Effect of Transforming Offline Purchasing of Tamil Books into Online Mobile

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Abstract. Tamil books are less accessible among Indian community due to its less demand. People less aware about Tamil books, thus MG Bookstore mobile application is developed to promote the MG Bookstore among people. Mobile application is the appropriate medium for online business in order to reach people and easily. MG Bookstore mobile application is developed for every age of people, but it is only applicable for Android users. In order to attract the buyers, researcher added free reading feature in the MG Bookstore mobile application, which is barely to find in other online business mobile application. Researcher designed and developed this MG Bookstore mobile application by using Buildfire software. Researcher runs the usability test by conducting interview and questionnaire. Researcher also seeks for media experts' and content expert’s advices and suggestions to enhance the features of this mobile application. In conclusion, researcher concludes that MG Bookstore mobile application is applicable for everyone and helps the MG Bookstore to expand their business by reaching more people through it.

Keywords: Mobile application, Buildfire software, Tamil books, Online business

1. Online Purchasing Through Mobile Application

According to Audipedia, new media is a medium which are oriented with computers. New media can be classifying as websites mobile application, computer games, computer animation, and multimedia [1]. Moreover, new media is a service or end product that provides information through the computers such as, digital radio, websites, mobile application and any computer and internet based medium. Every text that, distributed in computer is known as new media. New media is a platform where the users can communicate through the Internet. Mobile application is the one of the new media which is use with or without using Internet and widely used by users nowadays.

According to Inukollu, Keshamoni, Kang & Inukollu, mobile application designed to run on smart phones, tablet computers and other mobile devices [2]. Mobile application is software which is runs on a Smartphone and performs task for user depends on the setting. According to researcher, mobile application is easy, user friendly, low cost, downloadable and available on every mobile phone. Normally, mobile application can be accessed through pre-installed and subscribe later if interested, or none pay installation through Playstore and App Store. Mobile application is accessible from anywhere and any place. At first, mobile application was developed for informational and productivity purpose such as email, calculator, weather information and also other informative categorise, [2]. By the development of technology, improvises the usage of mobile application such as mobile games,
GPS, banking, ticket purchase and other usage. Studies shows people are using mobile application to keep in touch with beloved, for entertainment purpose and keep up to date with interested things.

Mobile applications not only entertain publics but also gaining the income for business. The mobile application runs in Smartphone under few factors such as screen resolution, speed of data, available of connectivity and hardware limitation. Electronic commerce or E-commerce consists primarily of the distributing, buying, selling, marketing and serving of products or services over electronic systems such as the Internet and other computer networks [3]. Generally, e-commerce is mainly involving internet and computer. Literally, e-commerce is doing business through technology and more attracting towards consumers. Online business through technology had changed the system of traditional business. Payment through paper cheque or hand cash has been changed to electronic or online payment system.

Nowadays, Smartphone become basic needs of consumer. Increasing in number of uses of Smartphone is increases in the number of Corporations. Smartphone enable the bonding between consumers, advertisers and publishers in marketing field. Mobile application on Smartphone provides opportunity to business in marketplace. Different vendor such as Blackberry, Iphone, Android have their own mobile application technology techniques for marketing. These vendors enable the users to download beneficial mobile application either free application or appropriate cost. Mobile application publishers are getting income through mobile application. Mobile application on Smartphone helps the small business to gain fair income in their business.

This research is mainly to develop a mobile application for M.G. Bookstore online book sale. M.G. Bookstore was started in year 2009. It is owned by a single person who is known as Mr.Gopal Kannan. This business is an online book sale business where the retailer sells the Tamil books through social media such as Facebook and Instagram. M.G Bookstore also selling Tamil book through offline but does not own a shop. M.G Bookstore is just rental a place to store their stocks to the delivery. The retailer gets the model to sell from India and from local, Malaysia.

M.G.Bookstore is an online business where selling Tamil fiction and non-fiction books through social media such as Facebook and Instagram. According to a researcher, social media allows a business to establish a better communication with their customers, market their products, build brand equity, as well as boost client faithfulness. M.G.Bookstore uses social media as a platform to promote their online book sale business.

