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## **To Examine the Factors That Promotes Reading Books Culture among Learners and How Its Influences Student's Academic Performance at University of Turbat**

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### **ABSTRACT**

The study purposed to investigated the factors which have the role of promotion in reading books culture among learners as well as how it impacts student's academic performance at University of Turbat. The thesis based on quantitative research method with comparative survey whereas the sample size of the study was 100 undergraduate students selected none randomly through purposive sampling design from education department. Similarly, the data was collected form female and male through questionnaire tool as well as data was analysed by using of SPSS. The finding showed that there was positive relationship between reading books culture and student's academic performance at University of Turbat. Similarly, the result of study highlights that libraries and parental involvement were main factors that have a positive role for the promotion of reading books culture among learners.

### **INTRODUCTION**

Reading is the foundation of learning and an essential skill for personal and academic growth. A strong reading culture reflects a continuous desire to gain knowledge and improve understanding. In many developed and developing nations, reading is deeply integrated into everyday life families read together at home, people read while traveling, and books are easily available in schools, colleges, and public spaces (Tonka and Bakr 2020). Reading not only enhances education but is also vital for success in today's global world, influencing social, political, and economic participation (Danladi and soko, 2018). Reading culture is not an inborn trait but one that develops over time. Scholars such as Dominic (2008) and Hassan et.al (2021) have emphasized that strong reading habits build intelligent, confident, and disciplined individuals who can think critically and lead effectively (Trudell 2019). Reading is therefore considered the cornerstone of academic excellence and personal development. Picture books, according to the National Association for the Education of Igwe (2011), play a vital role in developing social, personal, and intellectual qualities among children, fostering curiosity and imagination from an early age (Vuong et.al. 2021).

Unfortunately, in Pakistan, reading habits are alarmingly weak. Many schools lack libraries, and both teachers and parents often fail to encourage children to read beyond their textbooks. This shortage of resources and awareness limits intellectual growth and creativity (Wema, 2018). Most Pakistani students complete their early education without ever using a library, and poor implementation of educational reforms has worsened the situation. The inability of many parents to afford quality books further contributes to the weak reading culture. Consequently, the lack of reading habits has produced narrow-minded individuals and reduced the overall quality of education.

Reading is a skill that empowers individuals to think critically, communicate effectively,



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and engage productively with society. According to Jones (2014), it is an intellectual exercise that broadens one's understanding, while Llogho and Enamen (2015) view it as a cognitive process that enhances perception and comprehension. Muthee and Wamae (2021) adds that reading enriches thought and vocabulary, strengthening verbal communication. Otike (2011) also proved that reading directly improves students' academic performance (Yazdani and Godbole, 2014). Hence, promoting reading habits is essential for national development, as readers become informed citizens capable of contributing to societal progress (Sake et.al 2012).

In the 21st century, reading and writing are more important than ever before. However, despite global trends, limited research has been conducted in Pakistan on the relationship between reading habits and academic success at the university level. The study therefore aims to explore how reading culture influences the academic performance of university students, identify the factors that promote it, and propose strategies to develop a stronger reading culture among youth. By emphasizing the value of reading, this research seeks to inspire students, parents, and educators to cultivate consistent reading habits. Strengthening reading culture will enhance learning, creativity, and leadership, ultimately contributing to both individual and national development.

### RESEARCH METHODOLOGY

#### Research Design

The research used a quantitative method to examine the role of reading books culture. Similarly, applying the quantitative method allows the researcher to collect data from a large target population in a short period. Additionally, this study adopted comparative analysis for the variables that played a vital role in promoting reading culture among learners.

#### Population

The undergraduate students of B.Ed.2nd, B.Ed. 4th, and B.Ed. 6th, B.Ed.8th at the University of Turbat were the target population of this study.

#### Sample

Non-random sampling was used for data collection from the target population. Similarly, 100 undergraduate students were selected through a purposive sampling design to collect valid data.

#### Data Collection Instrument

A survey questionnaire with 15 closed-ended questions based on research variables including parental involvement, reading books, and libraries was used for data collection. Likewise, data was collected from selected undergraduate students.

#### Procedure of Data Analysis

This study examined the data through SPSS software to take valid results.

#### Reliability

For this study researcher developed the questionnaires for the purpose to check the reliability of the research tools whether they are reliable or not. The researcher used University of Turbat department of education for the purpose to check reliability of the study. In this study 15 statement developed for the students to evaluate their opinion about the topic "to examine the factors that promotes reading books culture and how it influences student's academic performance at the University of Turbat.



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### Validity

The researcher adapted the questionnaire based on the thesis topic.

### Ethical consideration

The all process of the study were done formally with permission of ethic as well as with the official letters from the head of education department UOT for data collection for the limited population of the study. With all legal rules, the data collected from students were kept confidential no data from students and institution cover would be repeatedly. All produces were done with the rule and regulations without using any banned and bent act for the study.

