



Book Preferences and Factors that Influence Thai Consumers' Book-Buying Behaviors

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Abstract

Learning is an integral part of being an individual. It affects both personal and economic growth in countries. Books are included as one of the sources of learning. Because the book market is changing periodically, businessmen must track customers' book-buying preferences, behaviors, and the factors that affect customers' buying decisions; and providing quality books to customers according to customer's needs is a key to business success. This research aimed to survey book-buying preferences, consumer buying behaviors, and the factors that influence consumer buying behaviors. The data collection method was collected from both online and offline platforms and included a total of 317 respondents. Online data collection is done through Google Forms, which was used as a survey to collect data from respondents by posting on online platforms. Offline data collection using the same questionnaire to collect the data from Thai book consumers. Standard deviation, mean, and frequency, as well as chi-square, were used to analyze the received data and prove the relationships in some categories. There is no difference between fiction and non-fiction preferences. Customers prefer books for entertainment over educational purposes. Customers make decisions internally and rely on receiving online information. Various factors in production, finance, distribution, and marketing have a significant impact on customers' buying decisions. Marketing, especially giveaways and discounting strategies, is outstandingly high. With the provided information, understanding and acknowledging customer information, as well as adapting strategies to customers' needs, increases purchasing potential among customers. In addition, the results can be used for academic purposes to research insight into information about each category.

Keywords: *Book Preferences, Consumer Buying Behaviors, Influencing Factors, Printed Books and E-Books*

1. Introduction

Competition nowadays is quite challenging for businesses to sell their products because tools are developed to support various aspects of marketing segments, and many similar businesses have opened. Book Industries is considered to be a competitive business that seems to be growing dramatically. Regarding growth, the book market seems to be in goodshape. According to statista.com, the graph predicts revenue in the book market will slow down in the future. However, the prediction is that users of physical books will increase dramatically in the book market in 4 years, according to the prediction (Statista, 2024).

Book buying behaviors and book preferences have influenced the book production and publishing industries. Therefore, this matter is a significant concern for investors in this area of business. In addition, understanding buying behaviors can lead the business to success or failure.

This research is beneficial for book companies to utilize this information to improve and impair their marketing strategies by providing book industries with Thai book marketing situations and Thai customer book preferences. Therefore, book industries may utilize this information to improve and expand their marketing strategies. Effective marketing strategies allow the business to attract more consumers, increasing its sales potential.



2. Research Objective

The objectives of this research are to survey book-buying preferences, consumer behaviors, and the influential factors on the book-buying behavior of Thai consumers.

3. Literature Review

There have been lots of changes in recent years. For instance, technological developments resulted in changes in customer buying behaviors. Book industries came up with ideas to capture their customers' behaviors. For example, during the pandemic, people spent more time at home. Therefore, industries developed online bookstores for customers to order books at home. The rise of e-books and audiobooks adds more competition to the book market. High competition causes businesses to lower book prices, which means lower profits generated by the businesses, making it harder for the authors to sustain themselves. Moreover, competition can cause independent bookstores to close their businesses, and online platforms can make retailers smaller. This can give a few power players an imbalanced power, influencing different aspects, including authors', publishers', and retailers' power. Highly competitive markets give authors the pressure of lower royalties, affecting their income.

Marketing focuses on developing customer value according to customers' needs (Silk, 2006). It also refers to the different strategies used to communicate with customers. The strategies involve promoting and selling products or services to customers. For example, advertising, content marketing, and social media marketing. The crucial thing about marketing is the Marketing Mix. Marketing Mix is a popular framework invented in 1946 by Neil Borden, a professor of marketing. In 1960, the four Ps of marketing were first suggested by E. Jerome McCarthy. The framework includes price, promotion, product, and place or distribution. These variables are essential for marketing strategies. This model also helps marketers plan to fit their target markets' social dynamics and political situations. According to McCarthy's book, the purpose of 4PS is to develop the right PS to satisfy customers and meet organizational goals (Coursera Staff, 2024).