It has been 10 years as this M.G.Bookstore had been started. The retailer had been faced many challenges and difficulties for the first 4 years. At the start point of this online book sale business the retailer find difficult to gain customers trust and loyalty. The owner of this online business, had says that, lacking of awareness towards M.G.Bookstore be the major problem faced by. Customers feel unsure with this online business due to M.G.Bookstore was a new baby for the online business field and he was unknown book dealer.

Literally, behaviours of customers influenced in online business. Customers are normally shows keen on online business if the business or the product captures their attention. There are four factors that influenced customer’s online shopping behaviours which are websites or features, convenience, saving cost and time and also security concern. However, new online business will face hard time to commercialise their products and compete with the well-known online business. Normally, customers will feel insecure regarding the quality of the new business. Reputation, brand name, reviews are the main factors that influence customers perspectives. When bad perspectives occurred customers will not interested anymore to purchase any books from the M.G.Bookstore. Hence, this situation will indirectly decrease the company profit. Whenever, customers have low knowledge of any brand or business then marketing of the business is will be almost flop.

2. The current issues of bookstore’s online business

According to the retailer’s own experience, the demand for online business was low when he started M.G Bookstore online business especially for Tamil book online selling. Furthermore, the retailer of
M.G.Bookstore feels difficult and challengeable to find Tamil book source to sell. This is due to Tamil language industry is a very small scale industry in total market of Malaysia [4]. Tamil society and Tamil language are minority in Malaysia. As that, minority language is very hard to maintain and shift language is very common among the minority language [5]. Uses and demanding of language in a community influences the important of a language. Demography effect the usage of language among the people. As that many minority language people such as Tamil speakers tend to speak more in demanding languages such as Malay and English or speak in mix language in order to communicate with multilingual people.

Besides, Tamil language is does not used widely by other racers such as Malay and Chinese. They more prefer other languages such as Mandarine, Malay and English then Tamil language [5]. According to Muthusamy & Farahshaiyan, Tamil language is only used for religion purpose, ceremonial, and also for entertainment [5]. As the lacking of demand on Tamil language is urge to slow down the progress of any business related with Tamil language. This is because not many know about existence of Tamil language related business in market. Lack of demanding causes the limited stock arrived in market where the users or the readers could not find what they are looking for. According to Atmojo, R.N.P & Cahyani, customers will feel sad if the book they are looking for is not found [6]. Here occur the reason Tamil book does not get enough support from society. Not only that, according to Valdez, lacking of advertisement also will leads to lack of awareness of users and readers towards Tamil base business such as Tamil online book sale, Tamil songs, traditional online business and many more [7]. Advertisement is the best platform to communicate with public. Advertisements can be the best partner for the business, where low profile business will be shoot out up to the sky. Enough and frequent advertisement will increase the awareness of people regarding Tamil base program.

Besides that, enough neutralize of new media communications such as mobile applications, websites, social media sites, and other digital media are also will be appropriate to reach the public easily. Therefore, mobile phone application is developed in order to assist the regular and new users to buy Tamil books via online purchasing. This M.G.Bookstore mobile application mainly developed for Android software. Tamil language will be default language for this mobile application, and the users can translate the language to English if they wanted for. The purpose of this mobile application is to develop the M.G.Bookstore online book sale business. This application is oriented to 6 – 60 years old range of mobile users. Through this mobile application the retailer can keep in touch and update the information of Tamil book to regular customers. The researcher use Knirk and Gustufson designated model to develop this M.G. Bookstore. M.G.Bookstore is an online business where selling Tamil Books through online. Researcher come out with an idea to develop the business through creates a mobile application. According to Goodwin, Babin, Cole, mobile application helps the retailers to upgrade their income and business due to number of users of mobile application increases since 2013 [8].

3. Attitudes of buyers on printed book
According to GFK, out of 17 chosen countries, 60% of online population reads books daily and at least once awhile in their lifetime [9]. Meanwhile only 6% of population does not prefer reading books as option. This survey provides data as China leads survey where 36% of readers read daily and followed by Spain and UK where 32% readers read book simultaneously. Amaro et. al, says that women are lead in reading than men [10].