### RESULT

#### Gender of undergraduate students

Figure 1A. shows gender of undergraduate students. It indicates that respondents were 54 males (54.0%) and 46 females (46.0%). So, it is concluded that majority (54.0) of the respondents were male.

#### Semester of undergraduate students

Figure 1 B. indicates the semester of respondents. It shows that 25 students from 2<sup>nd</sup> semester (25.0), 25 students from 4<sup>th</sup> semester (25.0), 25 students from 6<sup>th</sup> semester (25.0) and 25 students were in 8<sup>th</sup> semester.

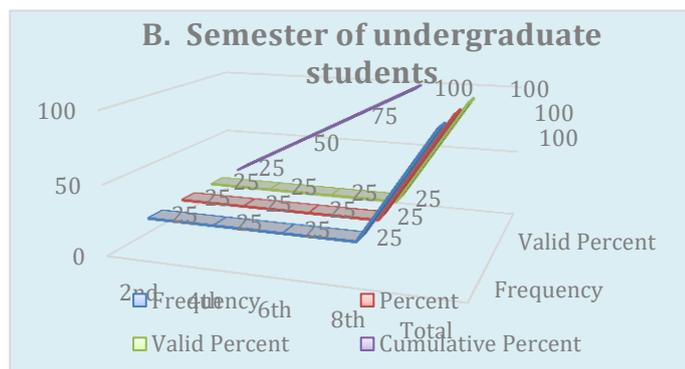
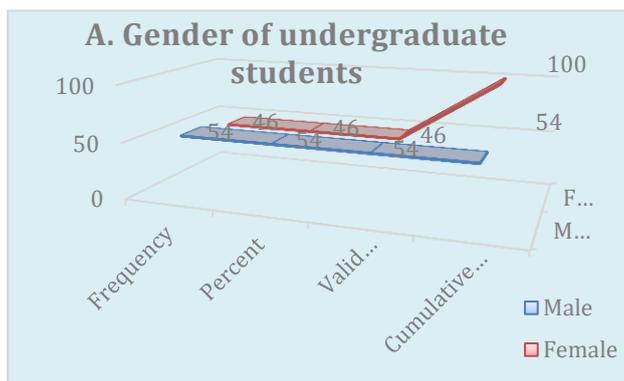
#### CGPA of undergraduate students

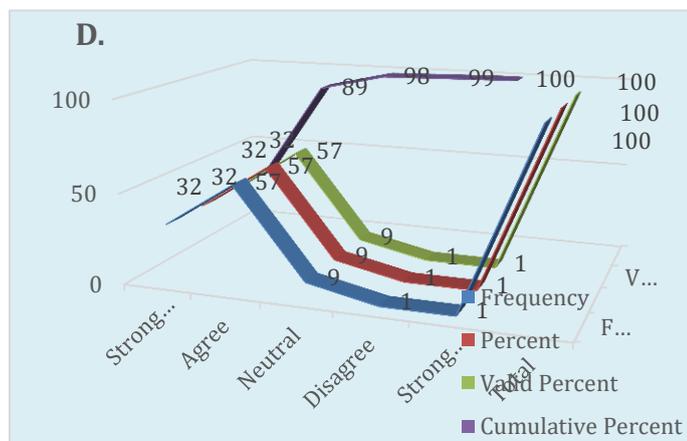
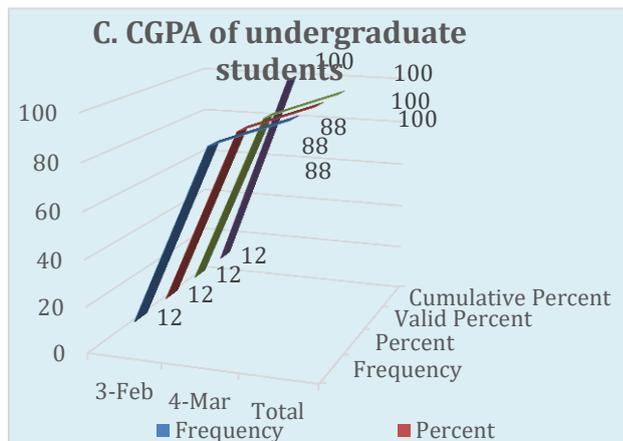
Figure 1 C. indicates the CGPA of respondents. It shows that 12 (12.0) students CGPA were between 2-3 and 88 (88.0) students CGPA were between 3-4. So, it is concluded that majority of (88.0) students CGPA were between 3-4.

