect users' satisfiability with e-book. Thus, this study investigated the relationship among the users' satisfiability with traditional book and e-book, attitudes towards computer, and attitudes towards mobile devices. The research methods were elucidated as follows.

A. Research Architecture

This study tried to understand how the attitudes towards computer, attitudes towards mobile devices, and characteristic of individual affected the users' satisfiability with book on travel sight. Based on the research purpose and research questions, the research architecture was shown in Fig. 1.
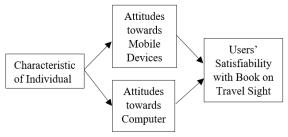
Fig. 1. Research architecture.

The operational definitions of "users' satisfiability with book", "attitudes towards computer", and "attitudes towards mobile devices" were mainly summarized from the literatures surveyed above and hopefully could be verified by practical data. In order to collect massive data, this study adopted the philosophy of questionnaire which were distributed to and collected from the students of a university in Taiwan. In the past few years, attitudes towards computer was employed in the aspect of society, school, and daily life. However, recently, the related researches of attitudes towards computer has been focusing on anxiety, confidence, favor, usability, self-efficacy, response strategy, and computer literacy which were all some of the concepts of attitudes towards computer. Most recently, the development of mobile devices has largely improved. The population of using cell phone or iPad has massively increased. Hence, this study further investigated two more key factors, namely, attitudes towards computer and attitudes towards mobile devices.

B. Design of e-Book

In this study, the Apple iBooks Author was employed to design the e-book on the travel sight and the characteristic stores around, which were located at Meishan, Chiayi county, Taiwan, including many tourist spots and characteristic stores of famous tea-leaves, preserved fruits, coffee, and confectionary. The e-book was designed in an interactive way of different subjects so that the readers can directly select the specific tourist spot or characteristic store they prefer to read. The characteristic stores were categorized into the preserved fruits, tea-leaves, and other famous products in favor of readers to browse different contents dependent on their preference and interest. Meanwhile, the introduction of tourist spots or characteristic stores also provided the presentation of related photos, text, and video media. The architecture of the e-book was indicated in Fig. 2.
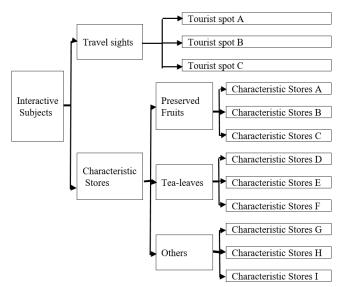
Fig. 2. Architecture of e-book on the travel sight.

Besides, in this study, all the contents related to the travel sight except video clips were also edited and published as traditional book of travel guides so as to facilitate the comparison to e-book.

C. Design of Questionnaire

The questionnaire consisted mainly of three parts. The first part was concerned on the measurements for users' satisfiability with both traditional book and e-book and incentives for purchasing the e-book. The second part was concerned on the measurements for the attitudes towards computer and mobile devices. The third part was the users' profile. The measurements for users' satisfiability with both traditional book and e-book was modified from the researches of Li (2013) and Tsai (2014). The measurements for the

attitudes towards computer was revised from the researches of Hsieh (2001) [11] and attitudes towards mobile devices from the researches of Chu and Yeh (2013) and Yeh (2014). The scores of measurements adopted the five points scale of Likert. The items of questionnaire were also evaluated and revised by two professional experts in area of information technology to enhance the content validity.

The research samples were the students of a university in Taiwan, who filled out the questionnaires after first reading the traditionally published travel guides and then e-book.

IV. RESEARCH RESULTS

A. Analysis of Sampling

In this study, there were 137 research samples consisting of 62 of male which accounted for 45.3% and 75 of female which accounted for 54.7%, in which the research samples of female were a little bit greater than male. As to the statistics of daily use time of Internet, the average daily use time of over 3-4 hours accounted for 91%, in which 46 samples of 3-4 hours accounted for 33.6%, 39 samples of 5-6 hours accounted for 28.5%, 40 samples of over 7 hours accounted for 292%, and 12 samples of 1-2 hours accounted for 8.8%, which indicated that most of the research samples were quite often using Internet.

B. Analysis of Satisfiability with Traditional Book and e-Book on Travel Sight

In the aspect of the users' satisfiability with traditional book, the results indicated that the users' satisfiability was the highest (3.86) in terms of characteristic of flipping through the book, which meant that most students thought it was the most convenient way being able to thumb through a traditional book whereas the portability was the smallest (3.48), which meant that it was inconvenient for most students to carry a traditional book because of the burden of size and weight of the book. The users' satisfiability with traditional book in every aspect of the questionnaire was above the median meaning that most of the students were satisfied with the traditional book on travel sight as indicated in Table I.

