

UNDERSTANDING THE CUSTOMER PERCEPTIONS AND THEIR ADAPTATION TO DIGITAL LIBRARIES

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ABSTRACT

This study examines customer perceptions and adaptation to digital libraries, focusing on key factors such as usability, content relevance, accessibility, and pricing. Understanding various user experiences is key for enhancing digital libraries, which are becoming more and more important for researchers, students, and everyday users. A structured questionnaire was used to gather data from a sample of 50 respondents as part of a descriptive study methodology. The results provided important information about user demographics, engagement trends, preferred content, and adoption hurdles. The results show that customers are price sensitive, have a strong preference for multimedia material, and engage significantly every day. The study also finds barriers to broader adoption, such as restricted access to technology, issues with the quality of the information, and membership fees. Strategic suggestions for improving digital library services are offered in light of these discoveries. These include a focus on the target audience, enhanced accessibility, adaptable pricing structures, and ongoing user feedback systems. By matching services with changing user needs in the digital age, this research provides a path for digital library providers to improve customer satisfaction, engagement, and loyalty.

1. INTRODUCTION

The emergence of digital libraries has changed how people interact with and access knowledge resources. Digital libraries are now vital resources for learners, researchers, and students due to the ease of on-demand access. Customers' opinions and responses to these platforms, however, differ greatly and are impacted by elements including content relevancy, usability, and accessibility. Some users encounter obstacles like technological restrictions or a lack of digital literacy, while others readily embrace the convenience and instantaneity of digital libraries. Enhancing digital library platforms to make them more user-friendly and capable of fulfilling a variety of purposes requires an understanding of these varied client experiences. In order to provide insights into how these platforms can better serve their audiences in the digital age, this study examines the elements influencing customer perceptions and adaption to digital libraries.

SALIENT CONTRIBUTION OF THE PROJECT

The key contributions of this project include:

- Identifying areas for improvement, such as enhancing content diversity, improving accessibility, and developing flexible pricing models, to better meet user needs.
- Highlighting the importance of understanding user demographics and engagement patterns to tailor digital library offerings effectively.
- Emphasizing the significance of continuous user feedback and iterative improvements in maintaining relevance and competitiveness in the digital library space.

2. REVIEW OF LITERATURE

Research on customer perceptions and adaptation to digital libraries highlights several key factors influencing user satisfaction and engagement. Hu et al. (2014) found that usability, reputation, and familiarity with university digital libraries in China enhance user satisfaction and loyalty. Similarly, Ramayah and Lee (2012) showed that service quality dimensions—accessibility, reliability, and responsiveness—directly impact user acceptance of digital libraries. Lwoga (2013) emphasized perceived value as a driver of user satisfaction, while Davis (2009) found that perceived ease of use encourages user engagement. Website quality, including usability and aesthetics, was shown by Pourjahanshahi et al. (2023) to affect user attitudes positively, and Usman and Gopakumar (2018) highlighted the role of digital literacy and internet access in rural user engagement. Xu and Du (2018) further identified ease of use as essential for sustaining user satisfaction. Together, these studies underscore the importance of usability, quality, and perceived value in fostering positive user experiences and loyalty toward digital libraries.

3. RESEARCH METHODOLOGY

The goal of descriptive research design is to provide a clear picture of the topic under study by describing the traits or behaviors of a group without changing any variables. By offering insights and supporting decision-making, this method lays the groundwork for future research while remaining affordable and flexible enough to be used to a variety of domains. With a sample size of 50 respondents, a structured questionnaire created with Google Forms was used to collect primary data for this study. This sample offers a foundation for comprehending the attitudes and actions of the populace, offering insightful information for investigation.

4. RESEARCH OBJECTIVES

- To understand consumer preferences for digital products.
- To identify factors influencing subscription decisions.
- To identify potential barriers that consumer faces in transitioning to digital libraries.

EDTECH SECTOR OVERVIEW

The EdTech sector has rapidly evolved from basic digital classroom tools to a broad range of innovative platforms, including e-learning, virtual classrooms, and immersive technologies like AR and VR. Accelerated by the COVID-19 pandemic, EdTech now supports personalized, flexible learning accessible to diverse students globally, including those in underserved areas. With projections estimating the market to exceed \$404 billion by 2025, EdTech is experiencing significant growth, especially in corporate training. Although challenges remain, such as training for educators, both students and educators increasingly recognize EdTech's role in enhancing learning outcomes and engagement, positioning it as a key player in the future of education.

KEY ADVANCEMENTS AND TRENDS IN EDTECH

- AI & Machine Learning: Generative AI offers extra educational resources and assistance, while AI-powered adaptive learning platforms tailor information for each learner.
- Blockchain: Simplifies school administration and accountability by enhancing transparency through smart contracts, e-transcripts, and secure record-keeping.
- Extended Reality (XR) and Virtual laboratories: While virtual laboratories enable safe, realistic science testing, XR technologies such as VR and AR produce captivating, hands-on learning experiences.
- Internet of Things (IoT): IoT devices gather data on student involvement in real time, allowing for collaborative learning environments and individualized training.
- Blended Learning: This approach, which combines online and in-person instruction, is becoming more and more popular since it provides flexibility and customisation.
- Affordability and Accessibility: EdTech provides multilingual, reasonably priced resources to address issues of cost and accessibility, particularly in underserved and diverse communities.