#### Reading culture is an instrument that develops a continuous reading attitude and enhances academic performance

Figure 1D. indicates that 32 (32.0%) students strongly agree, 57 (57.0%) students agree with the statement of reading culture is an instrument that develop a continuous reading attitude and enhances academic performance. While 9 (9.0%) students neutral with statement whereas 1 (1.0%) student disagree, 1 (1.0%) student were strongly disagreeing about the statement of reading culture is an instrument that develop a continuous reading attitude and enhances academic performance. So, the result concluded that the majority (57.0%) of students were agree to the statement that reading culture is an instrument that develop a continuous reading attitude and enhances academic performance.

**Figure 1:** A. Gender of undergraduate students, B. Semester of undergraduate students, C. CGPA of undergraduate students and D. Reading culture is an





Instrument that develops a continuous reading attitude and enhances academic performance of University of Turbat Balochistan

**Reading culture enhances comprehension and understanding**

Figure 2 A. indicates that reading culture enhances comprehension and understanding. The students 32 (32%) strongly agree and 57 (57.0%) students agree with the statement of reading culture enhances comprehension and understanding whereas 10 (10.0%) students neutral and 1 (1.0%) students were disagreeing about the statement of reading culture enhances comprehension and understanding. Hence, the result shows that majority (57.0%) of students were agree with statement.

**Reading is important for academic performance**

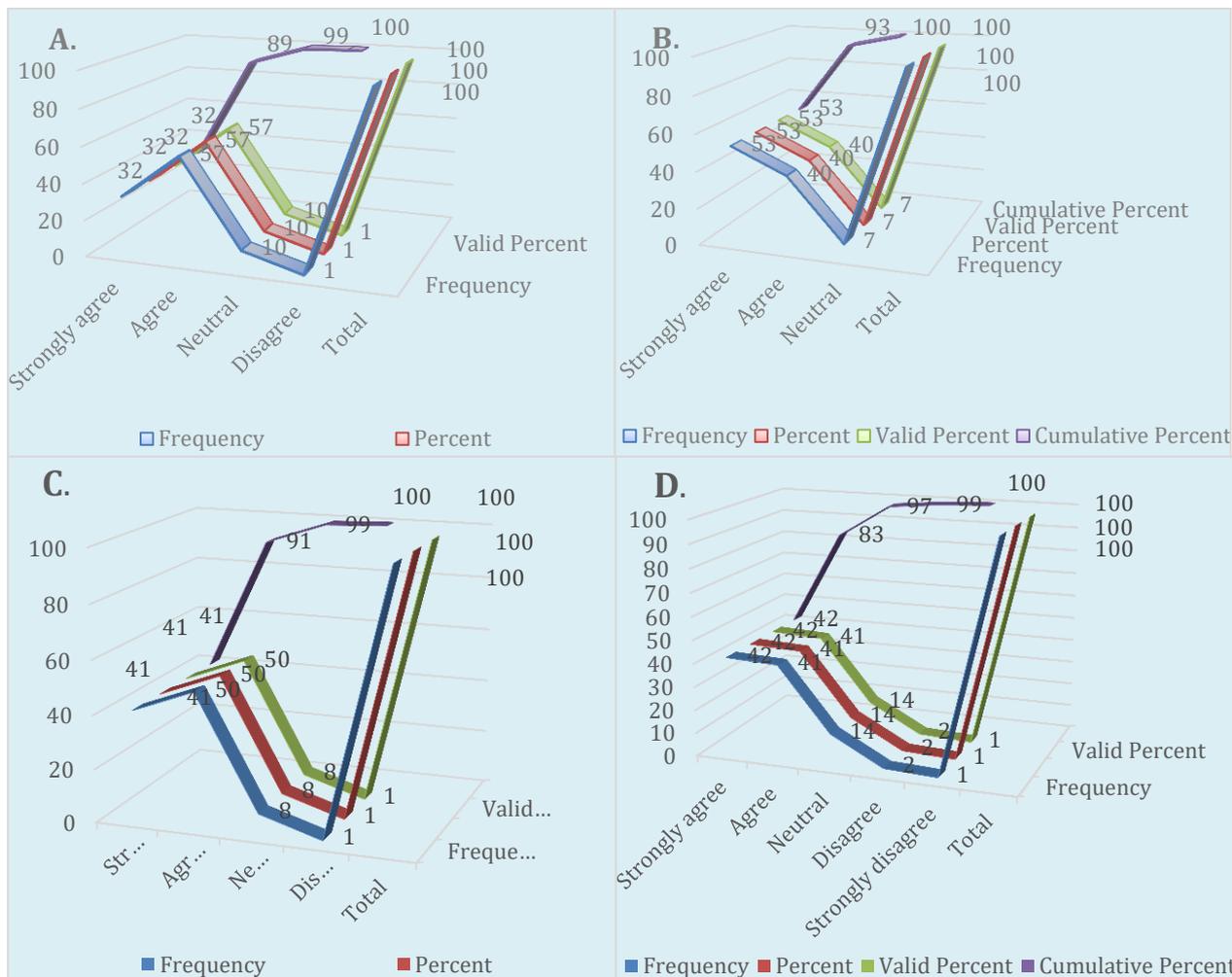
Figure 2B. indicates that 53 (53.0) students strongly agree and 40 (40.0%) students agree about the statement of reading is important for academic performance whereas 7 (7.0%) students neutral with the statement. So, it included that the majority of (53.0%) students were strongly agreeing about the statement of reading is an important for academic performance.

