



The Influence of Social Factors on the Consumer Behavior of Students in Purchasing E-Books

Shahd Sabet¹

¹Ajman, United Arab Emirates

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ABSTRACT

The modern eBook market has witnessed significant changes in recent years, influenced by the spread of digital technologies and the increasing importance of social factors in consumer behavior. This research proposal aims to study the influence of social factors on customers' eBook purchasing behavior. In today's digitally connected world, consumers are not only influenced by the content of eBooks but also by various social factors, such as friends' recommendations, reviews on social media, and cultural trends. Understanding how these social factors influence eBook purchasing behavior is vital for publishers, authors, and marketers in the eBook industry. In this research, data on the impact of social factors on the purchasing behavior of eBooks was collected from respondents via a structured questionnaire survey using Google forms. This research data was obtained using random sampling, where a sample of 57 participants was obtained. The study's findings indicate that a significant proportion of respondents had a low frequency of reading. It was additionally suggested that the majority of respondents seldom follow advice from friends. Furthermore, research suggests that most participants hold the perspective that reviews on social media do not have an impact on their decision to purchase eBooks. The majority of respondents, approximately 64.9%, hold the belief that cultural trends have little impact on the trustworthiness of recommendations regarding eBooks. This indicates that most respondents do not perceive these recommendations as successful. According to the data, nearly half (49.1%) of the replies indicate that faith in recommendations does not influence customer conduct.

1. INTRODUCTION

The publishing industry faces a dynamic landscape as consumer preferences evolve and the advent of digital media has changed the way eBooks are promoted and consumed. While traditional factors such as quality of content, author's reputation, and price remain important, more and more readers are taking social factors into account when deciding whether to buy an eBook or not [1]–[4]. Social factors include recommendations from friends and family, online eBook communities, eBook reviews on social media, and the influence of cultural trends [5]–[8]. In this context,

understanding the interactions between these social factors and their impact on customers' purchasing behavior is of great importance for operators in the publishing sector. This study aims to fill this knowledge gap by studying the relationship between social factors and eBook purchasing decisions [9]–[12].

2. LITERATURE REVIEW

The citation [13]–[16] refers to a publication by Samudro and colleagues in 1970. The essay focuses on the variable of "customer satisfaction" as the

dependent variable. The variables under consideration are "perceived quality" and "perceived value," which are independent of one other [17]–[20]. The article does not discuss any mediating variables. The study findings suggest that perceived value exerts a more significant impact on consumer satisfaction compared to perceived quality [15], [17], [21]. In the chemical sector, the emphasis is typically placed on perceived value, as long as the product quality matches the established requirements [22]. Service has a greater impact on how quality is perceived, while there is less distinction between tangible objects. The findings may be limited in their ability to be applied to a wider context, and the author suggests that further research should be conducted in different industries to confirm the results. The reference [2], [9], [12] is provided. The essay examines the establishment and execution of a customer-centric management organization, with a particular emphasis on evaluating its efficacy. The text explores various independent factors that impact its growth, such as a cohesive customer experience strategy, knowledge management centered around customer experience, restructuring of the business, strong commitment from senior management, integrated information technology systems focused on customer experience, and human resources policies aligned with customer experience [23]. The article critiques studies that concentrate on the front-desk and sales-point elements of customer experience. Instead, it proposes six essential practices for establishing a high CX (customer experience) organization: formulating an integrated strategy, implementing CX-focused knowledge management, restructuring the organization, securing commitment from top management, integrating CX-oriented IT systems, and adopting HR policies that prioritize customer experience. The citation [7], [10], [18], [24] refers to a source written by Payne and Frow in the year 2014. The essay explores the importance of electronic word-of-mouth in the modern day, emphasizing its reliability and influence on client perceptions and choices. This study examines the factors that motivate customers to engage in online review platforms such as Yelp.com or Trip Advisor. Primary customer incentives for submitting reviews encompass assisting others, aiding companies, and reaping societal advantages.

