



Exploring Consumer Behaviors And Trends In The Philippine Book Retailing Industry

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ABSTRACT

This study aims to explore the dynamics of the Philippine book retailing industry by examining consumer behavior and identifying promising growth areas, along with strategies for improvement. Questionnaires were distributed to respondents living in the country, and the total sample consists of 213 participants. Percentage analysis, frequency count and ranking method were used to analyze the collected data to test hypotheses. The results revealed that consumer demand, market structure, and industry competition affect the profitability of the book retailing industry in the Philippines. Online book services, particularly for English-language books and specific genres, are preferred. National Bookstore leads in brand loyalty, with social media influencing choices. The willingness to pay more for specific book types suggests prospects for specialized offerings. Content, competitive pricing, and authorship significantly shape purchase decisions.

Keywords: Philippine Book Retailing Industry, Consumer Behavior, Bookstores, Book Retailers, Online Book Services, Reader Preferences, Social Media Influence

1. Introduction

This study sets out to investigate the Philippine book retailing market comprehensively to offer significant insights into consumer behavior and industry dynamics. This study, which relies on the Unified Theory of Acceptance and Use of Technology (UTAUT), is the result of careful investigation. Our objectives involve clarifying the nuances within the Philippine book retailing landscape and contributing significantly to the existing knowledge base. By means of a methodical examination of consumer preferences and strategic prospects, we aim to outline the features of this sector and provide well-informed suggestions for its improvement. This introduction lays the groundwork for a comprehensive discussion of the different parts that make up the Philippine book selling industry.

Satisfying consumers' wants and needs is a must in any industry, including the Philippines' book retailing industry. Books are tools that have been used for centuries in hopes of writing town history, education, philosophy, story, and others that have contributed to the advancement of different civilizations across the globe. While time flies by, so does the advancement of books and in today's age, a new type of book has been made using the digital format and with the help of the internet, an "Electronic book" also known as an e-book. According to Söderlund, M. (2017) consumer happiness and self-interest are key factors in boosting consumer demand for products. The study of consumer behavior, defined as the examination of how individuals choose, acquire, utilize, and discard various entities—ranging from objects and experiences to ideas and services—along with its consequences on both the consumer and society, can be correlated with our investigation (Roy, 2022).

The concept of a book, according to Johnson (M. J. 2019), is used to identify discourse points where artifacts and objects inspire new readings and how these new readings affect power systems. According to Clark and Phillips (2014), the idea of scarcity is increasingly employed to characterize the financial ability of readers and organizations to acquire content and books. According to Tosun (2014), an e-book is an electronic format that scans one or more printed books or materials.

In today's age purchasing a book are more convenient by using modern technology such as the internet, but some are not the case. Based on Cheng, Y., & Qiu, L. (2018) because there is no psychological ownership associated with e-books, consumers' attitudes and behavior toward them are less valuable than those toward traditional books. Rao, K. N., Tripathi, M., & Kumar, S. (2016) stated that only 57.5% of needed books are available in digital format, which revealed that print copies of academic publications are less expensive than digital versions.

This study aims to unravel the dynamics of the Philippine Book Retailing Industry, focusing on how consumer behaviors shape its landscape. The main research question guiding our inquiry is: How do consumer behaviors influence the Philippine book retailing sector? To address this, we investigate specific aspects, exploring the impact of consumers' demand, scrutinizing the role of market structure, and examining how industry competition relates to profitability. Using a predominantly ranking-oriented survey and the Weighted Average method aligned with the Unified Theory of Acceptance and Use of Technology (UTAUT), we concentrate on book availability, pricing dynamics, and the current reading crisis in the Philippines. Through an online survey questionnaire, we aim to unveil consumer preferences and behaviors, shedding light on emerging trends and profitable niches within the industry.

Background of the Study

As times changes so does the book industry in which they are able to adapt towards the new trends and technology in order to satisfy the demand of consumers. Recognizing customer satisfaction as a fundamental aspect across all businesses and industries is imperative, as it furnishes marketers and business owners with a metric to gauge and enhance business performance from the customer's standpoint. Alison Baverstock (2015) writes that it is no longer feasible to discuss book marketing in singularities. Sales, promotion, and marketing have become more difficult due to the market's growth, a variety of target markets, and specialty publishing. Furthermore, it is widely

regarded as a critical distinction in a competitive marketplace where businesses are constantly competing for customers. There are many other innovative business models that have been tried out, ranging from new distribution methods to plans for removing barriers between publishers and customers to platforms for connecting prospective authors and publishers. (Faherty, 2015). Consistently evaluating and monitoring customer satisfaction allows informed decision-making to enhance overall service quality and establish a distinctive edge over competitors. Consequently, it stands as one of the widely utilized indicators for predicting consumer repurchase and ensuring customer retention.

The book industry has been a major part towards education. Despite today's technological advancement numerous schools here in the Philippines lacks the resources to purchase any type of reading material for their students. In which demands books is quite crucial. Due to the Philippines being a developing country poverty rate is quite and based on Jensen, E. (2013) students who are living in poverty can affect their education. Thus, reading comprehension is quite low (Ditona, G., & Rico, F., 2021), (Caraig, R., & Quimbo, M. A., 2022), Libre III, S. J., & S. Decano, Dr. R. (2021). Physical books are one way to enhance the education comprehension of those students but e-books have also been found which is highly effective to achieve higher education (Makwanya, C., & Oni, O. 2019). (Reich, S., & Warschauer., M., et, al . 2016) even for preschoolers, there has been a positive effect of e-books on their education. Yet due to the pandemic, there was a major impact on education at an international level (Marinoni et al., 2020).

The Philippines books industry has many potentials in today's age and in the future. Such as publication of news, articles, and other forms of reading materials not only in paper, but also towards technology. As the world have shift towards the advancement of easy access of communication and sharing of culture and knowledge can be achieved. As Filipinos are regarded to be a proud people in rich with culture it is only right that Filipinos can share their culture towards every other nation.

2. Literature Review

2.1 Consumer demand and the book retailing industry

Söderlund, M., & Sagfossen, S. (2017) stated that consumer satisfaction plays a leading role in increasing consumer demand for a product. Self-interest also helps with how consumers tend to decide on purchasing products. In the economic context, consumer behavior encompasses all human actions and conduct linked to the acquisition and utilization of goods and services. Understanding this facet aids in crafting strategies for market penetration and gaining insights into specific industry classifications (Roy, 2022). Sandip Sarker (2013) explored the impact of

personality on consumer goods purchasing in the Khulna region, comparing neo-Freudian theories with trait theory. Compliant, aggressive, detachment, dogmatism, and ethnocentrism are a few of them. Since various customers have distinct personality qualities that reflect their buying behavior, the author hypothesized that personality has a substantial impact on consumer purchasing behavior. Yu, H.-Y. (2014) study shows that catering and adapting to different types of consumers can lead to a higher chance of satisfying consumers' experience in purchasing. For consumers that prefer a more fast-paced approach to purchasing online bookshops are suited for them, compared to consumers' preference for traditional bookshops that has a more serendipity approach (Laing, A., & Royle, J., 2013).

Based on Department for Education (2012), Age and gender takes a big part in whether people enjoy reading or not. (Kilian, T., Hennigs, N., & Langner, S. 2013), determined that millennials are capable of adapting from traditional printed formats to digital formats of reading materials that address their needs. Findings from an online questionnaire survey indicate that around one-third of book purchases are intended as gifts. Women exhibit a greater inclination to purchase and read books compared to men, and this trend is more pronounced among higher-educated and older consumers. Furthermore, book purchases as gifts are characterized by lower impulsivity, whereas women tend to display more impulsive buying behavior when acquiring books for personal use (Leitao et al., 2018).

Another study found that readers or the public preferred to purchase books during book festivals, which suggested that book companies and the government should work to organize more such book festivals in the future. It also revealed an expected finding that the key criterion for book purchase is the book's content (Prabhukumar & G, 2015). Meanwhile, majority of students were found to like both print and electronic books, demonstrating the strength of this choice. A survey found that most students felt that e-books were more effective than traditional print books at teaching affective and psychomotor skills. They also stated that using an e-reader enables them to participate in class activities, link ideas, and apply what they learn to situations (Makwanya & Oni, 2019).