**Reading habits have a positive relationship with achievement and motivation in academic performance**

Figure 2C. indicates that the reading habits have a positive relationship with achievement and motivation in academic performance. The 41 (41.0%) students strongly agree and 50 (50.0%) students were agreeing with the statement while 8 (8.0%) students neutral whereas 1 (1.0%) student were disagreeing about the statement that reading habits have a positive relationship with achievement and motivation in academic performance. So, it expresses that majority (50.0%) of students were agree with the statement.

**Reading is vital academically and motivationally to achieve greater knowledge and success**

Figure 2 D. showed that 42 (42%) students strongly agree and 41 (41.0%) students agree about the statement that reading is vital academically and motivationally to achieve greater knowledge and success while 14 (14.0%) students neutral with the statement whereas 2 (2.0%) students disagree and 1 (1.0%) student strongly disagree with the statement. So, it shows that majority (42.0%) students were strongly agree with the statement that reading is vital academically and motivationally to achieve greater



**Figure 2:** A. Effect of Reading Culture on Students, Comprehension and Understanding, B. Importance of Reading in Enhancing Academic Performance, C. Relationship Between Reading Habits, Academic Achievement, and Motivation, D. Significance of Reading for Academic and Motivational Success Among University of Turbat Students, Balochistan.

**Reading books develop language skills**

Figure 3A. highlight that reading books develop language. The 54 (54.0%) students strongly and 38 (38.0%) students agree with statement while 6 (6.0%) students neutral whereas 1 (1.0%) student disagree and 1 (1.0) strongly disagree about the statement that reading books develop language skills. So, it concluded that majority of (54.0%) students strongly agree about the statement.

**A learner with strong reading habits can achieve his/her academic goals**

Figure 3B. indicates that a learner with strong reading habits can achieve his/her academic goals. It shows that 45 (45.0%) students strongly agree and 46 (46.0%) students agree with the statement that a learner with strong reading habits can achieve his/her academic goals. While (8.0%) students neutral with statement whereas 1 (1.0) %



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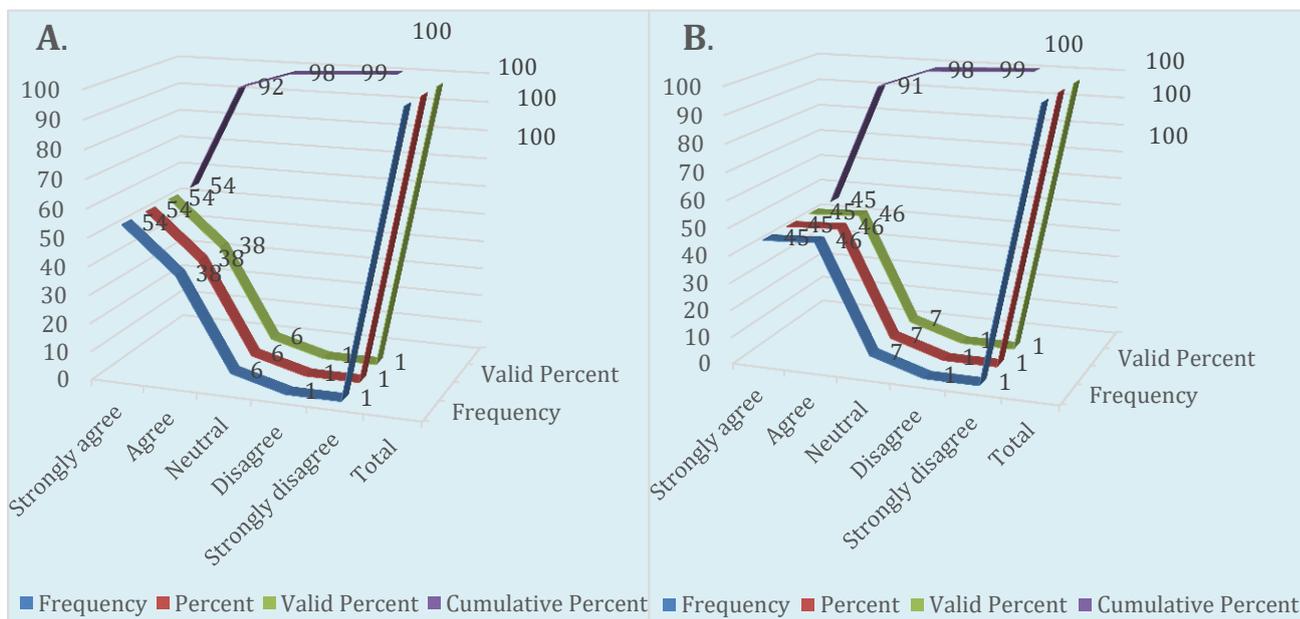
students disagree 1 (1.0) % students were strongly disagreeing about the statement that a learner with strong reading habits can achieve his/her academic goals. So, it included that majority (46.0%) of students were agree about the statement.