Online reviews are commonly consulted in order to optimize efficiency, mitigate potential hazards, and foster a sense of camaraderie within the online community [25]. The paper highlights the significance of comprehending customer motives for engaging in electronic word-of-mouth for both businesses and scholars. M. Hofman-Kohlmeyer, Magdalena Hofman-Kohlmeyer, *Management and Quality* 2019 The study investigates the characteristics that affect the decision to purchase eBooks, with a specific focus on gender, education level, age, impulsiveness, and decision-making traits. A study revealed that approximately 33% of eBooks are acquired as presents, with a higher propensity among women to both consume and purchase eBooks [21], [24], [26]. Additionally, the research revealed that the acquisition of eBooks is less spontaneous when they are intended as gifts, whereas women tend to exhibit more impulsiveness when purchasing eBooks for their own use. Key elements such as the title, synopsis, subject, recommendations, and discounts or sales hold equal significance for both personal use and gift-giving purposes [27]. The findings can assist marketers and eBook stores in customizing their plans and meeting consumer requests, thereby enhancing marketing and sales strategies [3], [16], [19], [20]. conducted a study on the impact of electronic word-of-mouth in travel social networking sites on young customers' purchase intentions. They used an extended information adoption model to analyze the relationship. This study examines the influence of cultural, social, personal, and psychological aspects on the purchasing behavior of physical eBooks in Jakarta and Cikarang [28]. The study employs conventional assumption model analysis and hypothesis testing via multiple regression analysis to investigate the associations between these factors and consumer purchasing behavior. The findings, derived from a survey of 315 participants, demonstrate that cultural, social, personal, and psychological aspects have a favorable impact on customer purchasing behavior for physical eBooks [28]. This data can assist eBook retailers and publishers in customizing their plans and marketing endeavors to more effectively align with consumer preferences and requirements, thereby improving the comprehensive comprehension of consumer purchasing behavior. The author links are displayed in an overlay panel.

Luís Leitão and others, do people evaluate an eBook based on its cover? An investigation of the determinants of eBook purchasing behavior (2018) This study examines the reading behavior of those who are passionate about eBooks, with a specific focus on aspects such as their choices, preferences, and routines. The independent variables consist of personal traits, instances of reading, gender, and location information. The information, obtained via the Goodreads platform, has more than 40 million instances of reading from 1,872,677 distinct individuals. The main objective is to furnish a valuable dataset for comparative and gender-based analysis of reading behavior among eBook fans. The paper recognizes the difficulties in acquiring comprehensive data on reading habits and introduces the Goodreads dataset as a valuable resource for scholars. "Tjandra's study titled 'Analyzing the Influence of Cultural, Social, Personal, and Psychological Factors on Consumer Buying Behavior' was published in 1970 in the form of physical eBooks [29]–[31]." This study investigates the influence of digital transformation on customer behavior within Thailand's eBook market. The study employs a combination of qualitative and quantitative methodologies, encompassing secondary research, in-depth interviews, and a questionnaire survey with 339 participants. The study demonstrates that a considerable proportion of Thai consumers between the ages of 23 and 40 exhibit a keen interest in purchasing eBooks online. Their decision-making is influenced by factors such as media consumption, technological improvements, and convenience. The survey classifies customers into four segments according to their preferences: special promotions, assortment discounts, technical assistance, customer service, and shipping options [32]. The primary goal is to comprehend the determinants that impact the intentions of Thai consumers to acquire eBooks online and offer valuable information on how businesses may adjust to these evolving circumstances [1], [4], [6], [8], [11].

"Bee Lian Song, Chee Yoong Liew, Jye Ying Sia, and Kanesh Gopal are evaluating the book based on its cover. They are examining how consumers interpret the book." Sage Journal, October 8, 2021 This study investigates how consumers interpret prominent symbolism and how it influences their behavioral intentions [33]–[35]. The study