H₀1: Consumers demand does not affect the Philippine book retailing industry.

2.2 Market structure

When comparing traditional consumer behavior in bookstores with that of the internet, an empirical study shows that distinct customer habits exist. The focus and speed with which online customers approach their purchases is most notable. as opposed to normal book buyers who favor a time-consuming, impromptu approach. Online bookstores have an advantage over traditional bookstores, but there is more chance for chance browsing. (Laing & Royle, 2013). Consumers increasingly use the Internet as a social platform to look for and exchange information with others (Schultz and Peltier, 2013). It is not difficult for customers to locate a book and decide to make a purchase on online platforms when the cost of shipment is minimal. To minimize price rivalry with new bookstores in this situation, used bookshops should not unduly advertise their specialization. Since the expense of shipping is significant, second-hand bookshops might increase their earnings by emphasizing the uniqueness of their offerings (Wang et al., 2022).

Furthermore, the inclination of consumers to buy books online is positively influenced by the COVID-19 pandemic. The study indicates that utilitarian motivations strongly predict consumers' intentions to buy books online, emphasizing practicality and usefulness. The fact that most customers are concerned about the COVID-19 pandemic situation is one potential cause. So, the pleasurable feelings and sensations connected to this action have less of an impact on their online book purchase (Nguyen et al., 2020).

Businesses have gradually increased the selection of non-book products they sell in response to the fierce online competition. Given that they were comparatively ineffective in non-book retailing, the biggest book chain stores were nonetheless the ones who suffered the most. Wu, (2018) created a dynamic oligopoly model of the book retailing sector in order to measure the impact of online shopping on the structure of the market at equilibrium. The model suggests, among other things, that despite the big chains' non-book presence expanding the most over time, the rise of online competition has disproportionately impacted their long-term profitability during the last time period of research by over 30%. The industry for physical bookstores still has some potential for growth if traditional booksellers can adapt to new technologies and consumers' changing reading habits (Lee & Park, 2020). The ratio of total surplus to price must be used by libraries to determine which books to buy, starting with the highest ratio and continuing until their budget is depleted (Bailey, 2012).

Using three factors: cultural, religious beliefs and social influence can be correlated to the Unified Theory of Acceptance and Use of Technology (UTAUT). The Philippines such as like other nations have its own unique culture and is home to citizens of different religious beliefs across 17 regions. Cultural elements such as buyer culture, subculture, and so on have a significant impact on consumer behavior as well as socioeconomic class (Gajjar, 2013). Religious beliefs can also be a factor in consumers' behavior toward purchasing products such as books (Mathras, 2016). Filipinos are also known to be well connected with the internet and with the help of multiple social media platforms it has shown that consumers' pre-buy behavior and online purchasing selections can be influenced by a social net based on Saura, J. (2020).

H₀2: Market structure does not affect the book retailing industry in the Philippines.

2.3. Industry Competition

According to the study, the relevance of the model's determinants in a particular business varies. Technology development has led to the creation of new competition formats. Wu's (2018) study shows, online markets have shown great competition against traditional bookstore chains. With modern technology, some studies have shown that numerous individuals found it more practical and efficient (Bando et al., 2017). Even other facilities such as libraries nowadays have adopted modern technology (Besen et al., 2012).

Cullotta (2012) discussed that e-books have been a huge profit for libraries compared to bookstores in which e-books help with libraries facility renovation infrequently plans including increasing shelf space for print products,

bringing the percentage down to less than 2% of many collections, in part because some publishers restrict their access at libraries. This is a big factor considering how libraries help with the image and stability of citizens of their respective communities (Mersand et al., 2018).

With the rise of numerous online book retailing platforms such as Goodreads and Amazon in which both platforms have a unique strategy for satisfying the needs of consumers (Dimitrov et al., 2015). E-book versions are being published nearly simultaneously with print editions, and 57.15% of the 462 titles examined had an e-book counterpart that was available either immediately or within a sixty-day period. However, e-books are not uniformly cheaper in terms of an initial capital outlay than print books, according to the Auburn University at Montgomery faculty who studied book order requests (T. L. Bailey et al., 2015).

Although the online bookshop has the benefit of having extremely cheap inventory costs, clients must wait several days for their products to arrive. In contrast, customers may get their books right away from physical stores, but doing so requires them to pay for transportation. According to this survey, the online bookshop has a bigger market share than the physical bookstore in specific waiting pricing categories and offers a wider selection of products at cheaper prices. It also draws in a higher percentage of customers who place a high value on variety. The absence of price distortion should be the first and best option (Chu et al., 2012). Bookstores must respond to both competitive pressure from other physical bookstores and the online channel (Wu, 2018). The whole impact of internet competition on physical bookshops may be divided into two channels. The immediate result of internet competition is that conventional retailers' sales are being constrained. The huge chains are disadvantageous to small independent bookshops due to the direct effect of online competition, but there is also an indirect effect that proportionate influence on independent bookstores must be experimentally assessed. Before the emergence of internet competition, the big box stores were eliminating the less efficient neighborhood bookshops as they gained control.

H₀₃: Industry competition do not affect the profitability of the book retailing industry in the Philippines.

2.4 Synthesis

This research aims to explore consumer behaviors and emerging trends in the Philippine book retailing industry by utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT). The objective of this research is to identify profitable areas of growth within the industry, as well as the strategies firms can use to capitalize on these opportunities. The implications and limitations of this research will be discussed, along with the strategies firms can use to capitalize on the emerging trends in the Philippine book retailing industry.