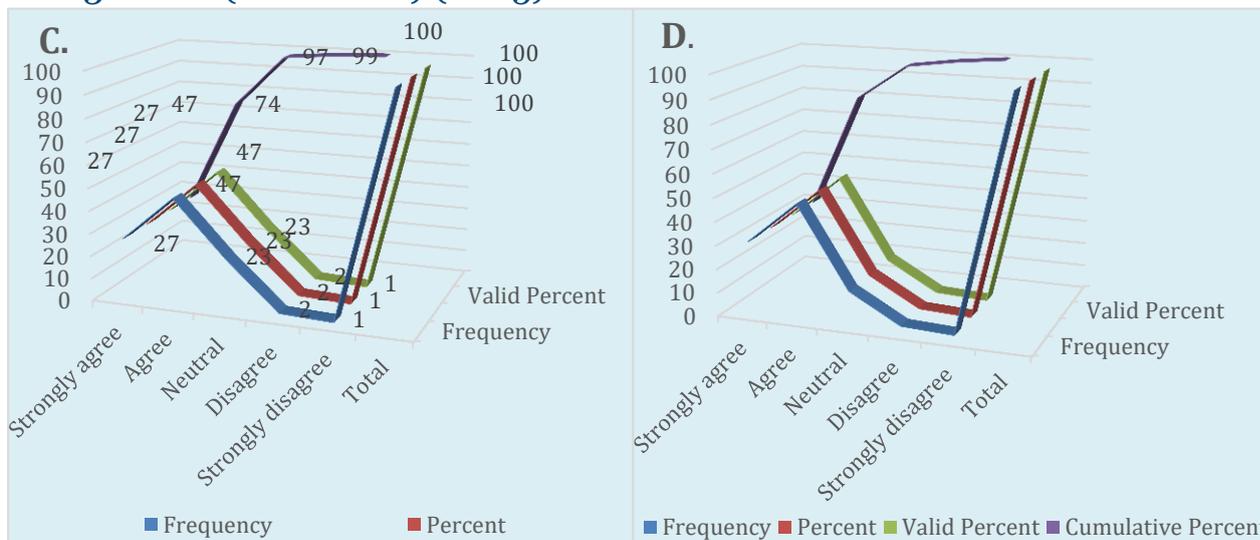
### Parental involvement is integral in initiating reading habits in children from an early age at home

Figure 3C. indicates parental involvement is integral in initiating reading habits in children from an early age at home. It shows that 27 (27.0%) students strongly agree and 47 (47.0%) students agree with statement while 23 (23.0%) students neutral about the statement similarly 2 (2.0%) students disagree and 1 (1.0%) student strongly disagree with statement. So, it included that majority (47.0%) of students were agree about the statement that parental involvement is integral in initiating reading habits in children from an early age at home.

### Parental involvement has a great influence on reading interests

Figure 3D. indicates parental involvement has a great influence on reading interests. It shows 31 (31.0%) students strongly agree and 49 (49.0%) students agree with statement while 15 (15.0%) students neutral whereas 3 (3.0%) students disagree and 2 (2.0%) students were strongly disagreeing with the statement that parental involvement has a great influence on reading interests. So, it included that majority (49.0%) of students agree about the statement.





**Figure 3:** A. Reading books develop language skills, B. A learner with strong reading habits can achieve his/her academic goals, C. Parental involvement is integral in initiating reading habits in children from an early age at home and D. Parental involvement has a great influence on reading interests in University of Turbat Students, Balochistan.

**Parental guidance and tutoring at home enhance the reading culture among learners**

Figure 4A. showed that 36 (36.0%) students strongly agree and 43 (43.0%) students agree with statement that parental guidance and tutoring at home enhance the reading culture among learners while 17 (17.0%) students neutral with statement similarly 3 (3.0%) students disagree with statement and 1 (1.0%) student were strongly disagreeing with statement. So, it included that majority (43.0%) of students agree about the statement of parental guidance and tutoring at home enhance the reading culture among learners.