Demographic factors are statistics that define populations and their characteristics (Zhu & Liu, 2023). For instance, consider gender, age, race, and income. These factors can influence consumer buying behaviors. This paper focuses on four things, including genders, ages, occupations, and income gain. Information leads us to several studies about demographic factors that play important roles in influencing consumer behaviors. For example, Chitra & Divya (2023) examined whether demographic factors influence consumers to perform online shopping in India. The paper shows that several demographic factors, including gender, age, occupation, education, and income, affect consumers' online shopping.

Furthermore, Juyal (2013) examined the effects of demographic factors that influence consumer buying behavior for durable goods. The paper supports the previous paper. It shows that education, occupation, and income level affect consumer buying behaviors. Surprisingly, genders, especially females, have more value and worth for the service efforts and marketing mix. Age differences also influence consumers' perceptions, including accessibilities, services provided, and promotional efforts. In 2013, the paper stated that gender roles had a tremendous impact on the buying behaviors of Pakistani consumers (Bashir et al., 2013).

Ramya & Ali (2016) studied the factors influencing consumer buying behaviors in India. The paper stated that family had driven consumer buying behaviors. The research classified households into two types: Nuclear households and Joint households. Nuclear households allow customers to make their own decisions due to the low interference of various opinions. Nonetheless, joint households limited customers' power to make their own decisions with a high interference of opinions due to many members. Moreover, family influences customers' personalities and beliefs when purchasing products or services (Ramya & Ali, 2016).

Several studies were conducted in 2023 to support the previous study, such as Rauf (2023) and Dirwan & Ahmad (2023). Both papers shared similar results, stating that product quality and price are essential for customers' buying decisions.



Before the pandemic, many readers preferred printed books. However, during the pandemic period 2019-2022, due to the social distancing policies, more people preferred e-books because they were easy to access via technological devices. Nowadays, with technology, people tend to rely on e-books, and even university libraries, such as Chulalongkorn University and Rangsit University, have been transformed into an e-library. Amirtharaj et al. (2023) study preferences between printed books and e-books among university students in a Middle Eastern country. The result shows that the students prefer e-books to printed books because they are easy to carry. Despite this, printed books are comfortable to read and take notes on. Supported by Watson (2024) studies, medical students and residents prefer medical printed books or e-books.

4. Materials and Methods

4.1 Research Duration

This study takes four months to complete, from September to December 2023. The research tool was created and designed as an online questionnaire. Thus, it was verified by research experts from September to October 2023 and launched for the survey data from late October to early December. The feedback data from 317 respondents was gathered and analyzed in mid-December, and the full body of the study was completed in late December 2023. The sampling group of this study includes 317 samples who participated in the Bangkok book festival from October 12 to October 23, 2023 at the Queen Sirikit National Convention Center and students at Rangsit University.

4.2 Population definition and sample selection.

The population used in the analysis is people in Bangkok who used to buy books. 3.2.2 A sample used in research A sample group in this study is people in Bangkok who purchase books daily for 317 people. This employs the technique of purposive sampling to gather data by identifying randomly chosen places in Bangkok that will serve as particular samples for data collection, including Bangkok Book Festival 2023 at Queen Sirikit National and Rangsit University convenience sampling technique through online Google forms. Employ the convenience sampling techniques by questionnaire, which will be distributed to a sample group in Bangkok who had previously purchased a book found at a predetermined location.

4.3 Creation of Tools Used for Research and Data Collection

In this study, the researchers created a questionnaire to collect data generated by gathering study-related concepts and theories from textbooks, articles, documents, and research. The structure of the questionnaire is divided into three parts: survey demographic factors, a survey of buying behaviors, and a survey about various factors that affect customer buying behaviors.