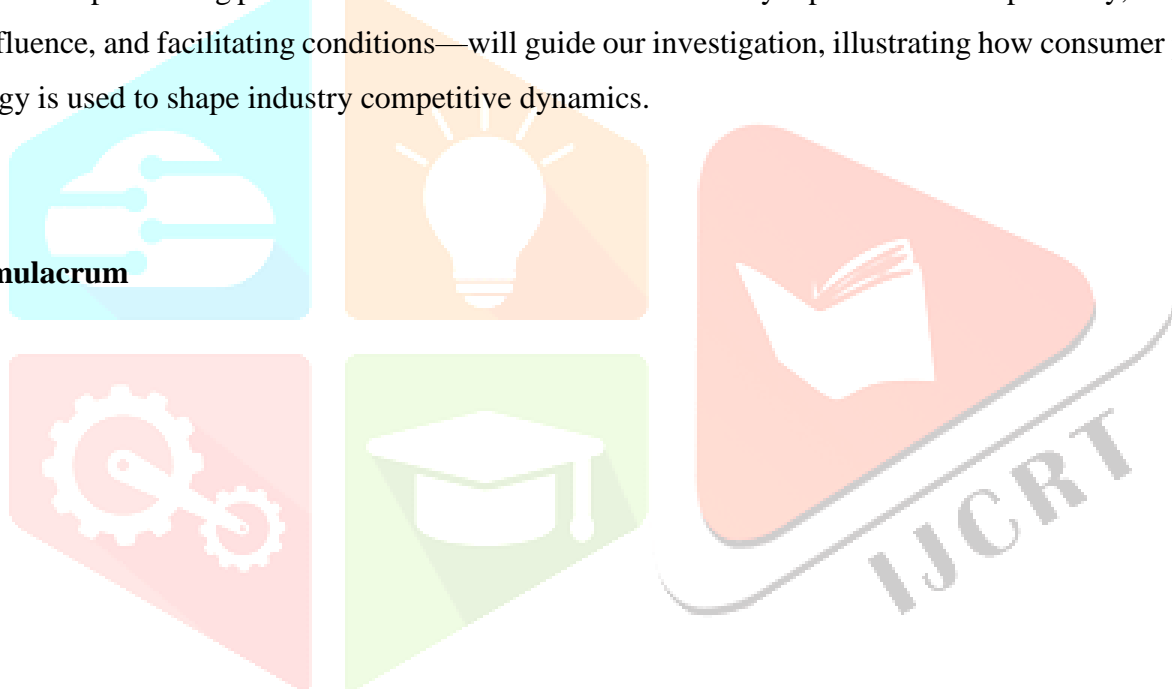
2.4.1 Theoretical Framework

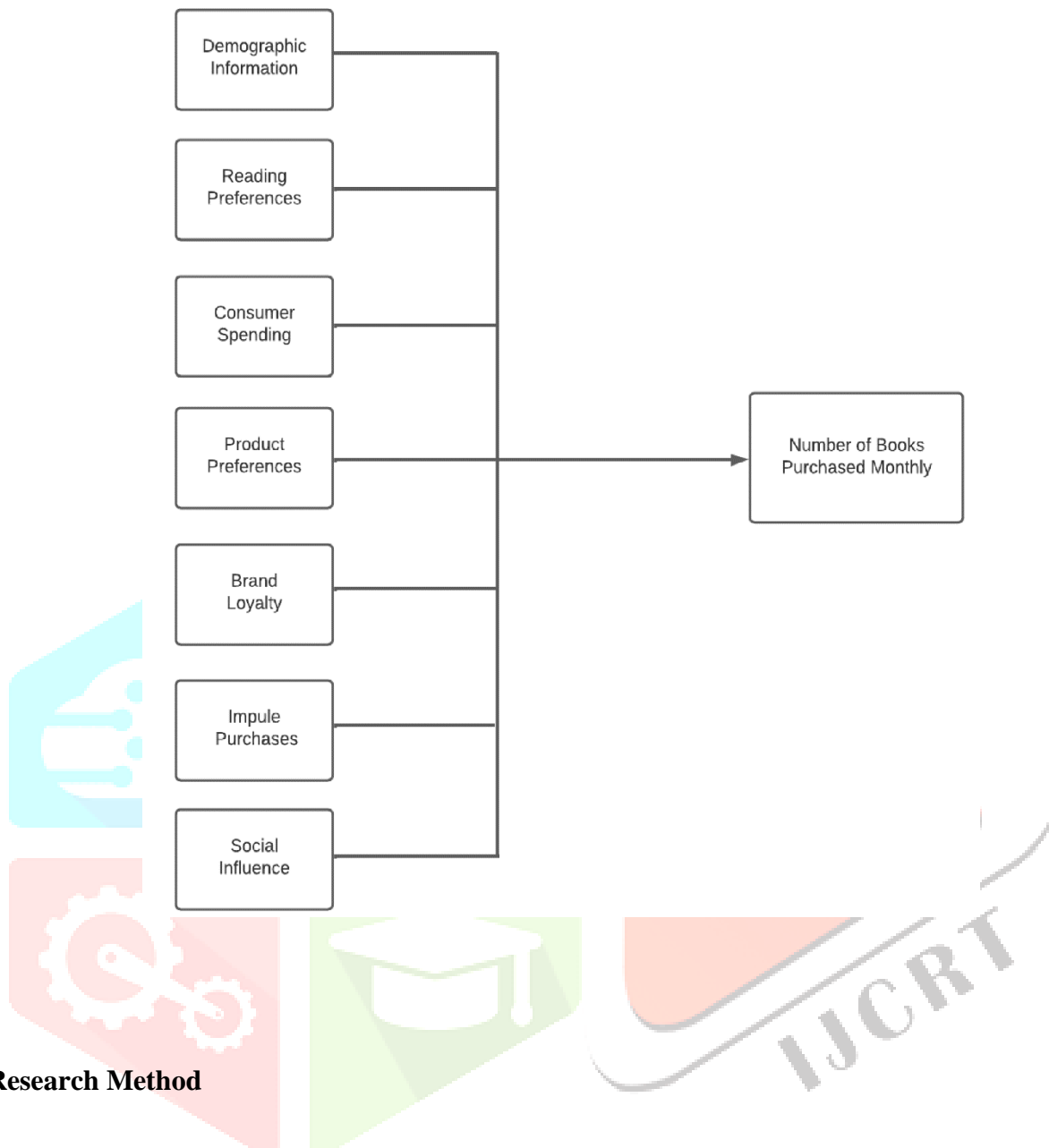
The Unified Theory of Acceptance and Use of Technology (UTAUT) will be used to gain insight into the competitive environment and the behavior of firms in the market. Additionally, quantitative approaches will be used such as percentage analysis for categorical data and ordinal-level measurement with the weighted average method for ranked variables, ensuring a thorough understanding of the data.

Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh, Morris, Davis, and Davis in 2003, stands as a versatile framework initially designed to comprehend individuals' acceptance of technology. While rooted in technology, UTAUT's adaptability allows for its application to broader contexts, making it particularly relevant to our exploration of the Philippine book retailing industry. By employing UTAUT, we aim to unravel the intricacies of consumer behavior as it relates to the adoption and utilization of technological elements within the book purchasing process. The central elements of the theory—performance expectancy, effort expectancy, social influence, and facilitating conditions—will guide our investigation, illustrating how consumer preferences for technology is used to shape industry competitive dynamics.

2.4.2 Simulacrum





3. Research Method

The researchers employed online survey questionnaires to collect data using a random sampling method from a sample of book-buying consumers. This method was chosen to efficiently reach a large audience and gain in-depth insights into consumer behaviors within the Philippine book retailing industry.

The structured questionnaire is designed based on our dependent variable, the Number of Books Purchased Monthly, and independent variables including Demographic Factors (Age Group, Occupational Status, Monthly Income), Reading Preferences (Language, Genre), Consumer Spending (Amount Spent, Purchase Method, Factors Considered, Willingness to Spend More), Product Preferences (Book Conditions, Book Format), Brand Loyalty (Book Retail Store Preferences), Impulse Purchases, and Social Influence.

Categorical data within those variables were summarized using percentage analysis. For the ranking method, respondents were asked to rank each option according to their preference: 1 as the most preferred, 2 as moderately preferred, and 3 as the least preferred. The number of respondents who assigned a particular rank to an option was

multiplied by the corresponding rank number to obtain the sum of weighted ranks. This cumulative sum was then divided by the total number of respondents to derive the weighted average. The resulting weighted average simplifies the determination of the order of preference, where a lower value indicates a higher preference.

Sum of Weighted Ranks = (Number of Respondents who answered Rank 1 * 1) + (Number of Respondents who answered Rank 2 * 2) + (Number of Respondents who answered Rank 3 * 3) / Total Number of Respondents

Weighted Average = Sum of Weighted Ranks / Total Number of Respondents

Percentage = Frequency / Total Number of Respondents

This data analysis ensured a systematic approach to deriving insights from the collected data. By applying the Unified Theory of Acceptance and Use of Technology, the researchers aimed to gain a better understanding of consumer preferences in book buying and formulate strategies to profile consumer behavior in the Philippine book retailing industry.

3.1 Sample Size and Technique

In this study, our focus centered on the niche segment of book buyers within the broader consumer population. Employing a random sampling technique, participants were selected from the existing pool of book buyers, ensuring an unbiased representation of this specific group. The inclusion criteria for participation in the study required individuals to be Filipino citizens, aged between 18 to 50 years old, and identified as book buyers. Conversely, exclusion criteria encompassed individuals who did not meet these specified characteristics, ensuring that the sample was targeted and aligned with the research objectives. The researchers aimed to secure a minimum of 150 respondents with an 8% margin of error as it was reasonable and acceptable for surveys conducted on a nationwide or large-scale basis, while recognizing the need for flexibility in accommodating a potentially larger sample. The commitment was to ensure a comprehensive and representative exploration of the research objectives, allowing for an open-ended approach to respondent numbers. In the end, the final number of respondents gathered was 213.

4. Results and Discussions

The primary objective of this research is to explore the dynamics of the Philippine book retailing industry with a specific focus on consumer behavior. This study aims to examine consumer behaviors, identify promising growth areas, and propose strategies for improvement of the Philippine book retailing industry.

The researchers utilized online survey questionnaires to collect data through a random sampling method from a sample of book-buying consumers. The questionnaire is structure based on the independent variables which includes the demographic factors, reading preferences, consumer spending, product preferences, brand loyalty, impulse purchases, and social influence. These variables are measured using a combination of categorical data analysis (percentage analysis) and weighted preference ranking, employing the weighted average method for analysis of the ranked variables.

We use the Unified Theory of Acceptance and Use of Technology (UTAUT) to analyze how people's preferences and perceptions influence how they accept and use technology in different contexts, such as when buying books, in our study on the Philippine book retailing industry. UTAUT is based on technology acceptance, but it also examines how consumer behavior intersects with it.