**Libraries are places which build reading habits in learners**

Figure 4B. indicates libraries are places which build reading habits in learners. It shows that 42 (42.0%) students strongly agree and 42 (42.0%) students agree with statement whereas 15 (15.0%) students neutral with statement similarly 1 (1.0%) student strongly disagree with statement. So, it concluded that majority (42.0%) of students agree about the statement that libraries are places which build reading habits in learners.

**Libraries provide awareness in reading and library usage**

Figure 4C. indicates libraries provide awareness in reading and library usage. It shows that 34 (34.0%) students strongly agree and 50 (50.0%) students agree with statement as well as 10 (10.0%) students neutral whereas 6 (6.0%) students were disagreeing with statement. So, it included that majority (50.0%) of students were agree about the statement of libraries provide awareness in reading and library usage.

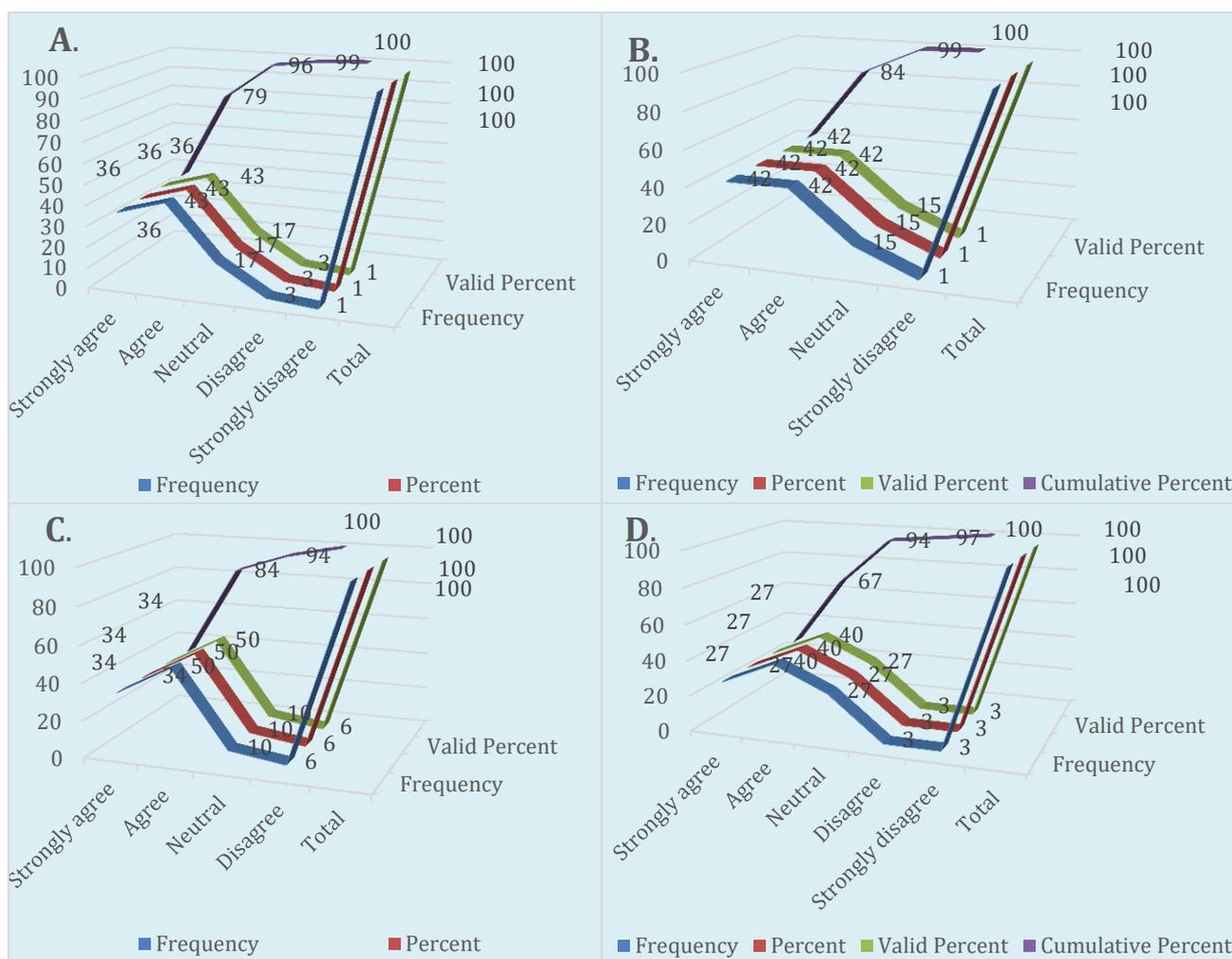


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**lifelong reading habit is developed through regular promotion by libraries**

Figure 4D. indicates a lifelong reading habit is developed through regular promotion by libraries. It shows that 27 (27.0%) students strongly agree and 40 (40.0%) students agree with statement similarly 27 (27.0%) students neutral with statement whereas 3 (3.0%) students disagree and 3 (3.0%) students strongly disagree with the statement that a lifelong reading habit is developed through regular promotion by libraries. So, it included that majority (40.0%) of students were agree with the statement.