determines that the influence of conspicuous consumption on consumer judgements and intentions is regulated by existing social norms about relationships. According to the communal norm, engaging in conspicuous consumption results in reduced perceptions of warmth and diminished inclinations to engage in certain behaviors. Conspicuous consumption, in accordance with the exchange norm, leads to an increase in inferences about competence and intentions for behavior. The study also observes that the seller's wealth alone elicits comparable deductions, indicating that ostentatious expenditure acts as a substitute for real riches. Exposing customers to information about persuasion techniques hinders the advantages of being noticeable in accordance with the norm of exchange. [5], [13], [14], [26] This study examines the material aspects of the middle classes in the pre-industrial age, utilizing qualitative data and historical documentary sources such as diaries, household accounts, and probate inventories. This research analyses the social significance of material possessions using various sources and connects it to the social frameworks of Britain, taking into account characteristics such as wealth, status, and location [28], [36], [37]. The study seeks to offer a thorough comprehension of the domestic milieu and consuming behaviors of the middle class in the pre-industrial period. The research has been revised to include a new introduction and bibliography, which encompass the most recent advancements in academic writing and methodology. "[28], [36], [37]" The essay examines the influence of individual decisions about IT items on social perceptions concerning the spread of information and the utilization of technological advancements. It implies a role of mediation between personal decisions and societal conceptions. The research design incorporates a dual-phase methodology to collect viewpoints on the difficulties faced in online marketing within the bookstore sector [38]–[41]. The essay proposes that organizations should effectively handle diverse consumer segments by providing alternative value propositions based on a multidimensional segmentation strategy. This methodology assists managers in categorizing customer portfolios and developing compelling value propositions for efficient marketing in the digital age [7], [42]–[44].

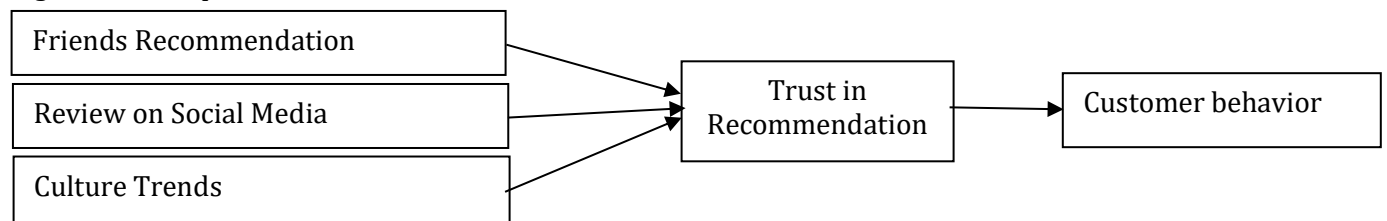
The literature review will facilitate the identification of the existing research lacuna, namely the restricted comprehension of how particular social elements impact customer purchasing behavior in the eBook business. This gap necessitates a more thorough analysis of the intricate correlation between these elements and the decisions made while purchasing eBooks [6], [8], [21], [45]. The research aims encompass:

- “Determine the importance of social factors in influencing eBook purchasing decisions.”
- “Understand how different types of social factors (such as recommendations from others, online reviews, and cultural trends) influence eBook buying behavior.”
- “Explore the moderating effects of demographics and digital technologies on the relationship between social factors and purchasing behavior.”

Table 1: Variables

Variables	Type	Category
Friends Recommendation	IDV	Demographic
Review on Social Media	IDV	Demographic
Culture Trends	IDV	Demographic
Trust in Recommendation	Mediator	Dichotomous
Customer behavior	Direct	Dichotomous

Figure 1. Conceptual Framework



3. METHODOLOGY

- RQ1- does friend recommendation have an effect on the trust in recommendation?
 - RQ2- does review on social media effect trust in recommendation?
 - RQ3- does culture trends have an effect on trust in recommendation?
 - RQ4- does trust in recommendation on customer behavior?
- Hypothesis Statement
- RQ1- does friend recommendation have an effect on the trust in recommendation.
H0: friend recommendation does not have an effect on trust in recommendations.
H1: friend recommendation does have an effect on trust in recommendations.
 - RQ2- does review on social media effect trust in recommendation.
H0: review on social media does not have an effect on trust in recommendation.
H1: review on social media does have an effect on trust in recommendation.
 - RQ3- does culture trends have an effect on trust in

- recommendation.
H0: culture trends do not have an effect on trust in recommendation.
H1: culture trends do have an effect on trust in recommendation.
- RQ4- does trust in recommendation on customer behavior.
H0: trust in recommendation does not have an effect on customer behavior.
H1: trust in recommendation does have an effect on customer behavior.