The total sample consists of 213 respondents in which 48 are male, 164 are female, and 1 identified as non-binary. Majority of the respondents fall within the age group of 18 to 25 with 172 answers, 33 are aged 26 to 35, and 8 are among 36 to 50 years old. In identifying their occupational status, 124 are known to be students, 50 works full-time, 14 identified as freelancers, 13 are unemployed, and 12 works part-time. For monthly income, 145 answered that they earn less than 10,000 pesos, 38 earns 10,000 up to 20,000 pesos, 16 earns up to 30,000 pesos, and 14 makes more than 30,000 pesos. This summarizes the demographic aspect of our respondents.

4.1 Presentation of Results

The primary focus of this study revolves around the dependent variable of 'Number of books purchased monthly.'. This metric serves as an indicator of consumer engagement with the Philippine book retailing industry, summarizing the essence of demand and market participation. By quantifying the frequency of book purchases, we aim to unravel the details of consumer behavior and preferences in the dynamic landscape of book retail.

Table 1. Number of Books Purchased Monthly

Number of Books	Frequency	Percentage
1 to 2	139	65%
3 to 5	46	22%
6 to 8	13	6%
Others	15	7%
Total	213	100%

Source: Primary data

Table 1 reveals a trend indicating that a significant portion of book buyers acquire 1 to 2 books monthly. Subsequently, the second most common range is 3 to 5 books. The 'others' category, designed for open-ended responses, is on third place, enabling respondents to express insights beyond the predefined options. Finally, a minor percentage of participants reported purchasing 6 to 8 books per month.

Table 1.1 Custom Responses Overview

Others (Category)	Frequency
More than 8 books	2
Budget-driven	5
Occasional Buyers	8
Total	15

Source: Primary data

Table 1.1 shows the categorized custom responses provided by participants. It is evident that the most amount of frequency corresponds to occasional buyers, characterized by respondents who do not consistently purchase books every month but rather opt for quarterly acquisitions, occasionally indulging in binge-buying. Following this group are budget-driven participants, who emphasized that their book purchases are dependent on their present financial budget. Lastly, two respondents specified regularly buying 10 and 20 books each month, respectively.

4.1.1 Consumer demand and the book retailing industry

To test the first null hypothesis H01: Consumer demand does not affect the Philippine book retailing industry, we examine the frequency counts and percentage analysis for the independent variables of Demographic Factors (Age Group, Occupational Status, Monthly Income), Consumer Spending (Purchase Method, Factors Considered, Willingness to Spend More), Reading Preferences (Language, Genre), and Social Influence. These analyses will help us comprehend the distribution and prevalence of various consumer characteristics and behaviors.

Table 2. Percentage Analysis of Demographic Factors

Demographic Factors		Frequency	Percentage
Age Group	18 to 25	172	81%
	26 to 35	33	15%
	36 to 50	8	4%
	Total	213	100%
Occupational Status	Full-time	50	23%
	Part-time	12	6%
	Freelance	14	7%
	Student	124	58%
	Unemployed	13	6%
Total	213	100%	
Monthly Income (<i>in peso</i>)	Less than 10,000	145	68%
	10,000 to 20,000	38	18%
	20,001 to 30,000	16	8%
	More than 30,000	14	7%
	Total	213	100%

Source: Primary data

Table 2 demonstrates that majority of the respondents are aged 18 to 25, students, and has a monthly income of less than 10,000 pesos. The least number of participants are those aged 36 to 50, works part-time, and earns more than 30,000 pesos every month.

Table 3. Percentage Analysis of Preferred Method of Purchasing Books

Method of Purchasing	Frequency	Percentage
Online	99	46%
Physical	69	32%
No Preference	45	21%
Total	213	100%

Source: Primary data

Table 3 portrays that most people like using online book services. Followed by physical retail stores as the next popular choice. The last option is for people who either like both methods and don't have a strong preference for either, indicating a significant preference for both ways.

Table 4. Weighted Preference Ranking on the Contributing Factors of Purchasing Books

Contributing Factors	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Influence
	1	2	3				
Price	175	37	1	213	252	1.18	2
Author	114	83	16	213	328	1.54	3
Content	200	12	1	213	227	1.07	1
Availability	90	87	36	213	372	1.75	6
Popularity	35	91	87	213	478	2.24	10
Book Rating	95	87	31	213	362	1.70	5
Art Design/Aesthetics	66	101	46	213	406	1.91	7
As Gift	47	95	71	213	450	2.11	8
Book Collection	123	55	35	213	338	1.59	4
Required Reading	52	83	78	213	452	2.12	9

Source: Primary data

Table 4 illustrates the contributing factors that people consider upon purchasing a book. The content of the book emerges as the most important factor, followed by the price and the author, respectively. The desire to increase one's existing collection occupies the fourth spot, followed by the book's rating on the fifth. The book's availability is ranked sixth, and the art design and aesthetic aspects claimed the seventh place. The intention to gift a book is at eighth, and having a book as required reading is the ninth contributing factor. Lastly, the popularity of the book turns out to be the least important factor in the decision-making process for a purchase.

Table 5. Percentage Analysis of Responses to Paying More for Specific Book Types

Willingness to Pay More	Frequency	Percentage
Yes	172	81%
No	41	19%
Total	213	100%

Source: Primary data

Table 5 conveys that a great number of book-buying respondents are willing to pay more for specific book types compared to those who are not.

Table 5.1. Percentage Analysis Types of Books Preferred for Additional Payment

Book Type	Frequency	Percentage
Special Editions	126	73%
First Editions	57	33%
Collector's Edition	83	48%
Book box subscription	32	19%
New Releases	50	29%
Antiquarian Books	16	9%
Signed book by the author	123	72%
Others	3	2%

Source: Primary data

Table 5.1 unveils the result of the multiple-selection follow-up query to those who answered Yes in the previous question of willingness of paying more for certain types of books. A great percentage of participants are keen to pay

more for Special Editions, closely followed by signed books by the author. This item also constitutes the 'others' option where the respondents can specify their answer. The 3 others being mentioned are Vintage, Rare Editions/Out of Print, and Random Interesting Books.

Table 6. Percentage Analysis of Preferred Language among Book Purchases

Language	Frequency	Percentage
English	105	49%
Filipino	45	21%
No Preference	58	27%
Others: <i>Taglish</i>	5	2%
Total	213	100%

Source: Primary data

Table 6 indicates the preferred language of books purchased by consumers. A significant number of respondents opted for English, followed by those indicating 'no preference,' suggesting a lack of strong inclination towards a specific language. Filipino ranked next, with Taglish being the last, as indicated by respondents who selected the 'others' option.

Table 7. Weighted Preference Ranking of Book Genre

Book Genre	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Preference
	1	2	3				
Fiction	150	51	12	213	288	1.35	1
Mystery/Thriller	104	70	39	213	361	1.69	2
Sci-fi/Fantasy	81	90	42	213	387	1.82	4
Non-fiction	59	95	59	213	426	2.00	7
Self-help	53	71	89	213	462	2.17	9
Educational	53	98	62	213	435	2.04	8
Action & Adventure	78	87	48	213	396	1.86	5
Classics	62	97	54	213	418	1.96	6
Romance	98	64	51	213	379	1.78	3
Anthologies	50	96	67	213	443	2.08	8
Religious Books	18	71	124	213	532	2.50	10

Source: Primary data

Table 7 manifests the book genres consumers prefer to buy. Fiction is the most preferred genre, followed by Mystery/Thriller and Romance in the second and third spots, respectively. Next are Sci-fi/Fantasy in the fourth position, Action & Adventure in the fifth, Classics in the sixth, and Non-fiction in the seventh spot. The three least preferred genres among Filipino book buyers are Anthologies, Self-help, and religious books, respectively.