**Figure 4:** A. Parental guidance and tutoring at home enhance the reading culture among



learners, B. Libraries are places which build reading habits in learners, C. Libraries provide awareness in reading and library usage and D. A lifelong reading habit is developed through regular promotion by libraries at university of Turbat Balochistan.

**Textbooks, storybooks, novels, newspapers and magazines in libraries promote reading culture among learners**

Figure 5A. indicates textbooks, storybooks, novels, newspapers and magazines in libraries promote reading culture among learners. It shows that 24 (24.0%) students strongly agree and 58 (58.0%) students agree with statement similarly 12 (12.0%) students neutral with the statement whereas 2 (2.0%) students disagree and 4 (4.0%) students were strongly disagreeing with statement. So, it included that majority (58.0%)

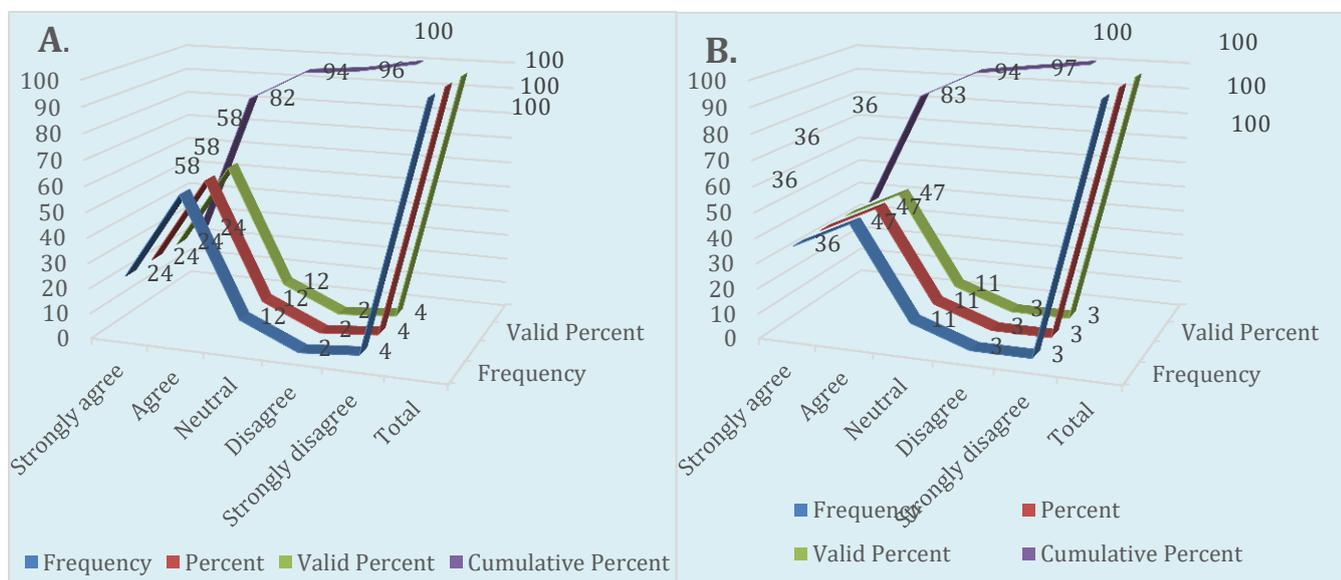


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of students were agree about the statement of textbooks, storybooks, novels, newspapers, and magazines in libraries promote reading culture among learners.

**Information and resources available in libraries improve reading comprehension**

Figure 5B. indicates information and resources available in libraries improve reading comprehension. It shows that 36 (36.0%) students strongly agree and 47 (47.0%) students agree with statement similarly 11 (11.0%) students neutral with statement whereas 3 (3.0%) students disagree and 3 (3.0%) students were strongly disagreeing about the statement that information and resources available in libraries improve reading comprehension. So, it included that majority (47.0%) of students were agree with the statement.



**Figure 5:** A. Textbooks, storybooks, novels, newspapers, and magazines in libraries promote reading culture among learners and B. Information and resources available in libraries improve reading comprehension at university of Turbat Balochistan.

