



“A STUDY ON USERS PREFERENCE AND SATISFACTION TOWARDS AUDIOBOOKS IN COIMBATORE CITY”

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ABSTRACT:

In recent years, an increasing number of people have chosen to read books in audio format, which has led to an increase in the number of audio books available for purchase. This exploration intends to examine the effect of book recordings on understanding appreciation, securing jargon, and generally understanding satisfaction. Surveys and focus groups will be used to collect both quantitative and qualitative data in a mixed-methods approach. Participants of varying reading abilities and ages will take part in the study, and audio books and conventional print books will be compared. This study's findings will shed light on audio books' potential to enhance reading experiences, as well as their advantages and drawbacks.

Keywords : *Audio books, Premium, Satisfaction*

INTRODUCTION:

They have become increasingly popular in recent years, as they allow people to “read” a book while doing other activities, such as driving or exercising. Additionally, audio books can be a helpful tool for individuals who have difficulty reading traditional print materials, such as those with visual impairments or dyslexia. Audio book was recorded in the 1950s. Barbara Cohen and Marianne Roney convinced Dylan Thomas to record some of his poetry. At the time, spoken word records were almost unheard of. The most famous audio book narrator is George Guidall . Audio books are book audio recordings that can be played on a variety of devices, including audio book players, smartphones, and tablets. Without having to actually read the book, people can listen to audio books while doing other things, like driving, exercising, or just relaxing. A one-of-a-kind listening experience is provided by audio books that are narrated by professional voice actors or by the authors themselves. They come in fiction, non-fiction, self-help, and children's books, among other genres. Due to the ease with which audio

books can be listened to while on the go and the increasing number of digital audio book distribution platforms, audio books have gained popularity in recent years. Numerous famous book titles are presently accessible as book recordings, and certain individuals even favor paying attention to books over understanding them. In general, audio books provide readers with busy schedules or those who prefer an auditory experience to a visual one with a convenient and accessible method of enjoying books.

OBJECTIVES OF THE STUDY:

- ❖ To study the preference of audio books among youngsters.
- ❖ To know the satisfaction level of usage of audio books
- ❖ To identify the factors or reasons that influence for the usage of audio books.

STATEMENT OF THE PROBLEM:

People who prefer audio books may find it more difficult to access the books they want to listen to as a result, which may also increase the cost of building their library. Because not all books are converted to the audio format and there may be limited options for certain languages or genres, the availability and selection of audio books is one of the major issues. The price of some audio books, which can make it difficult for some listeners to access them, is another obstacle.

SCOPE OF THE STUDY:

The goal of this study is to learn about a lot of features. It was done to find out how customers feel about the product "Audio Book." On the off chance that they center as of now investigation is made as to and climate the item fulfilled the consumes an of it fills the need. The researcher has chosen an area in the Coimbatore district, so scope also includes the location of the research.

RESEARCH METHODOLOGY:

Research area:

The research area describes the buying behavior of consumer satisfaction towards Audio books App

Primary data:

After completing the research area, the researcher gathered the primary data. Primary data was collected through a questionnaire. It was collected from 50 respondents.

SECONDARY DATA:

Websites, journals, and magazines related to research served as sources of secondary data. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

PERIOD OF STUDY:

Period of study the study is conducted from January to March 1 2023.

SAMPLE SIZE:

50 questionnaires were collected for the survey. Convenience sampling method is used.

DATA ANALYSIS:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

TOOLS USED IN THE ANALYSIS:

- ❖ Percentage Analysis

- ❖ Chi - square.

LIMITATION OF THE STUDY:

- ❖ Selected Sample is limited to 50. Hence findings cannot be generalized.
- ❖ Respondents may be biased. As a result, the data that was gathered might not be accurate.
- ❖ Customers' preferences and opinions are supposed to change from time to time.