Table 8. Weighted Preference Ranking of the Social Influences on Purchasing Books

Social Influences	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Influence
	1	2	3				
Friends & Family	74	82	57	213	409	1.92	4
Social Media	150	49	14	213	290	1.36	1
Online Reviews	114	80	19	213	331	1.55	2

Celebrity Recommendations	12	55	146	213	560	2.63	7
Award-winning Recognitions	76	82	55	213	405	1.90	3
Book clubs	53	88	72	213	445	2.09	5
Print ads	10	61	142	213	558	2.62	6

Source: Primary data

Table 6 exhibits the sources of influence guiding consumers in their choice of book purchases. Social Media appeared as the most impactful, with online book reviews closely following on the second spot. The prestigious recognition of literary works through awards holds the third place of influence. Recommendations from friends and family is on the fourth spot, while book discoveries facilitated by book clubs are the fifth most influential. Print advertisements for books hold the sixth position, with celebrity recommendations being identified as the least influential factor.

4.1.2. Market Structure

To test the second null hypothesis H02: Market structure does not affect the book retailing industry in the Philippines, we analyzed frequency counts and percentage analysis for the variables related to Demographic Factors and Product Preferences (Book Conditions, Book Format). These analyses provided insights into the composition of the market and consumer preferences.

Referring to table 2, we now know that the least number of participants are those aged 36 to 50, works part-time, and earns more than 30,000 pesos every month. On the other hand, majority of the respondents are aged 18 to 25, students, and has a monthly income of less than 10,000 pesos. The least number of participants are those aged 36 to 50, works part-time, and earns more than 30,000 pesos every month.

Table 9. Percentage Analysis of Preferred Book Condition

Book Condition	Frequency	Percentage
Brand New	90	42%
Secondhand	47	22%
No Preference	76	36%
Total	213	100%

Source: Primary data

Table 9 displays that most respondents prefer to buy brand new books. This is followed by having no definite preference, which means people choose to like both conditions and don't have a strong preference for either, indicating a significant preference for both ways. The least preferred book condition is secondhand books.

Table 10. Weighted Preference Ranking of Book Formats

Book Format	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Preference
	1	2	3				
Paperback	166	39	8	213	268	1.26	1
Hardcover	91	93	29	213	364	1.71	2
Audiobook	8	43	162	213	580	2.72	4
E-book	38	69	106	213	494	2.32	3

Source: Primary data

Table 10 illustrates consumers' preferences for different book formats. The majority favor paperbacks, closely followed by hardcovers. E-books rank next in preference, while audiobooks are the least favored among consumers.

4.1.3. Industry Competition

To test the third null hypothesis H03: Industry competition does not affect the profitability of the book retailing industry in the Philippines, we evaluated frequency counts and percentage analysis for variables like Consumer Spending (Amount Spent, Purchase Method, Factors Considered, Willingness to Spend More), Brand Loyalty (Book Retail Store Preferences), and Social Influence. These analyses found patterns related to competition, consumer choices, and their impact on industry profitability.

Table 11. Percentage Analysis on Monthly Book Expenses

Monthly Book Expenses (<i>in peso</i>)	Frequency	Percentage
Less than 100	21	10%
100 to 500	111	52%
501 to 1,000	52	24%
More than 1,000	29	14%
Total	213	100%

Source: Primary data

Table 11 represents the monetary amount that consumers spend on purchasing books every month. A large number of respondents allocate 100 to 500 pesos for book expenses, followed by 501 to 1,000 pesos. After that are those with more than 1,000 pesos budget for books and lastly are those with less than 100 pesos expense.

In Table 3, the majority favors online book services, closely followed by a preference for physical retail stores. Notably, a segment appreciates both methods equally, indicating a significant dual preference. Shifting to Table 4, it details key considerations when buying books, highlighting content as the top priority, followed by price and author. Factors like building a collection and a book's rating follow, while popularity emerges as the least influential. Lastly, Table 5 reveals a substantial willingness among book-buying respondents to pay more for specific book types compared to those who are not inclined to do so.

Table 12. Percentage Analysis of Book Acquisition Channels

Book Acquisition Channels	Frequency	Percentage
National Bookstore	144	68%
Fully Booked	95	45%
Book Sale	124	58%
Local Publishing Houses	80	38%
Independent Bookstores	67	31%
Online Service Bookstores	141	66%
Book Festivals	52	24%
Others	12	6%

Source: Primary data

Table 12 exemplifies the various shopping channels through which consumers acquire books. Utilizing a multiple-selection method in the survey, respondents checked applicable items and provided specific answers in the "others" section. National Bookstore emerges as the top choice among Filipino book buyers, closely trailed by Online Service

Bookstores. Following closely is Booksale, a renowned local bookshop. Fullybooked follows, succeeded by Local Publishing Houses, Independent Bookstores, and book festivals, respectively.

In reference to table 6, it displayed the factors influencing consumers in choosing books. Social Media ranks highest, followed closely by online book reviews. Literary awards hold the third spot, and recommendations from friends and family come in fourth. Book club discoveries rank fifth, while print advertisements hold the sixth position. Celebrity recommendations are the least influential.

4.2 Discussion of the Results

4.2.1 Consumer demand and the book retailing industry

The demographic factors convey that most respondents belong to the 18 to 25 age group, predominantly students with a monthly income of less than 10,000 pesos. This indicates a potentially price-sensitive market which suggests the need for marketing strategies that resonate with the preferences and financial considerations of a younger audience.

The consumer spending habits illustrate a preference for online book services over physical retail stores, emphasizing the growing importance of digital platforms. Contributing factors influencing purchase decisions include content, price, and authorship. This suggests that retailers should focus on curating a selection of books with interesting and quality content, observe competitive pricing, and promote authors that may have a favorable reputation or a good following. Moreover, a significant number of respondents show willingness to pay more for specific book types. Special Editions and books signed by the author resulted as the most preferred types. This showcases an opportunity for the book sellers to consider special and exclusive offers.

The preference in language showed that Filipino readers highly favor books in English. A great number of responses also reveal that they do not have a strong preference for a specific language in books. With these results, book sellers can intentionally curate their selection of English-language books and secure a significant stock of popular titles and genres in English in order to meet the demand of consumers and also provide an improved shopping experience.

The preference for book genres is an interesting aspect to be investigated because consumers show particular favorites that can help retailers in deciding upon their book selections. Fiction, Mystery/Thriller, and Romance gained the top three spots. Sellers can put up a store display of varied books majoring in those genres or organize collective events with authors and publishers that are well-known in these genres. On the other hand, as Anthologies, Self-help, and Religious books were recognized as the least preferred, book retailers were given a chance to evaluate their inventory. They can brainstorm marketing ideas that will help promote these least-favored genres.

The subject of social influence is also a fascinating area to learn about, as it is apparent that social media, online book reviews, and literary awards have the most impact on consumers when choosing a book to purchase. Contrary to that, book recommendations from celebrities came out as the least influential factor. This information serves as a great reminder for retailers to maintain a healthy online presence by engaging in the reader communities and staying up-to-date with literary awards to help them improve their market awareness.

Our research on the Philippine book retailing sector aligns with key studies in the related literature, correlating with Söderlund and Sagfossen's (2017) emphasis on consumer satisfaction, Sandip Sarker's (2013) exploration of personality's impact on consumer goods purchasing, and Yu's (2014) concept of adapting to diverse consumer preferences. Our observation of the relevance of age and gender in influencing reading preferences, highlighted by the Department for Education (2012) and Kilian, Hennigs, and Langner (2013), laid emphasis on the specific impacts on age groups and income levels in the Philippine book market. Additionally, our research, emphasizing women's impulsive buying behavior, aligns with Leitao et al.'s (2018) findings. The contextual significance of variables in our market elucidates potential variations and the multifaceted nature of consumer dynamics. Modeled after the Unified Theory of Acceptance and Use of Technology (UTAUT), the findings in this study summed up that technological acceptance is significant in shaping consumer behaviors, which is especially evident in the observed shift towards online book services. This theoretical framework made it comprehensible for us to dissect how

technology shapes individuals' preferences and perceptions, contributing to the trends observed in the Philippine book market.

4.2.2 Market Structure

Consumer preferences for book conditions revealed a clear inclination toward brand new books, while secondhand books are the least preferred. This preference implies a market that values the freshness and condition of the product, potentially influencing inventory strategies and marketing efforts. Furthermore, consumers overwhelmingly favor paperbacks, followed by hardcovers, indicating a preference for traditional book formats over digital alternatives. E-books are more popular than audiobooks, suggesting that, despite technological advancements, physical formats still dominate the market.