**DISCUSSION AND FINDING**

**Discussion**

Reading culture has positive impact on student’s academic performance as well as reading habit is integral for developing academic skills among learners such as it develops writing skills, comprehension skills, leadership qualities, which help them to achieve their academic goals effectively. Similarly, this study based to examine the factors which have positive role for the promotion of reading culture among students and how it influences student’s academic performance. Additionally, the 100 participants from education department exclaimed that reading culture promotes through libraries which contains different kinds of books which provide information and knowledge from different area and that develop their professional skills in their academic field. Similarly, the most of the respondents felt that parental involvement was the basic factor that develop reading habits in child an early age through guidance and tuitioning at home due to that they felt confidence in their academic life. Hence the tested hypothesis of this study validated that shows there was positive relationship between reading culture and student’s academic performance at University of Turbat.



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### **Finding**

The main purpose of this study was to identify the factors which have a positive role for the promotion of reading books culture among students and how it influences student's academic performance at the University of Turbat. Similarly, the study collected the positive views regarding those variables which we used as a factor which have a role of promotion books reading culture among learners. The finding shows that the gender of responds 100 between them 54 (54.0%) were males participated in this study similarly 46 (46.0%) were females participated in this study. The finding revealed that the participation of males was more as compare to the participation of females in this study. Additionally, the CGPA of respondents were ranged between 2.00 to 3.00 and 3.00 to 4.00. The majority of respondents CGPA were in 3.00 to 4.00 in this study. In this study the respondents belonged from B.Ed. 2nd semester, B.Ed. 4th semester, B.Ed. 6th semester, and B.Ed. 8th semester of education department and the data were collected from those students which have reading habits. Significantly the result of study underline that the majority 57 (57.0) of students agree about that reading culture was important for academic performance because it develops comprehension and understanding. Similarly, according to the respondents that reading culture develops language skills which were beneficial for their academic life due to that students easily achieve their academic goals. Additionally, the finding of study revealed that (58.0%) student's response that library was the main factor for promotion of reading books culture that contains varieties of books such as textbooks, storybooks, novels, newspapers and magazines improve reading comprehension as well as enhance their academic performance and also, they felt regular usage of library develops reading habit which promotes reading culture. Similarly, 43 (43.0%) respondents highlight that parental involvement plays a positive role for the promotion of reading culture among child in an early age and parental guidance at home play a positive influence on reading culture as well as it develops reading habits among child which promotes reading interest towards learners. The finding of study highlights that reading books culture has positive influence on student's academic performance at the University of Turbat. Because the result of this study shows that the majority of respondents felt that libraries and parental involvement were main factors which promotes reading habit among learners in early age and make them able to achieve their academic performance or academic goals without any trouble. So, the results highlight that the majority of respondent's response were express that Libraries and parental involvement have a positive role for the promotion of reading books culture among learners.

### **SUMMARY**

The study investigated the factors that promotes reading books culture among learners and how it influenced student's academic performance at the University of Turbat. The majority of undergraduate student's response that reading books culture have positive influence student's academic performance at University of Turbat and they felt reading culture promotes due to the libraries and early parental involvement. The most of undergraduate students' response that the parent was a basic factor for initiation reading culture among children similarly majority of undergraduate students' response that regular library could enhances reading culture habits among learners. The objectives of this study were (1) to identify the impact of reading culture in the enhancement of the academic performance of students. (2) To identify the factors that have promote the build-up of reading culture. (3) To provide recommendations on possible solutions to increase the interest of young people towards reading. Similarly, the research questions of this study based on research objectives which were designed for investigated (1) how



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do reading habits impact students academically? (2) What factors promotes the formation of a reading culture in youths? (3) What are the possible methods that promote students' interest towards reading?

Quantitative method was used for this study as well as the significance of this study helped students to enhance understanding and knowledge. Similarly, this study provides awareness among learners about verities of books such as storybooks, textbooks, novels that enhances learner's interests towards reading. Which enable them to experience different knowledge and information as well as prepare them to build career in their professional field. The aim of this study was to provide awareness on the significance of reading habits in educational institutions as well as to provide awareness about the beneficial of reading culture in early age of children. The study was limited in the boundary of education department at the university of Turbat with the ethics and permission of participates date were collected from them. The population of the study was that undergraduate students of education department at University of Turbat. The sample size of this study was 100 undergraduate students taken none randomly through a purposive sampling design. The adapted questionnaires based on the thesis topic which were consist fifteen statements for data collection from participants. The data analyzation occurred through SPSS software. Similarly, the following test such as frequency, percentage, mean score and standard deviation data were analyzed. The study highlights the significant impact of reading culture and habits on students' overall academic success at the University of Turbat, Balochistan. Findings reveal that reading enhances comprehension and understanding, strengthens academic performance, and fosters greater motivation and achievement. Developing a strong reading culture is therefore vital for gaining knowledge, improving academic outcomes, and achieving long-term educational success.

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