TABLE I: SATISFIABILITY WITH TRADITIONAL BOOK ON TRAVEL SIGHT

Item	AVG	STD
I can easily find the contents I wanted while reading the traditional book on travel sight.	3.86	.769
I can easily annotate while reading the traditional book on travel sight.	3.81	.800
I feel it does not bother me in repository of the traditional book on travel sight.	3.73	.935
I feel it is very easy to purchase a traditional book on travel sight.	3.71	.901
I feel it is very convenient to carry a traditional book on travel sight with me while going out.	3.48	.971
In all, the traditional book on travel sight may increase my understanding of the characteristic stores located at Meishan.	3.69	.784
In all, the traditional book on travel sight may increase my interest in the characteristic stores located at Meishan.	3.69	.836

In every aspect of the users' satisfiability with the e-book on travel sight, the results indicated that the users' satisfiability was the highest (4.23) in terms of portability of the book, which meant that most students were satisfied with the characteristic of portability whereas the convenience of purchase was the smallest (3.88), which meant that it was not easy to purchase an e-book on travel sight. The users' satisfiability with e-book on travel sight in every aspect of the questionnaire was above the median meaning that most of the students were satisfied with the e-book on travel sight as indicated in Table II.

TABLE II: SATISFIABILITY WITH E-BOOK ON TRAVEL SIGHT

Item	AVG	STD
I can easily find the contents I wanted while reading the e-book on travel sight.	4.15	.674
I can easily annotate while reading the e-book on travel sight.	4.06	.673
I feel it does not bother me in repository of the e-book on travel sight.	4.04	.756
I feel it is very easy to purchase an e-book on travel sight.	3.88	.818
I feel it is very convenient to carry an e-book on travel sight with me while going out.	4.23	.767
In all, the e-book on travel sight may increase my understanding of the characteristic stores located at Meishan.	4.00	.686
In all, the e-book on travel sight may increase my interest in the characteristic stores located at Meishan.	3.96	.771

In the aspect of the hypothesis test of the pairs of the traditional book and e-book on travel sight, the results indicated that all the characteristic items of questionnaire presented the significant differences meaning that most students recognized the e-book was better than traditional book as indicated in Table III.

TABLE III: HYPOTHESIS TESTING OF SAMPLING OF TRADITIONAL BOOK AND E-BOOK ON TRAVEL SIGHT

Item	Tradi. Book	E-book	AVG of Differences	t	Level of Signif.
	AVG				
Flip through a Book	3.86	4.15	- .292	- 4.193	.000
Annotate	3.81	4.06	- .248	- 3.179	.002
Repository	3.73	4.04	- .314	- 4.021	.000
Convenience of Purchase	3.71	3.88	- .168	- 2.235	.027
Portability	3.48	4.23	- .745	- 7.703	.000
More Understandable	3.69	4.00	- .314	- 5.215	.000
More Interesting	3.69	3.96	- .270	- 4.644	.000

In summary, the results found that the users' satisfiability with the e-book on travel sight was higher than the traditional book on travel sight after reading both of them, which indicated that rather reading the e-book than traditional book on travel sight was accepted by many students. The e-book had its advantages over traditional book in a wide variety of characteristic especially in terms of the convenience including, but not limited to, the acquiring, portability, annotation, and

repository. The e-book on travel sight was also enhanced by rich of the visual effects which were created through embedded interactive multimedia audio and video and increased much fun of reading. However, the traditional book was still not substitutable to most students.

C. Priority of Selection of Book on Travel Sight and Attraction of Interactive Multimedia

In the aspect of priority of selection of either the traditional book or e-books on travel sight, the results indicated that the average was 4.02 meaning that the priority of selection of the e-book was higher than the traditional book on travel sight because of the interactive multimedia in the e-book, as indicated in Table IV.

TABLE IV: PRIORITY OF SELECTION BETWEEN TRADITIONAL BOOK AND E-BOOK

Item	AVG	STD
Compared to traditional book, e-book can be zoomed in and out, which makes it the first priority for me to select to read.	4.02	.827

In the aspect of the attraction of interactive multimedia within the e-book on travel sight, the results showed that the average was 4.14 meaning that the attraction of users' attention by the e-book on travel sight was higher than the traditional book due to the design of animations, audio, and video in the e-book, as indicated in Table V.