Our study on consumer preferences in the Philippine book retailing sector aligns with findings from Laing and Royle (2013), Nguyen et al. (2020), and Wu (2018). The clear preference for brand new books over secondhand, echoing Laing and Royle's online customer focus, resonates with Wu's emphasis on the impact of online competition and the necessity of adapting to new technologies. The dominance of physical formats, particularly paperbacks, in our research corresponds with Wu's findings. The importance of practicality and usefulness in online book purchases during the COVID-19 pandemic aligns with Nguyen et al.'s study. Our model, rooted in the Unified Theory of Acceptance and Use of Technology (UTAUT), suggests that cultural, religious beliefs, and social influences contribute to the unique consumer behavior in the Philippines, aligning with Gajjar (2013), Mathras (2016), and Saura (2020). In comparison to Lee & Park's (2020) emphasis on the potential growth in physical bookstores, our research points out the need for refined strategies that consider both local cultural contexts and global technological trends in the book retailing industry.

4.2.3 Industry Competition

Examining consumer spending habits that showed a wide range of funds, with a majority allocating 100 to 500 pesos for monthly book expenses. The preference for online book services, closely followed by physical retail stores, indicates a dual preference among consumers. Key considerations when buying books prioritize content, price, and author, highlighting the importance of quality content and competitive pricing in shaping consumer choices. Moreover, the substantial willingness to pay more for specific book types presents opportunities for premium offerings.

Brand loyalty is evident in consumers' preferred book retail stores, with National Bookstore emerging as the top choice, closely followed by Online Service Bookstores, Booksale, and Fullybooked. The variety of shopping channels, including local options like Independent Bookstores and book festivals, underscores the diverse landscape of book acquisition in the Philippines. Additionally, factors influencing consumers' book choices highlight the impact of social media, online reviews, literary awards, and recommendations from friends and family, emphasizing the importance of these elements in shaping purchasing decisions.

Our investigation of consumer spending habits in the Philippine book retailing sector aligns with Wu's (2018) insights into variable relevance in business models due to technological development, introducing new competition formats. Our observation of a diverse range of funds allocated for monthly book expenses reflects a dynamic market influenced by factors such as brand loyalty, shopping channels, and preferences for both online and physical stores. The emphasis on quality content, competitive pricing, and brand loyalty in our study resonates with Wu's findings on the impact of online competition on physical bookshops, stressing the imperative for adaptation to new technologies. The significance of online platforms and e-books in the related literature corresponds seamlessly with our findings, indicative of a global trend. Rooted in the Unified Theory of Acceptance and Use of Technology (UTAUT), our research provides a comprehensive understanding of the local factors influencing consumer behavior in the Philippines. The dual preference for both online and physical retail stores highlight the multifaceted nature of the market, while the willingness to pay more for specific book types suggests potential avenues for profitability, highlighting consumers' prioritization of value and quality within the UTAUT framework.

5. Summary, Conclusion, and Policy Implications

This chapter summarizes the primary results and empirical facts that reflect the culmination of our study journey. In the last chapter, we discuss the study's importance and the broader ramifications of our findings.

5.1 Summary of the Study

This research explores the consumer behaviors and trends in the Philippine book retailing industry, aiming to analyze and comprehend the aspects that shape this sector. Utilizing online survey questionnaires and a random sampling method, the study focuses on independent variables consisting of demographic factors, reading preferences, consumer spending, product preferences, brand loyalty, impulse purchases, and social influence. Analysis methods include categorical data analysis and weighted preference ranking, incorporating the Unified Theory of Acceptance and Use of Technology (UTAUT) to assess the influence of preferences and perceptions on technology acceptance in book buying. The demographic profile of the 213 respondents reveals a diverse sample across gender, age groups, occupational statuses, and income brackets.

The findings displayed a multifaceted consumer landscape in the Philippine book retailing sector, revealing that factors such as monthly book purchases, demographic traits, buying patterns, and social influences significantly influence the market. Consumer demand emerges as an important contributor on impacting the strategies and dynamics of the industry, with diverse purchasing patterns and a notable shift to online book services. The rejection of null hypotheses emphasizes the substantial impact of consumer demand, market structure, and industry competition on the book retailing sector. The research features the importance of adapting to evolving customer preferences and market dynamics in this competitive landscape, providing valuable insights for industry stakeholders seeking to navigate the dynamic and diverse market effectively.

5.2 Conclusion

In Consumer Demand and the Book Retailing Industry, the results indicated that the Philippine book retailing industry has a complex and diverse consumer presence where components like the quantity of books bought monthly, demographic traits, buying patterns, and social influences all have a significant influence on the market. The impact of consumer demand in determining the strategies and dynamics of book retailing in the country emphasized the existence of diverse purchasing patterns, preferred language and genre, the influence of specific age groups and income levels, the shift towards online book services, and the willingness of consumers to pay more for certain types of books.

Therefore, this analysis of the data rejects the null hypothesis H01: Consumer demand does not affect the Philippine book retailing industry.

In Market Structure, the results showed prominent patterns in consumer behavior and preferences, pertaining to a significant impact of market dynamics on the book retailing industry. The market structure is multifaceted as seen by the majority of various customer classes, including budget-conscious buyers and occasional customers, along with preferences for brand new book format. These findings highlight how crucial it is to comprehend and adjust to changing customer tastes and shows that market dynamics impact the book retailing scene in the Philippines.

Therefore, this analysis of the data rejects the null hypothesis H02: Market structure does not affect the book retailing industry in the Philippines.

In Industry Competition, the overall analysis revealed a dynamic and diverse market, influenced by factors such as consumer spending habits, brand loyalty, and social influences. The presence of various shopping channels and the

importance of online platforms suggest a competitive industry landscape. The willingness to pay more for specific book types also indicates potential profitability avenues.

Therefore, this analysis of the data rejects the null hypothesis H03: Industry competition does not affect the profitability of the book retailing industry in the Philippines.

The rejection of null hypotheses emphasizes the substantial impact of consumer demand, market structure, and industry competition on the book retailing sector. The research showed the importance of adapting to evolving customer preferences and market dynamics in this competitive landscape, providing valuable insights for industry stakeholders seeking to navigate the dynamic and diverse market effectively.

5.3 Policy Implication

The study emphasizes the importance of customer demand in the Philippine book selling business. As a result, policymakers and stakeholders in the sector should emphasize the creation and execution of consumer-centric policies. Recognizing and responding to various purchase habits, linguistic preferences, and an increased reliance on internet services are all part of this. Adopting customized marketing strategies and individualized services will be critical to increasing consumer happiness and sustaining long-term industry success.

The study highlights that market dynamics play a critical role in defining the book retailing business in the Philippines. Policymakers and business leaders should push adaptable market structures aggressively. Supporting activities that promote flexibility, creativity, and adaptability to changing trends falls under this category. The industry can assure long-term relevance and competitiveness by supporting an atmosphere that can quickly adapt to changing client desires.

The study underscores the major influence of industry competition on book retailing profitability. Policymakers and industry regulators should focus on improving the competitive landscape to create a strong and varied sector. This includes enacting regulations that encourage ethical behavior, assisting small shops, and regulating online platforms. These steps will help to maintain a healthy and competitive environment in the book selling business.

Policymakers and industry stakeholders should promote digitization and technology integration, as the report stresses the rising relevance of online platforms in the book retailing market. This involves investing in digital literacy initiatives, supporting e-commerce infrastructure, and developing regulations that promote technological integration. These steps will help the sector adapt to shifting customer behaviors and tastes.

Given the dynamic nature of the book retailing sector, governments should put in place systems to monitor consumer trends, market dynamics, and industry competitiveness on a constant basis. Regular research and data gathering efforts will be critical in advising timely policy changes. This proactive strategy supports the book retailing sector's continued relevance and competitiveness in the face of changing trends.

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APPENDICES

Appendix A – Informed Consent Form

Purpose of the Study and Scope

This research aims to explore and understand consumer behavior in the Philippine book retailing industry, with a focus on identifying trends and preferences. This study will provide an opportunity for researchers to gain insights into the motivations and decision-making processes of consumers, thereby shedding light on the competitive landscape within the Philippine book retailing industry.