REVIEW OF LITERATURE:

1. **Durán-Sánchez, A., & Mendoza-Vázquez, A. R. (2020).** A qualitative study on the use of audio books in EFL learning in higher education. 14(1), 46-61, *Innovation in Language Learning and Teaching*. This article explores the use of audio books as a tool for language learning in higher education. Durán-Sánchez and Mendoza-Vázquez conducted a qualitative study to examine the use of audio books as a tool for learning English as a foreign language (EFL) in higher education. They analyzed the perspectives of 22 university students who used audio books for listening practice and found that audio books were perceived as an effective tool for improving listening skills, vocabulary acquisition, and pronunciation. Students also reported that audio-books provided a way to engage with the language outside of the classroom and helped to build confidence in their ability to understand spoken English. The authors suggest that audio books could be a valuable addition to language learning resources and provide a more immersive and engaging learning experience.

2. **Anderson, R. E., & Swanson, E. B. (2019).** Listening to audio books: Understanding the influence of user characteristics and task requirements. *Journal of Documentation*, 75(5), 991-1009. Anderson and Swanson (2019) conducted a study to understand how user characteristics and task requirements influence the use of audio books. The authors found that users who had higher levels of education, income, and technology experience were more likely to use audio books. They also found that users who listened to audio books for pleasure were more satisfied than those who listened for educational or work purposes. The study concluded that understanding the user's characteristics and task requirements is important for designing effective audio book services.

3. **T. M.'s article, "The advantages of audio books for dyslexics," Vandermeer and D. D. Duggan (2019)** - This review focuses on the use of audio books as a support for individuals with dyslexia, who often struggle with traditional print materials. The authors highlight the benefits of audio books for improving reading comprehension, reducing reading-related anxiety, and increasing reading motivation for individuals with dyslexia.

OVERVIEW OF AUDIO BOOKS

Books that are recorded and examined openly are known as book accounts. A phase for book accounts is recognizable. From high-quality books to self-awareness guides, diaries, and stories, Detectable offers a vast selection of book accounts. Audio books may be of great benefit to those who do not have the time or patience to read printed or electronic books. They can be played on a lot of different gadgets, like smart speakers, smartphones, and tablets. Proficient voice entertainers describe book recordings, which can cause the tales to appear to be all the more genuine. Similar to this, Perceptible offers bookmarks, rest clocks, speed controls, and other features that make it simpler to customize each client's listening experience. Additionally, for a fixed monthly fee, Discernible offers a membership service that grants access to a predetermined number of book recordings. As a result, it is a useful and cost-effective reading strategy. Numerous audio books, tales, and podcasts in English, Hindi, Marathi, Tamil, and other languages are available on the mobile app Kuku FM. The content of the application, which was created specifically for Indian audiences, includes self-improvement, other-worldliness, sentiment, spine-chilling, satire, and other sub-genres. Clients can without a doubt changes their listening experience, search for express makers or titles, and investigate the application in view of the application's unmistakable UI. In addition, the app provides a premium subscription service that enables users to download and listen to an unlimited amount of content free of advertisements. Users can listen to a wide variety of audio books on the Pocket FM platform for audio books. The Pocket FM stage is usually a great platform for book lovers who want to listen to their favorite books whenever and wherever they want without having to carry around a physical copy. The Pocket FM application is usable on both Android and ios cell phones and tablets. A lot of books and fiction about life and personal development are on the stage. This is just a little piece of the bigger picture. In addition, the book accounts are available in English, Hindi, Marathi, Gujarati, and other dialects. The ability to control the playback speed and the ability to bookmark a specific point in the audio book are two examples of the app's features that improve audio book listening. Additionally, audio books can be downloaded for offline listening. The most recent software versions or Amazon Kindle devices that offer enhanced functionality, performance, and features may be referred to as "new options." New features like improved text settings, page flipping, and integration with Good Reads have been added to recent Kindle software updates. You can pay for a variety of audio books and e-books through Storytel, a subscription service. The stage first went live in Sweden in 2005, but it has since spread to over 20 other countries. On PD As, tablets, and laptops, Storytel lets customers look at computerized books and book accounts. Customers pay a monthly fee to access an unlimited amount of content through the service's membership model. Because of organizations with

various writers and distributes, the organization gives a wide choice of book recordings in different classes, including fiction, true to life, self improvement, and kids' books.