KEY CHALLENGES FACED BY EDTECH

- Digital divide: EdTech's reach is constrained by underprivileged areas' lack of access to technology, which exacerbates educational disparities.
- Data privacy: Because of cybersecurity threats, worries about data protection might impede adoption and confidence.
- Opposition to Change: Some educational institutions and instructors are reluctant to embrace EdTech, preferring more conventional approaches.
- Quality and Standardization: Due to the industry's explosive growth, there are differences in quality; standardization is necessary to guarantee efficacy.
- Regulatory Obstacles: EdTech activities across countries are complicated by intricate, region-specific rules.

MAJOR FINDINGS

- The majority of responders are students and young adults (18–24 years old), suggesting a target audience interested in interesting and instructive digital content.
- Respondents' preference for streaming (music and video) over e-books indicates that they find multimedia content with a wide range of easily accessible options more appealing.
- The fact that half use digital products every day highlights the high level of engagement and the necessity of relevant, up-to-date material to keep users interested.
- Price sensitivity and the requirement for competitive pricing and obvious value are highlighted by the fact that many people prefer free content but express interest in monthly subscriptions.
- Adoption of digital libraries is hampered by obstacles such restricted tech access, worries about the quality of the information, and subscription fees; these issues must be resolved to increase consumer acceptability.
- Although the majority express satisfaction with digital library materials, a sizable neutral group indicates that expectations could be better met.

5. CONCLUSION

The primary objective was to understand user preferences, challenges, and motivations regarding digital library services, which are increasingly relevant in today's digital age. I created and conducted a detailed survey to collect data, by using a descriptive research approach, I was able to analyze the responses from a diverse group of users, focusing on key aspects like demographics, engagement patterns, content preferences, and barriers to using digital libraries.

By implementing below strategies, a company can create a brand presence that fosters customer loyalty and encourage repeat purchases.

- Target Audience Focus: Companies should tailor marketing and content for young adults, especially students, who are the primary users of digital subscriptions.
- Content Strategy: To keep users engaged, the company should adopt a consistent content schedule with personalization, gamification, and push notifications to enhance the user experience.
- Accessibility and Affordability: Address barriers by improving tech access, offering affordable pricing models, and providing free or flexible subscription options.
- User Engagement Initiatives: Encourage sharing and referrals to leverage social influence, as recommendations from friends and family drive subscriptions.
- Continuous Improvement: Regular user feedback will help identify areas for improvement, ensuring content aligns with evolving needs and boosts satisfaction.

By focusing on these strategies, companies can enhance digital subscription services, broaden its audience, and increase user satisfaction. Recommendations such as diverse content, improved accessibility, and flexible pricing models offer a roadmap for future growth in digital library services. This experience has also strengthened my skills in research, data analysis, and user experience design, valuable for my future in EdTech and digital content strategy.

LIMITATION

The results can vary a lot between different people, making it hard to draw clear conclusions.

People's opinions can change over time due to trends or changes in services. The results might only reflect how people feel at a specific time, not their long-term views.

The questionnaire may not capture the full context of customer experiences with digital libraries, such as external factors affecting their perceptions, like technological changes.

Technical problems with the Google Forms platform or internet connectivity could have affected the completion rates and quality of responses.

ANNEXURE

RESEARCH QUESTIONS

1. Name
2. What is your age group?
 - a) Under 18
 - b) 18-24
 - c) 25-34
 - d) 35-44
 - e) 45-54
 - f) 55 and above
3. What is your primary occupation?
 - a) Student
 - b) Employed full-time
 - c) Employed part-time
 - d) Unemployed
 - e) Retired
4. Which type of digital product do you use most frequently?
 - a) E-books
 - b) Audiobooks
 - c) Online magazines/journals
 - d) Streaming services (music, video)
5. How often do you use digital products?
 - a) Daily

- b) Several times a week
- c) Weekly
- d) Monthly
- e) Rarely
- 6. What features do you find most appealing in digital products?
 - a) Accessibility (anytime, anywhere)
 - b) Variety of content
 - c) User-friendly interface
 - d) Cost-effectiveness
 - e) Integration with other devices
- 7. How do you prefer to access digital content?
 - a) Through a subscription service
 - b) One-time purchase
 - c) Free content
 - d) Borrowing from a library
- 8. What motivates you to subscribe to a digital service?
 - a) Content variety
 - b) Cost of subscription
 - c) Recommendations from friends/family
 - d) Free trial offers
 - e) Exclusive content
- 9. How important is the price when considering a subscription?
 - a) Important
 - b) Neutral
 - c) Not important
- 10. What type of payment model do you prefer for digital subscriptions?
 - a) Monthly subscription
 - b) Annual subscription
 - c) Pay-per-use
 - d) One-time purchase
- 11. What challenges do you face when considering a transition to digital libraries?
 - a) Lack of familiarity with digital platforms
 - b) Concerns about the quality of digital content
 - c) Limited access to technology
 - d) Preference for physical books
 - e) Subscription costs
- 12. How do you feel about the availability of digital resources in libraries?
 - a) Satisfied
 - b) Neutral
 - c) Not satisfied
- 13. What would encourage you to use digital libraries more frequently?
 - a) Improved user interface
 - b) More diverse content
 - c) Better access to technology
 - d) Lower subscription fees

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