Study Procedures

You are invited to participate in this study by completing an online survey. The survey will inquire about your book buying habits, preferences, and factors influencing your choices.

Scope and Limitations

This survey questionnaire is open to all individuals aged 18 to 50 who identify as Filipino citizens and book buyers. The researchers aim to secure a minimum of 150 respondents while recognizing the need for flexibility in accommodating a potentially larger sample. The commitment is to ensure a comprehensive and representative exploration of the research objectives, allowing for an open-ended approach to respondent numbers.

Duration of Human Participants' Involvement

The anticipated duration of human participants' involvement in the study is with an approximate time commitment of 10 minutes to complete the online survey. This estimation reflects a commitment to balancing the need for comprehensive data collection with the utmost respect for participants' time. Clear communication regarding the expected duration of the study will be provided to participants to facilitate informed decision-making.

Risks and Benefits

Participants in this study are anticipated to encounter minimal risks, primarily associated with the disclosure of personal preferences regarding book purchasing. The benefits of participation include the opportunity to contribute valuable insights to the study and potentially gain an enhanced understanding of the book retailing industry. It is crucial to emphasize that there are no direct benefits to participants beyond the intrinsic value of contributing to research. Additionally, no compensation or anticipated payments are offered for participation, and participants are not expected to incur any expenses related to their involvement. The research team expresses gratitude for the voluntary engagement of participants in advancing our understanding of consumer behaviors in the context of book purchasing.

Participant Information

- **Voluntary Participation:** Participation in this study is entirely voluntary. You have the right to withdraw at any time without penalty.
- **Confidentiality:** Your responses will be kept confidential. No personally identifiable information will be disclosed, and data will be aggregated for analysis purposes. Your privacy will be safeguarded in accordance with the Data Privacy Act of 2012.
- **Data Handling:** All data will be securely stored, and any raw data will be deleted following the completion of the research. Only the research team will have access to the data.

Access to Results

Upon the conclusion of the research, participants will have easy access to the study's results. The comprehensive findings, inclusive of detailed analyses, will be published in an online journal. If participants wish to delve into the entirety of the study, they can reach out to the researchers through the provided contact information, and the researchers will gladly provide them with a link to the publication. It's important to note that reading the journal publication represents the extent of their access to the study results.

Responsibilities of the Participant

- **Informed Decision-Making:** By participating, you acknowledge that you have read and understood the information provided in this consent form. You are free to ask questions before, during, or after the study.
- **Honesty and Accuracy:** Your honest and accurate responses are crucial to the quality and reliability of the study. Please provide thoughtful and truthful information.
- **Withdrawal:** Participants maintain the right to voluntarily withdraw from the study at any stage without encountering any negative consequences. This decision should be made freely and without external pressure. Conversely, researchers may withdraw a participant or terminate their participation in the event of non-compliance with study protocols, ethical concerns, or unforeseen circumstances affecting the participant's well-being. Such decisions by researchers will be conducted in accordance with established ethical guidelines and with the utmost consideration for participant welfare.

Research Fund and Affiliations

This thesis is entirely self-supported, and no external sponsors or institutional affiliations are associated with the investigators. This study is funded by the researchers, who are 4th year Business Economics students under the College of Commerce and Business Administration of the University of Santo Tomas. The study is in fulfillment of course requirements for COM5021: Research 2 completion. This self-supported approach underscores the commitment to unbiased and independent exploration within the scope of the research objectives, marking a significant milestone in the researchers' academic journey in the field of market research.

Contact Information

For Questions and Concerns:

If you have questions about the study, the survey questions, or your rights as a participant, you may contact Joliveth Solarte at joliveth.solarte@ust.edu.ph or Angelo Joy Mijares at angelojoy.mijares.com@ust.edu.ph

Agreement (please check the box below)

[] I have read and understood the information provided in this consent form. I voluntarily agree to participate in the study and consent to the use of my responses for research purposes.

Appendix B – Survey Questionnaire

Name (Optional):

36 to 50

Age:

Gender:

18 to 25

Male

26 to 35

Female

Other

Occupational Status

Full-time

Part-time

Freelance

Student

Unemployed

Monthly Income (in peso)

Less than 10,000

10,000 to 20,000

20,001 to 30,000

More than 30,000

How many books do you approximately purchase every month?

1 to 2 books

3 to 5 books

Over 5 books

When buying books, which language do you prefer the content to be in?

Filipino

English

Both

How much do you spend on buying books monthly? (in peso)

Below 100

100 to 500

500 to 1000

More than 1000

What type of books do you usually purchase? Rank according to your preference. (1 - Most Preferred, 2 - Moderately Preferred, 3 - Least Preferred)

Fiction

Mystery/Thriller

Sci-fi/Fantasy

Non-fiction

Self-help

Educational

Action & Adventure

Classics

Romance

Anthologies

Religious Books

What is your preferred method of purchasing books?

Online

Physical Retail Store

No Preference

What book condition do you prefer when buying?

Brand new

Secondhand

No Preference

What are factors that you consider upon making a purchase? Rank according to importance. (1 - Most Important, 2 - Moderately Important, 3 - Least Important)

Price

Author

Content

Availability at the moment

Popularity

Book rating

Art Design/Aesthetics

As a gift

As book collection

Required reading

Where do you usually buy books? (check all the apply)

National Bookstore

Fully Booked

Book Sale

- Local Publishing Houses
- Independent Bookstores
- Online Service Bookstores
- Book Festivals
- Others: *Specify*

What book format do you usually purchase? Rank according to your preference. (1 - Most Preferred, 2 - Moderately Preferred, 3 - Least Preferred)

- Paperback
- Hardcover
- Digital Audiobook
- E-book

Are you willing to pay more for certain types of books?*

- Yes
- No

If yes, what type of books are you willing to pay for more? (check all that apply)

- Special Editions
- First Editions
- Collector's Edition
- Book box subscription
- Newly Published
- Antiquarian Books
- Signed book by the author

Do you usually caught yourself making impulse purchases?*

- Yes
- No

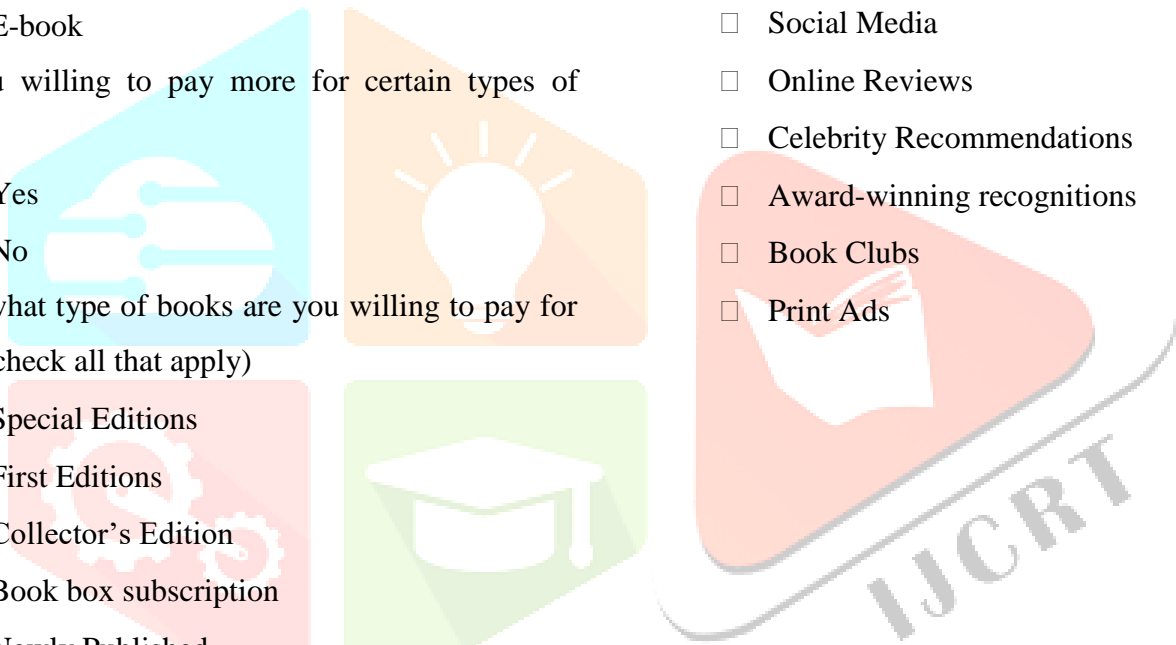
If yes, what type of books do you usually impulse buy? (check all that apply)