DATA ANALYSIS AND INTERPRETATION:

A sample of 50 randomly selected respondents is presented in this chapter to provide an analysis and interpretation of customer satisfaction with the Audio books App. A personal and learning-related questionnaire was used to gather the opinions and pertinent data of respondents. Statistical tools were used to classify, tabulate, and complete the collected data in accordance with the research goals.

PERCENTAGE ANALYSIS:

Utilizing surveys or feedback forms to collect data, percentage analysis determines the percentage of customers who are pleased with the product or service.

CHI-SQUARE ANALYSIS:

In statistics, Chi-Square Analysis is one of the most common and straightforward non-parametric tests. He is accustomed to attributes or factors being independent. Personal factors and study factors are the two types of factors examined in this study. A research factor is included in each personal factor, and the chi-square test is used with a 5% significance level.

PERCENTAGE ANALYSIS:

Table-1.1

Demographic Variables		Frequency	Percentage
Age	18-25 years	42	84
	25-35 years	7	14
	35-45 years	1	2
	Total	50	100
Gender	Male	35	70
	Female	15	30
	Total	50	100
Educational Qualification	UG	27	54
	PG	18	36
	Diploma	4	8
	High School	1	2

	Total	50	100
Monthly Income	10,000-20,000	23	46
	20,000-25,000	18	36
	35,000-45,000	8	16
	50,000 above	1	2
	Total	50	100

FINDINGS:

- ❖ About 14% of people are in the age group of 25-35 years.
- ❖ About 70% of people are Male.
- ❖ About 54% of people are UG(Under Graduates).
- ❖ About 46% of people have monthly income in the range of ₹10,000- 20,000

CHI-SQUARE ANALYSIS:

Ho: There is no significant relationship between Age and usage of Audio books app

H1: There is a significant relationship between Age and usage of Audio books App

Table-2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.331 ^a	4	0.5
Likelihood Ratio	3.33	4	0.5
N of Valid Cases	51		

a. 6 cells (66.7%) have expected count less than 5.

The minimum expected count is .14.

From the above table it is found that the hypothesis is significant in two cases. It is concluded that the relationship between age and usage is significant.

SUGGESTIONS:

- ❖ Improve audio quality: Focus on enhancing audio quality for audio books to make them sound as realistic as possible. This can be achieved by investing in high-quality audio equipment and better audio compression technology.
- ❖ Make audio books more accessible by offering closed captioning, audio descriptions, and other features that cater to those with disabilities.

- ❖ Enhanced interactivity: Provide listeners with an immersive and interactive experience by including clickable links, images, and videos that add to the audio book's content.
- ❖ Improved search functionality: Enhance the search functionality so that users can easily find audio books that fit their interests.
- ❖ Multiple narrators: Use multiple narrators to add variety and depth to the audio book's storytelling.
- ❖ Audio book clubs: Create online audio book clubs where users can discuss and review audio books with like-minded individuals.
- ❖ Improved metadata: Improve the metadata for audio books to make it easier for users to find audio books based on specific criteria, such as author, narrator, and genre.
- ❖ Ensure high-quality recording equipment and sound engineering to eliminate background noise and ensure consistent audio levels.
- ❖ Offer a feature that allows listeners to save their progress and pick up where they left off.

CONCLUSION:

Book recordings additionally give individuals with learning handicaps or visual impedance, who experience difficulty perusing, admittance to writing. People learning a new language can improve their pronunciation and vocabulary by listening to audio books. In general, audio books offer a convenient, engaging, and simple method for enjoying literature and other types of content. Because of their increasing importance in the publishing industry, they will probably continue to gain popularity in the future.

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