3.1. Factors That Influences the Printed Book Buyers
There are few factors that affecting the buyers to consider in buying printed book. Firstly, the physical features of a book such as cover, author’s name, title, synopsis and author’s bio influences the buyers in purchasing books. One of the researchers says in his article that attractive book covers leads to gain readers interest to buy a book. Selthofer, mention that cover page give identity for a book even it has an aesthetic function [11]. Cover page constantly will change over years due to commercialism [11].
Cover page of a book influence the buyers to purchase the book. According to Morr, a good designated cover page tends to help the authors and entrepreneurs to make money efficiently [12]. A redesignated book cover can generate out of 51% of income than the previous one [12]. Cover page is the first thing will narrate the readers about the book’s content. Tumlinson, says that, cover page is a shortcut which informing the readers in shorthand about the books genre, author’s bio and flow of the book [13]. Choices of good colours and imagery will lead to good cover page. Before design the cover page the designer should looks for trend [12]. Current trendy features and element will attract many readers attention.

Furthermore, to design a good cover, typography element also played an important role. The font of words should speak the actual meaning of book and create the correct wave of understanding within the readers [12]. Besides that, the name of author also influences the buyers to purchase a book. Morr had mention in her website that, an author has to promote and market their publish unless the authors are Steven King or Margeret Atwood [12]. This shows how important identity of author to publish a book. According to Amaro et.al, a famous author is like a brand that used for reputation and recognition [10]. Other than that, one of the researcher says that recommendation of closes person such as parents, relatives and friends influences the readers to purchase a book.

Other than that, purchasing books on impulse is also the one of the factors that influences the buyers to purchase a printed book. According to Amaro et.al, own projection of readers into the character may urge the buyers to buy a book [10]. Not only that, emotion and excitement over a story intent a buyer to purchase a book. According to a researcher, many users prefer printed book over e-book. A survey conducted on 390 undergraduates who purchase book for studies. In the survey, the students prefer printed book or text over digital o e-book [14]. The reasons that influence them to prefer printed books are for better memory cues, less eyestrain and fatigue and can concentrate and focus on what they reading at. The undergraduates mentioned that they find difficult to learn [15-17], retain and concentrate while using computer to read [14]. According to Zabukovec & Vilar, print book more preferable, due to comprehension and retention are good in print medium, even though they feel convenience and accessibility while using digital medium to read [18].

3.2. Conducting online business through mobile application
Sarwar undertakes a survey on impact of Smartphone on society. This survey initially focuses on impact of Smartphone on business, education, health and human lifestyle. Nowadays, Smartphone become basic needs of consumer [19]. Increases in usage of Smartphone had increases in the number of Corporations. Smartphone enable the bonding between consumers, advertisers and publishers in marketing field. Mobile application on Smartphone provides opportunity to business in marketplace. Different vendor such as Blackberry, Iphone, Android have their own mobile application technology techniques for marketing. These vendors enable the users to download beneficial mobile application either free application or appropriate cost. Mobile application publishers are getting income through mobile application. Mobile application on Smartphone helps the small business to gain fair income in their business.

According to Goodwin, Babin, Cole, from University of Louisiana at Monroe, USA, only 11.21% of small business from online sample of 321 small business owners throughout USA uses mobile application [8]. Over half owners reported in increased income through mobile application. According to Goodwin, Babin, Cole, mobile application helps small business for their business. Out of 70 businesses 36 businesses uses applications for advertising/promotions [8]. Mobile application helps the small business owners to compete with large scale and improve their incomes.

Generally, e-commerce is mainly involving internet and computer. Literally, e-commerce is doing business through technology and more attracting towards consumers. Online business through technology had changed the system of traditional business. Payment through paper cheque or hand cash has been changed to electronic or online payment system.
3.3. Attitudes of Buyers towards Online Business

According to a researcher in order to start an online business, there is no need a lot of resources. Online business can be started with limited resources. Moreover, online business is one of the best ways to interact closely with customers. According to the researchers in an article, online business is flexible, and allows the buyers and sellers bonding through online interactions. Not only that, online business provides limitless freedom in business where the entrepreneur can work at anywhere and anytime they wished for. If a retailer wished to start a business with low modal than online business will be the best platform where there is limited cost used in order to start a business through Internet. Factors that contribute in online shopping are saves times, buy product in low price, promotions, and also ease in payment. Not only that, online purchasing influenced by utilitarian value, attitudes, product information, satisfaction, trust and commitment on online shopping and product.