- Sale items
- Special Editions
- First Editions
- Collector's Edition

- Newly Published
- Antiquarian Books
- Signed book by the author
- Books on special topics
- Educational Purposes
- Others: *specify*

Where do you typically get ideas or recommendations for books to purchase? Rank according to influence. (1 – Most Influential, 2 – Moderately Influential, 3 – Least Influential)

- Friends & Family
- Social Media
- Online Reviews
- Celebrity Recommendations
- Award-winning recognitions
- Book Clubs
- Print Ads



Appendix C – Survey Results

For Age Group, Gender, Occupational Status, and Monthly Income

Demographic Factors		Frequency	Percentage
Age Group	18 to 25	172	81%
	26 to 35	33	15%
	36 to 50	8	4%
	Total	213	100%
Gender	Male	48	23%
	Female	164	77%
	Others: <i>Non-binary</i>	1	0%
	Total	213	100%
Occupational Status	Full-time	50	23%
	Part-time	12	6%
	Freelance	14	7%
	Student	124	58%
	Unemployed	13	6%
	Total	213	100%
Monthly Income (<i>in peso</i>)	Less than 10,000	145	68%
	10,000 to 20,000	38	18%
	20,001 to 30,000	16	8%
	More than 30,000	14	7%
	Total	213	100%

How many books do you approximately purchase every month?

Number of Books	Frequency	Percentage
1 to 2	139	65%
3 to 5	46	22%
6 to 8	13	6%
Others	15	7%
Total	213	100%

Others (Category)	Frequency
More than 8 books	2
Budget-driven	5
Occasional Buyers	8
Total	15

When buying books, which language do you prefer the content to be in?

Language	Frequency	Percentage
English	105	49%
Filipino	45	21%
No Preference	58	27%
Others: <i>Taglish</i>	5	2%

Total	213	100%
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How much do you spend on buying books monthly? (in peso)

Monthly Spending on Books (<i>in peso</i>)	Frequency	Percentage
Less than 100	21	10%
100 to 500	111	52%
501 to 1000	52	24%
More than 1000	29	14%
Total	213	100%

What type of books do you usually purchase? Rank according to your preference. (1 - Most Preferred, 2 - Moderately Preferred, 3 - Least Preferred)

Book Genre	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Preference
	1	2	3				
Fiction	150	51	12	213	288	1.35	1
Mystery/Thriller	104	70	39	213	361	1.69	2
Sci-fi/Fantasy	81	90	42	213	387	1.82	4
Non-fiction	59	95	59	213	426	2.00	7
Self-help	53	71	89	213	462	2.17	10
Educational	53	98	62	213	435	2.04	8
Action & Adventure	78	87	48	213	396	1.86	5
Classics	62	97	54	213	418	1.96	6
Romance	98	64	51	213	379	1.78	3
Anthologies	50	96	67	213	443	2.08	9
Religious Books	18	71	124	213	532	2.50	11

What is your preferred method of purchasing books?

Method of Purchasing	Frequency	Percentage
Online	99	46%
Physical	69	32%
No Preference	45	21%
Total	213	100%

What book condition do you prefer when buying?

Book Condition	Frequency	Percentage
Brand New	90	42%
Secondhand	47	22%
No Preference	76	36%
Total	213	100%

What are factors that you consider upon making a purchase? Rank according to importance. (1 - Most Important, 2 - Moderately Important, 3 – Least Important)

Contributing Factors	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Influence
	1	2	3				
Price	175	37	1	213	252	1.18	2
Author	114	83	16	213	328	1.54	3
Content	200	12	1	213	227	1.07	1
Availability	90	87	36	213	372	1.75	6
Popularity	35	91	87	213	478	2.24	10
Book Rating	95	87	31	213	362	1.70	5
Art							
Design/Aesthetics	66	101	46	213	406	1.91	7
Gift	47	95	71	213	450	2.11	8
Book Collection	123	55	35	213	338	1.59	4
Required Reading	52	83	78	213	452	2.12	9

Where do you usually buy books? (check all the apply)

Book Acquisition Channels	Frequency	Percentage
National Bookstore	144	68%
Fully Booked	95	45%
Book Sale	124	58%
Local Publishing Houses	80	38%
Independent Bookstores	67	31%
Online Service Bookstores	141	66%
Book Festivals	52	24%
Others	12	6%

Others (Category)	Frequency
Online Pasabuy	3
Facebook Groups & Marketplace	4
Directly at Self-Published Authors	1
Shopee	3
Private Sellers	1
Total	12

What book format do you usually purchase? Rank according to your preference. (1 - Most Preferred, 2 - Moderately Preferred, 3 – Least Preferred)

Book Format	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Preference
	1	2	3				
Paperback	166	39	8	213	268	1.26	1
Hardcover	91	93	29	213	364	1.71	2
Audiobook	8	43	162	213	580	2.72	4

E-book	38	69	106	213	494	2.32	3
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Are you willing to pay more for certain types of books?

Willingness to Pay More	Frequency	Percentage
Yes	172	81%
No	41	19%
Total	213	100%

If yes, what type of books are you willing to pay for more? (Check all that apply)

Book Type	Frequency	Percentage
Special Editions	126	73%
First Editions	57	33%
Collector's Edition	83	48%
Book box subscription	32	19%
New Releases	50	29%
Antiquarian Books	16	9%
Signed book by the author	123	72%
Others	3	2%

Others (Category)	Frequency	Percentage
Vintage	1	33%
Rare Editions/Out of Print	1	33%
Interest-driven	1	33%

Do you usually caught yourself making impulse purchases?

Impulse Purchases	Frequency	Percentage
Yes	170	80%
No	43	20%
Total	213	100%

If yes, what type of books do you usually impulse buy? (check all that apply)

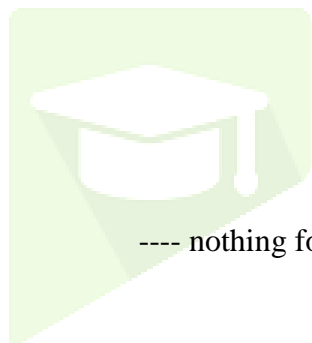
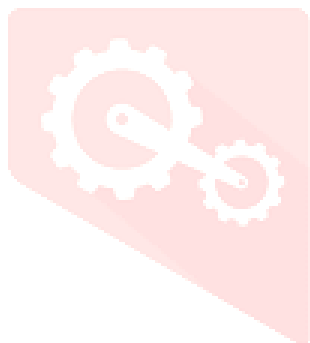
Book Type	Frequency	Percentage
Sale items	143	80%
Special Editions	50	28%
First Editions	18	10%
Collector's Edition	25	14%
New Releases	60	34%
Antiquarian Books	7	4%
Signed book	69	39%
Books on special topics	42	23%
Educational Purposes	13	7%

Others	8	4%
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Others (Category)	
Remaindered	1
Discounted Books in Univ Press	1
Popular	1
Anticipated Release	1
Extra Budget	1
At Literary Events	2
Rare Editions/Out of Print	1
Total	8

Where do you typically get ideas or recommendations for books to purchase? Rank according to influence. (1 – Most Influential, 2 – Moderately Influential, 3 – Least Influential)

Social Influences	Rank			Total	Sum of Weighted Ranks	Weighted Average	Order of Influence
	1	2	3				
Friends & Family	74	82	57	213	409	1.92	4
Social Media	150	49	14	213	290	1.36	1
Online Reviews	114	80	19	213	331	1.55	2
Celebrity Recommendations	12	55	146	213	560	2.63	7
Award-winning Recognitions	76	82	55	213	405	1.90	3
Book clubs	53	88	72	213	445	2.09	5
Print ads	10	61	142	213	558	2.62	6



---- nothing follows ----