3.1 Data Collection

Data collection methods varies from research to another based on the research objectives and data requirements. Research can be qualitative or quantitative, qualitative research focuses on interpreting in word to explore the meanings of thoughts or experiences rather than frequency and numbers. Texts, visual videos, and auditory elements from focus groups or interviews are examples of qualitative data (Schindler, 2021). On the other hand, the quantitative research measures variables systematically in term of graphs,

numbers and statics to prove and confirm hypothesis. It uses several methods to collect data like questionnaire, observation, and experiments.” In this research the data on the impact of social factors on purchasing behavior of eBooks were collected from respondent via structured questionnaire survey using Google forms. Therefore, the used collection methodology in this research is quantitative data collection [17], [19], [26], [46].

3.2 Sampling method

The research data was collected by the method of random sampling, which involved selecting a sample of 57 people. This facilitates the research objective by collecting the viewpoints of individuals who actively use eBooks in Ajman, hence minimizing the occurrence of false findings and guaranteeing the attainment of the primary goal. To assess the influence of social factors on the buying patterns of eBooks [24], [44], [47], [48].

3.3 Data Analysis

Data analysis is categorized into four distinct types: report, descriptive, exploratory, and predictive. The purpose of report data analysis is to provide research findings in a succinct and comprehensible manner, conveying factual information in a format that is easily understood by the intended audience. Exploratory Data research (EDA) is a technique employed to examine data and discern patterns, trends, or correlations by utilizing infographics, statistics, and interactive methods to facilitate more comprehensive research. Predictive analysis employs machine learning and statistical models to forecast future events, trends, and behaviors by leveraging data from diverse sectors such as banking, marketing, and healthcare. Descriptive analysis is a method that examines the characteristics of a set of information by utilizing statistics and graphical representations. Its purpose is to provide a thorough understanding of trends and qualities, and it is commonly employed as the initial step in exploring data. In this study, we employ both descriptive and exploratory research methods. This is because we utilize surveys as our means of gathering statistical data and doing further investigations into infographics. Here are some statistical terminologies that were utilized in the further investigation of this research. Significance: Represents the mean value within a

given dataset. Standard deviation quantifies the dispersion of data points from the average [5], [14], [49], [50]. Skewness is a statistical term that quantifies the degree of asymmetry in a distribution. Below, the results of the Google Form and a descriptive statistical analysis of this research issue will be presented [12], [15], [51], [52].

4. DISCUSSIONS

Figure 2. RQ1

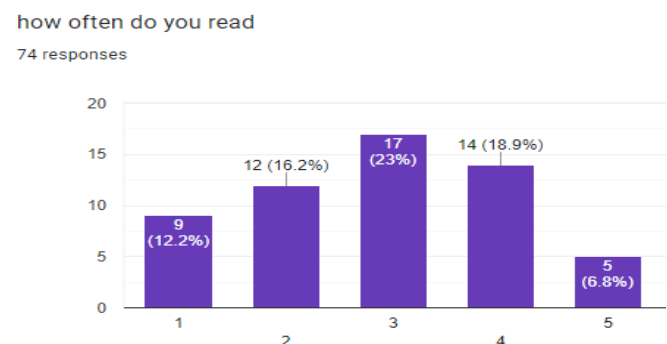
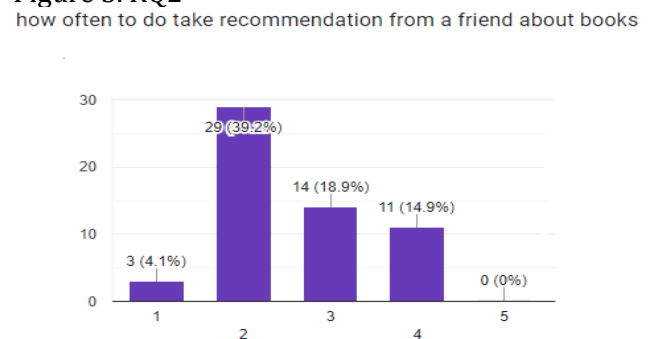


Figure 2 presents the questionnaire answers revealed that 12.2% of respondents do not read at all, 16.2% read not very often, 23% are neutral, 18.9% read often, and 6.8% read very often. Indicating that the majority of respondents do not read often.

Figure 3. RQ2



As shown in Figure 3 around 4.1% approximately of the respondents never takes recommendations from friends about eBooks, 39.2% rarely do, while 18.9% of respondents sometimes consider recommendation from friends, 14.9% often do, and finally no one ever consider taking their friends recommendations. Indicating that the majority of respondents rarely take recommendation from friends. This is an indicator that word of mouth from friends is showing an affect as students take

advises from each other and they do take the recommendation from a friend about books.