TABLE V: ATTRACTION OF INTERACTIVE MULTIMEDIA OF E-BOOK

Item	AVG	STD
I feel that I am more attracted to the e-book than the traditional book on travel sight because of the interactive animation, audio, and video multimedia.	4.14	.739

D. Analysis of Effect on Users' Satisfiability by Attitudes towards Computer and Mobile Devices

In the aspect of comparison of the attitudes towards computer to attitudes towards mobile devices, the results indicated that the Pearson' correlation between them was 0.708 which was highly positive meaning that the stronger the capability of computer, the stronger the capability of mobile devices. The Pearson' correlation between the users' satisfiability with the e-book on travel sight and the attitudes towards mobile devices was 0.376 and between the users' satisfiability with the e-book on travel sight and the attitudes towards computer was 0.354, which both were also positive as indicated in Table VI.

TABLE VI: PEARSON' CORRELATION ANALYSIS OF ATTITUDES TOWARDS COMPUTER AND MOBILE DEVICE VS. E-BOOK

Category	Users' Satisfiability with the E-book on Travel Sight	Attitudes towards Computer	Attitudes towards Mobile Devices
Satisfiability with the E-book	1		
Attitudes towards Computer	.354**	1	
Attitudes towards Mobile Devices	.376**	.708**	1

E. Comparative Analysis of Different Characteristic of Individual

In the aspect of comparison among user' satisfiability with book on travel sight, attitudes towards computer, and attitudes towards mobile devices based on sex, the results found that the average of attitudes towards computer of male was 3.82, greater than 3.64 of female (B > A), which indicated that the male presented the positive attitudes and significant differences. The other three factors (i.e., variables) of the traditional book on travel sight, e-books on travel sight, and attitudes towards mobile devices presented no significant differences as indicated in Table VII. and Table VIII.

TABLE VII: COMPARISON AMONG USERS' SATISFIABILITY WITH BOOK ON TRAVEL SIGHT, ATTITUDES TOWARDS COMPUTER, AND ATTITUDES TOWARDS MOBILE DEVICES BASED ON SEX

Category	Female		Male	
	AVG	STD	AVG	STD
Traditional Book on Travel Sight	3.77	.63	3.66	.70
E-book on Travel Sight	4.08	.54	4.02	.57
Attitudes towards Computer	3.64	.47	3.82	.52
Attitudes towards Mobile Devices	3.59	.57	3.77	.55

TABLE VIII: HYPOTHESIS TEST OF AVERAGE OF USERS' SATISFIABILITY WITH BOOK ON TRAVEL SIGHT, ATTITUDES TOWARDS COMPUTER, AND ATTITUDES TOWARDS MOBILE DEVICES BASED ON SEX

	Female (A)	Male (B)
Attitudes towards Computer		B>A
Attitudes towards Mobile Devices		

Two-tailed Tests of Uniform Variance Based on Level of Significance = 0.05

In the aspect of comparison among the daily use time of Internet, attitudes towards computer, and attitudes towards mobile devices, the results found that all of them showed no significant differences meaning that the users' satisfiability with e-book on travel sight was not affected by the daily use time of Internet as indicated in Table IX.

TABLE IX: COMPARISON AMONG USERS' SATISFIABILITY WITH BOOK ON TRAVEL SIGHT, ATTITUDES TOWARDS COMPUTER, AND ATTITUDES TOWARDS MOBILE DEVICES BASED ON DAILY USE TIME OF INTERNET

Category	1-2 hours		3-4 hours		5-6 hours		Over 7 hours	
	AVG	STD	AVG	STD	AVG	STD	AVG	STD
Traditional Book	3.76	.60	3.79	.62	3.64	.73	3.67	.69
E-book	4.01	.32	4.03	.59	4.03	.54	4.10	.60
Computer Attitudes	3.58	.52	3.71	.57	3.82	.46	3.74	.47
Mobile Devices Attitudes	3.59	.74	3.62	.59	3.77	.43	3.71	.61

F. Priority of Incentives for Purchasing E-book

In the aspect of a wide variety of the incentives for purchasing e-book, the results showed that the subject contents were the first priority with an average of 2.19 meaning that most students first considered whether the

subject contents were tailored to self-demanding or not. The layout was the second priority with an average of 3.12, the price was the third priority with an average of 3.22, and the interactive multimedia was the fourth priority with an average of 3.60 which also had an excellent exhibition in terms of the third and fourth priority. The portability was the fifth priority with an average of 4.16 and the repository was the last priority with an average of 4.71 as indicated in Table X.