3.4. Attitudes of Users towards Mobile Application

The researchers added that, online purchasers using mobile devices to purchase goods and services through online. Users using mobile devices to research goods and services make purchases and also check competitor’s prices. A study was conducted by Tamizh Kumaran, Ranjanmayee, Manesh Kumar and Ramajayam, on usage of e-commerce through cell phones by college students [3]. Through this study can conclude that college students are interested in using mobile applications for e-commerce purpose. Electronic commerce or E-commerce consists primarily of the distributing, buying, selling, marketing and serving of products or services over electronic systems such as the Internet and other computer networks [3]. Development of mobile application highly replaced usage of computer for online shopping. According to the researchers, number of users who uses e-commerce transaction through mobile device increased the double the number since 2013. They added on that, 50% of the orders through mobile application not only for customer’s acquisition but also for customer’s loyalty for various brands. Most of the transaction occurred due to entertainment such as booking movie tickets and music downloads. College students shows interested in mobile application usage as it is save time and trustworthy.

3.5. Usability test for mobile application

According to Dowdall et.al, mobile application has been developed through best-practice guidelines [20]. The researcher says that, the aim of mobile test conducted to test the functions of app and not the users. Usability test conducted to test the technical effectiveness of the mobile application examined user satisfaction on the functionality of mobile application and also test the efficiency of the mobile application. According to Kirubakaran & Karthikeyani, testing for mobile application is important due to its, complex and challenging function [21]. Evaluation of mobile application is based on connectivity such as functional, performance, security, reliability test through other network. Then, test about convenience of mobile application, supported devices, about the touch screens, new programming languages and context awareness. Besides that, usability of mobile application also provides an overview about the newly released mobile application, the functionality, and target users.

3.6. The Ways to Conduct the Usability Test On Mobile Application

According to Arnhold, Quade & Kirch, an expert-based usability evaluation had been taken a survey on develop diabetes mobile application [22]. Several studies state that elderly users shows lack of acceptance and innovative in mobile technologies. In that survey, expert-based usability evaluation was taken to serve elderly to access the diabetes mobile application. Expert-based usability evaluation will be conducted on finished mobile application, Arnhold, Quade & Kirch, usability experts will examine the product as the current users [22]. The researcher continues that, expert-based usability evaluation will be criticized the interaction processes, interface design, and also comprehensibility of content.
According to Mirkovic, Kautman, & Kuland, mobile application can be evaluate through usability test of a high fidelity prototype and through semi structured interview, in order to get feedback of the mobile application [23]. Through feedback a publisher can upgrade the mobile application usability. According to Mirkovic, Kautman, & Kuland, observation can develop a mobile application which is reach it’s functionality [23].

4. Reviews on other reading-related products mobile application
The researcher had come out with few examples of online book sale mobile application and briefly analyzes its pros and cons.

4.1. Vikatan News and Magazines Mobile Application

![Figure 1. Snapshot of Vikatan News and Magazine Mobile Application](image)

The Figure 1 shows the selected snapshot of Vikatan New and Magazine mobile application. Vikatan Android Application is a Tamil Books App Store, Tamil Magazine App Store and Latest Tamil News Reader. This application helps the users to up-to-date with news regarding Tamilnadu such as politics, cinema, business, finance, environment, automobile, cricket and sports and also international affairs. This application consist few key features such as, users can read the magazines and news in online and offline, post comments, can share in Facebook and Twitter, users can view trending videos, users can access to new magazines, news and eBook. This application consists in App purchase or subscription features. Vikatan News and Magazine mobile application offer to Android software. They application had recently updated the UI design. It reached 3.9 rating stars.

This application starts up with sign up page where the users can skip from sign up and used for 7 days trial than can subscribe to this application if interested. After that this application has personalisation page where the users can personalise their topics. This mobile application displays its content in English language whereas the description and the title are in Tamil language. The background of every page is white. The content in every page is compact and easy for users to view and access it. There is a bell button where the users will receive notification if they access it. The developer had well organized the images, videos; icon which does not complicated the users to access this mobile application. The users can use each and every button and column in this mobile application. This application also shows indicator for new users about the purpose of the button. Users can make their payment through online, or banking. They provide various facilities to make payment.