Figure 4. RQ3

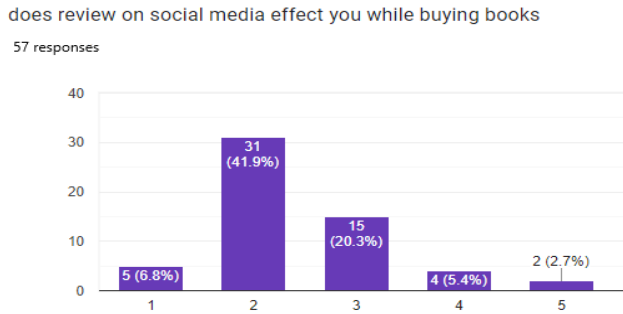


Figure 4 indicates that 6.8% of the respondents strongly disagree with the statement “reviews on social media affect customers while buying eBooks”, 41.9% disagree, while 20.3% of respondents are neutral, 5.4% agree, and lastly 2.7% strongly agree with the statement. Indicating that the majority of respondents disagree that reviews on social media affect while buying eBooks [4], [9], [17], [20].

Figure 5. RQ4

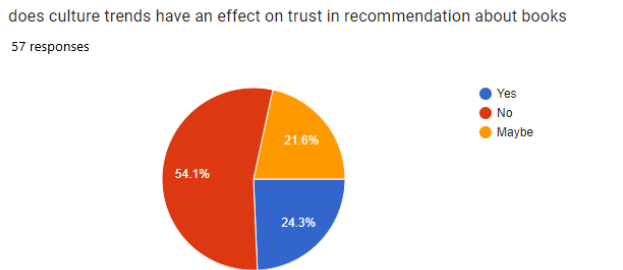
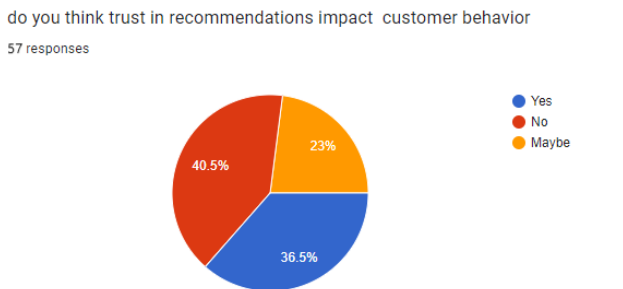


Figure 5 shows that around 64.9% of the respondents believe that culture trends do not affect the trust in recommendations about eBooks, 15.8% of respondents are neutral, while 19.3% agree with the statement. showing that most of respondents do not find it affective.

Figure 6. RQ5



As we can observe that 49.1% of the responses

imply that trust in recommendation does not have an impact on customer behaviour, while 24.6% are neutral with the statement, and last but not least 26.3% agree. Implying that most of respondents do not agree.

The subsequent part addresses the measures of central tendency, variability, and asymmetry of the study questions.

Table 2. How often do you read

Mean	2.89
Standard Deviation	1.21
Skewness	-0.04

Table 2 shows that the average is 2.89, suggesting that most people do not read frequently. The user's text is empty. The standard deviation is 1.21, suggesting that the highest value reported by respondents is 4.1 (2.89 + 1.21), and the lowest value is 1.68 (2.89 - 1.21), indicating that the range of answers spans from 1.68 to 2.89. The skewness coefficient is -0.04, suggesting that the majority of participants provided responses within the range of 1.68 and 2.89. There is a higher prevalence of negative responses on the negative side. This implies that a significant portion of the participants do not engage in frequent reading.

Table 3. How often to do take recommendation from a friend about eBooks

Mean	2.58
Standard Deviation	0.86
Skewness	0.43

Table 3 illustrates that the average is 2.58, suggesting that individuals frequently rely on suggestions from friends. The standard deviation is 0.86, which means that the highest value reported by respondents is 3.44 (2.58 + 0.86), and the lowest value is 1.72 (2.58 - 0.86). This indicates that the range of answers is between 1.72 and 3.44. The skewness coefficient is 0.43, suggesting that most participants provided responses within the range of 2.58–3.44, and the distribution of responses is skewed to the right. "This indicates that when it comes to recommendations, most responses do consider recommendations from friends [1], [53]–[55].