TABLE X: INCENTIVES OF PURCHASING E-BOOK

Order	1	2	3	4	5	6	AVG
Subject Contents	60 43.8%	34 24.8%	19 13.9%	12 8.8%	5 3.6%	7 5.1%	2.19
Layout	15 10.9%	37 27.0%	37 27.0%	22 16.1%	16 11.7%	10 7.3%	3.12
Interactive Media	7 5.1%	22 16.1%	41 29.9%	31 22.6%	21 15.3%	15 10.9%	3.60
Price	36 26.3%	18 13.1%	15 10.9%	36 26.3%	12 8.8%	20 14.6%	3.22
Portability	11 8.0%	16 11.7%	13 9.5%	21 15.3%	52 38.0%	24 17.5%	4.16
Repository	8 5.8%	10 7.3%	12 8.8%	15 10.9%	31 22.6%	61 44.5%	4.71

V. CONCLUSIONS

This study concluded as follows:

A. The Users' Satisfiability with the e-Book Was Better Than the Traditional Book on Travel Sight

The characteristic of flipping through a book was the highest users' satisfiability with the traditional book on travel sight, which meant that most students regarded it as the most convenient way to read a book. The annotation and repository were the second and third, respectively. The portability was the lowest one indicating that carrying a traditional book is an inconvenient way due to the burden of the size and weight of the book.

The portability was the highest users' satisfiability with the e-book on travel sight and most students were satisfied with the characteristic of portability. The characteristic of flipping through a book and annotation were the second and third, respectively. The convenience of purchase was the lowest one indicating that the convenience or transaction method of purchasing an e-book were still needed to be improved.

As to the comparison of users' satisfiability with between the traditional book and e-book on travel sight, the latter was significantly higher than the former in all terms of the characteristic of flipping through a book, convenience of purchase, repository, portability, annotation, promotion of understanding, and increasing of interest, in which the users' satisfiability with all terms was above the median indicating that most students highly accepted the e-book and the users' satisfiability with the e-book on travel sight was higher than the traditional book.

B. Compared to the Traditional Book on Travel Sight, the Characteristic of Interactive Multimedia was the First Priority for the e-Book on Travel Sight to Select to Read

The e-book on travel sight was harnessed with the interactive functionality to zoo in and out the contents of text and images, which was the first priority of incentives for students to select to read. Most interviewed students also thought that the e-book on travel sight can even attract the attention of users due to the embedded interactive multimedia design of animation, audio, and video.

C. The Key three Factors (i.e., Variables) of the e-Book on Travel Sight, Attitudes towards Computer, and Attitudes towards Mobile Devices Presented Significantly Positive Correlation

The attitudes towards computer, and attitudes towards mobile devices showed highly positive correlation meaning that the stronger the capability of computer, the less difficulty in manipulating the e-book. The e-book on travel sight and attitudes towards mobile devices also showed highly positive correlation and also meaning that the stronger the capability of computer, the less difficulty in manipulating the e-book.

D. The Key three Factors (i.e., Variables) of the Users' Satisfiability with Traditional Book, Users' Satisfiability with e-book on Travel Sight, and Attitudes towards Mobile Devices Presented no Significant differences in Terms of Sex and Daily Use Time of Internet

E. The Subject Contents Were the First Priority of Incentives for the Users to Purchase an e-Book

The subject contents were the first priority of incentives in purchasing an e-book. Most interviewed students first considered whether the subject contents were tailored to self-demanding or not in the purchase of an e-book. The three factors of price, layout, and interactive media were the second priority indicating that most interviewed students would also pay attention to the price, design of layout, and effect of interactive multimedia. However, the portability and repository were not the main factors of consideration in the purchase of e-book.

Although the e-books have changed the reading habit of people the innovative method of dissemination complemented but not replaced with traditional method of dissemination. Although Digital publishing is the trend traditional books would still be in use for its meaning and value [12].

Since Internet has been the trend in the nowadays society, the traditional paper-based document and published books have been gradually replaced with new media confluence of communications, media, audio, video, and image. In every aspect of nowadays life, most of the information has been digitalized and further the e-books have been initiated to change the reading habit of people and will be the innovative media substituting for the traditional heavy books. Nowadays, Internet has been prosperously developed. Mobile phones have been widely spreading and ubiquitous due to the decreasing prices, which added the characteristic of portability (i.e., anytime anywhere) in addition to the convenience and timeliness in retrieving the information such as e-books [13].

This research results can be the references for the industry of e-books and further study as well. Suggestions for future extensions include, but not limited to, the studies of more comprehensive sampling and surveys on different kinds of categories of e-books and different ages and educations of off-campus people, as well as the studies on the design of e-books on different devices, mobile platforms, and other operating systems (e.g., Android OS) so as to conduct an in-depth investigation and comparison.

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