The con of the Vikatan news, Magazine mobile application is confusion in uses of language. Vikatan news and magazine mobile application uses English for contents and as default language but still there are few columns in Tamil language which may confused the users to access it. Besides that, this
mobile application is applicable for youngsters and adults. Old people may find difficult to access this application as it is too compact and slightly complicated with many links to link columns and buttons.

4.2. Free Stories, Novel and Book: Pratilipi Mobile Application

Figure 2 below shows the snapshot of Free Stories, Novel and Book: Pratilipi Mobile Application. Pratilipi is India’s largest online platform which connects readers in Indian languages such as Hindi, Malayalam, Bengali, Tamil, Marathi, Telugu, Gujarati and Kannada. This application is a free application for readers to read Indian language-based poems, stories, articles, magazines, essays, and novels for free. The users can download the content and read it offline. All the collections are written by famous writers in India. This application also provides space for users to become an author and publish their writings in Pratilipi. This application also for Android software and interacts with users.

![Figure 2. Snapshot Of Free Stories, Novel and Book: Pratilipi Mobile Application](image)

This application can be accessed in 8 languages where the users can choose the language at first page before entering the homepage. The homepage is very simple and well organized. The menu bar displayed at the bottom of every page. At homepage will cover the trending issues. Second page will have categories where every category displays well and organized by the developer. The arrangement of the category will be helpful for users to direct to what they are looking for. The users can store their chosen stories in Library column. The users will receive the notification updates each time they access their Internet. The theme of the background is in white and red which gives a good impact on Pratilipi. The users can personalize their information in About Me column. The users can log in through their Facebook account, Google account, or also through their mail accounts. This application provides translation column and search in every page. The users can search for books through voice detector button. Not only that, Pratilipi encourages the users to communicate with each other through follow each other accounts. Besides that, the users can share the page or books that they read or download to other people through WhatsApp, email, Google Drive, and other sharing platforms.

The con of this mobile application is the books can be read offline but have to download each time they swipe to the next page. The offline reading is like saving and reading the page that was left for a moment. Other than that, this mobile application is buffering too much and takes time to log in through Facebook and Google account.
4.3. Nakkheeran E-Magazine Mobile Application

Nakkheeran is an India’s leading Tamil media hub where brings e-magazines application for Android software and tablets. The users can download the magazines or subscribe to the magazines. This application is adaptable for every Android mobile phone. Users can read the magazines in online or offline. The developer well played with the UI design. The interactive elements are digital purchases. The Figure 3 below shows the snapshot of Nakkheeran E-Magazine mobile application’s features.

![Figure 3. Snapshot of Nakkheeran E-Magazine Mobile Application](image)

The homepage of Nakkheeran is very simple which is consisting of categories, refresh icon, library column and side menu bar. The whole application is in English language whereas the categories are in Tamil language. Nakkheeran mobile application consists push notification to notify the users about the updates, users can clear previews and delete all the history in this application. Users can choose to download the magazines with presences of WI-FI only. They also can rate this application and share the magazine’s content with other medium. The users of Nakkheeran apps can log in and log out anytime they wished for. Users can view the content of the magazines, subscribe for 6 month or one year according to their convenient. This application is simple, easy and convenient to access.
Table 1. Comparison Between Online Book sale mobile application and MG Bookstore.

| Mobile Application | Vikatan News and Magazines | Free Stories, Novel and Book :Pratilipi | Nakkheeran E-Magazine |
|--------------------|-----------------------------|----------------------------------------|-----------------------|
| Features           |                             |                                        |                       |
| Type of online book sale mobile application | / | X | / |
| Ebook              | / | / | X |
| Log in column      | / | / | / |
| Log out column     | / | / | / |
| Other Language     | / | / | / |
| Notification       | / | / | / |
| Chat column        | X | X | X |
| Offline use        | / | / | / |
| App-purchase       | / | X | / |
| Online Payment     | / | X | / |
| Share App          | X | / | X |
| Feedback           | X | / | X |

Indicators:

/ Features that provided  X Features that do not provided

5. Result and Discussion
MG Bookstore mobile application is developed to upgrade the MG Bookstore online book sale business. Initially, MG Bookstore is selling Tamil based books through Facebook and Instagram. Mobile application is one of the platform that reach the users fast and quick. As that, MG Bookstore may reach more buyers through this mobile application and increased their income.