Table 4. Des review on social media effect you while buying eBooks

Mean	2.42
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Standard Deviation	0.89
Skewness	0.97

The average in Table 4 is 2.42, suggesting that the typical response does consider recommendations from social media. The standard deviation of the data is 0.89. This means that the highest value reported by the respondents is 3.31 ($2.42 + 0.89$), and the lowest value is 1.53 ($2.42 - 0.89$). Therefore, the range of answers is between 1.53 and 3.31. The skewness coefficient is 0.97, suggesting that most participants provided responses within the range of 2.42-3.31, and the distribution of these responses is skewed to the right. This implies that the majority of respondents concur that evaluations on social media have an impact on customers' purchasing decisions [2], [9], [56], [57].

Table 5. Does culture trends have an effect on trust in recommendation about eBooks

Mean	1.54
Standard Deviation	0.80
Skewness	1.03

The average value is 1.54, suggesting that the normal response indicates a significant impact of cultural trends on trust in suggestions. The standard deviation is 0.80, meaning that the highest reported value by respondents is 2.34 ($1.54 + 0.80$), and the lowest value is 0.74 ($1.54 - 0.80$). This indicates that the range of answers is between 0.74 and 2.34. The skewness coefficient is 1.03, suggesting that most participants provided responses within the range of 1.54–2.34, and the distribution of these responses is skewed to the right. These findings indicate that most participants concur that cultural trends do influence trust in recommendations for eBooks.

Table 6. do you think trust in recommendations impact customer behavior

Mean	1.77
Standard Deviation	0.85
Skewness	0.46

The average value is 1.77, suggesting that there is a correlation between cultural trends and trust in suggestions. The standard deviation is 0.85, which means that the highest reported value by respondents is 2.62 ($1.77 + 0.85$), and the lowest value is 0.92 ($1.77 - 0.85$). This indicates that the range of answers is between 0.92 and 2.62. The

skewness coefficient is 0.46, suggesting that most participants provided responses within the range of 1.77–2.62, and the distribution of responses is skewed to the right. The data indicates that most participants concur that trust in recommendations significantly influences customer behaviors [4], [11], [13], [16], [24].

4.1 Limitations

The negative skewness of the reading habit of respondent indicates that majority of the respondents don't read as often but agree with the impact of the social factors of the eBook purchasing habit. The Following are some of the recommendations for improving the reading habits and enhancing the impact of the social factors:"

1. Building a community for readers in Ajman, such as online communities and eBook clubs in the middle of the city. To encourage more people to read where readers can invite their non-readers relatives and friends to engage with other people and discover new genre of eBooks [2], [18].
2. "Enhance the social media engagement. Using filtering bubble effectively to connect the readers with their own eBook's preferences and interests. Also Connecting the publisher with his audience with direct Q and A sessions."
3. "Continuous Market Research: As reading habits and preferences evolve, continuous market research is recommended to stay attuned to changing consumer behavior, ensuring adaptability in marketing and content strategies."

4.2 Recommendations

The conducted study revealed the result of descriptive analysis indicates that social factors have a significant impact on the purchasing behavior of eBooks:"

- "Based on the responses and the positive skewness, friend's recommendation has an impact on the eBook purchasing behavior "
- "The positive skewness suggested that respondents find that social media reviews have an impact on their eBook buying decision"
- "The respondent agree that culture trend effect their trust in eBooks

recommendations based on the positive skewness”

“The trust in these social factors recommendations has an impact on the buying habit of eBooks.

5 CONCLUSION

In conclusion, Targeted Marketing methods: In order to address the characteristics that have been found to influence eBook purchasing behavior, publishers and retailers can customize their marketing methods. This could entail placing a strong emphasis on social proof and using cultural trends to tailor advertisements. Enhanced Social Media Engagement: Publishers can address respondents' worries over the influence of social media reviews by concentrating on producing credible and interesting material on social media platforms in order to influence purchasing decisions. Community Building: To harness the power of personal recommendations, eBook clubs or online communities can be established, taking into account the significance of recommendations from friends. Content Diversification: Publishers have the chance to explore new genres or formats that could appeal to a wider audience in order to meet the diverse range of reading habits that have been identified [28].

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