Researcher developed MG Bookstore mobile application in a hope that, buyers will feel easy to up-to-date with new arrival of MG Bookstore books and easily access to it. The researcher had designed the mobile application for adolescence, adults and for old age people. As that, the researcher focuses on the design of mobile application so that everyone can access it without any obstacle. Researcher discussed about the strength and limitation of MG Bookstore mobile application which are the result from mobile application testing analysis.
Figure 4 shows the age of respondent of MG Bookstore Mobile Application. Researcher chose 6 respondents selectively 2 respondents from each age group of people. This is because the researcher wants to make sure that MG Bookstore mobile application is applicable to different age of people and they have to feel convenient whenever use this MG Bookstore mobile application.

Figure 5 shows the data collection for android user. Researcher developed MG Bookstore Mobile Collection for Android users as most of the Smartphone users are Android users. As that, researcher make sure that the respondent who had been selected is an Android user so that they can use this MG Bookstore mobile application and also to confirm that this mobile application is applicable in every version of Android phone.
SECTION 2: BEFORE ACCESS TO MG Bookstore MOBILE APPLICATION

a) Figure 6. Do you buy Tamil Books through online

Figure 6 shows the data collection of online Tamil Book buyers. The data shows that 4 out of 6 respondents buy Tamil Books through online. From here, researcher can conclude that, 67% which is 4 respondents prefer online book purchasing and 33% is not. This can be due to their preference in purchasing where certain buyer prefer online purchasing in order to save time and energy and few like purchase offline due security purpose.

b) Figure 7. Do you use any online Tamil Book sale mobile application

Figure 7 shows data collection of the respondent who buy online Tamil book through mobile application. Through this pie can analysis that, 50% of respondents use Tamil Book sale mobile application and other half is not using any Tamil Book sale mobile application. This can be due to the 50% person of respondent do not aware of the presence of Tamil Book sale mobile application in market and prefer offline purchasing.
Figure 8. Have you heard about M.G.Bookstore before?

Figure 8 shows data collection of awareness of respondent on the presence of MG Bookstore mobile application. 4 out of 6 respondents, know about the presence of MG Bookstore online booksale and MG Bookstore is new online booksale for other 2 respondents which is 33% of respondents. This shows that, in ten years time MG Bookstore managed to expand their business to certain level in marketing. Through develop MG Bookstore mobile application can expand the business and increase their income.

SECTION 3: AFTER ACCESS TO MG BOOKSTORE MOBILE APPLICATION

a)

Figure 9. What is your rate for the usability of MG Bookstore mobile application

Figure 9 shows the data collection of rating on usability of MG Bookstore mobile application after the respondents test the application. Through this bar chart, researcher analys that 4 out of 6 respondents which is 66.70% feels M.G Bookstore mobile application’s usability is excellent and very satisfied them meanwhile 33.3% of respondent states that usability of MG Bookstore mobile application is good and satisfy. Researcher can conclude that, usability of MG Bookstore mobile application is satisfy the respondents.
6. Conclusion
As a conclusion, MG Bookstore mobile application can be used to upgrade the online business and keep in touch with buyers at anytime and anywhere. The buyers of MG Bookstore can up-to-date with the new arrival anytime and anywhere as that it will save their time to purchase the book. Not only that, the users and buyers of MG Bookstore mobile application can give their feedback and comments to the retailer. As that, it is good platform for MG Bookstore retailer to upgrade their business strategy to next level.

MG Bookstore mobile application is being a good platform for buyers where they also can read ebook novels for free meanwhile purchase the book. The retailer of MG Bookstore will be benefits from this application where the buyers can share this mobile application to others and can connect to Facebook if they wants so. Through application test can say that this mobile application can be a good starter to upgrade the MG Bookstore online business and being backbone for the retailer. This is due to MG Bookstore mobile application is applicable for everyone and needs of online Tamil book sale mobile application among the buyers to save their time.

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