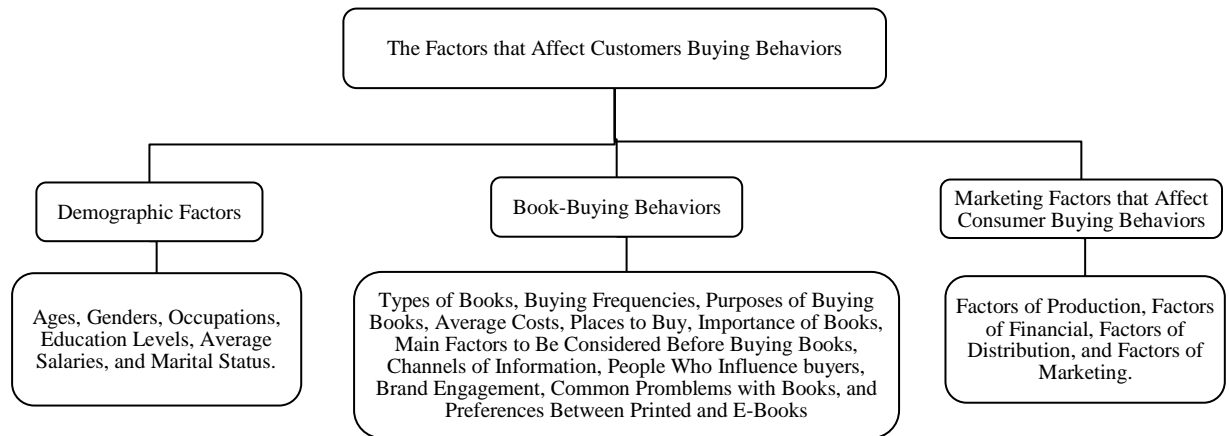


Figure 1 Factors that Influence Customer Buying Behaviors

4.4 Data collection

This study uses both descriptive and exploratory research methodologies to investigate the factors that influence the purchasing behavior of books in Bangkok. The study involves primary data collection. The total number of samples collected was 317 who had purchased books and lived in Bangkok, Thailand. The researchers proceeded with distributing questionnaires to the selected sample group and clearly explaining the research’s objectives.

4.5 Data Analysis and Statistics Used

Standard deviations, mean, and frequency, as well as chi-square, to prove the relationships in some categories. The percentage values are intended to aid in the interpretation of the demographic data and book-buying behavior provided by the respondents in Parts 1 and 2 of the questionnaire. Parts 3 and 4 also provide more information on statistical analysis.

5. Results and Discussions

5.1 Results

Data analysis of demographic characteristics of questionnaire respondents

Table 1: Demographic data in frequency and percentage

	Demographic Factors	Frequency	Percentage
Gender	Female	162	51.1
	Male	155	48.9
	Total	317	100.0
Age	20-30 years old	153	48.3
	Below 20 years old	124	39.1
	31-40 years old	33	10.4
	More than 40 years old	7	2.2
	Total	317	100.0
Education level	Bachelor’s degree	196	61.8



	Demographic Factors	Frequency	Percentage
Occupation	Undergraduate Degree	86	27.1
	Higher than a bachelor's degree	35	11.0
	Total	317	100.0
	Education Sectors	220	69.4
	Business Sectors	29	9.1
	Transport, Retail or Wholesale	18	5.7
	Hospitality & Entertainment Services	16	5.0
	Agricultural & Manufacturer	15	4.7
	Health or Social Care	13	4.1
	None of the above	6	1.9
Average income	Total	317	100.0
	20,001-30,000 Baht	114	36.0
	10,001-20,000 Baht	113	35.6
	Less than 10,000 Baht	46	14.5
	30,001-40,000 Baht	29	9.1
	40,001-50,000 Baht	11	3.5
	Above 50,000 Baht	4	1.3
	Total	317	100.0
Marital status	Single	215	67.8
	In A Relationship	82	25.9
	Married	20	6.3
	Total	317	100.0

According to the findings, a total of 317 individuals participated in the survey. 51.1 percent, or 162 people, of the population was female, while 48.9 percent, or 155 people, was male. It was discovered that most respondents were between 20 and 30, totaling 153, equivalent to 48.3 percent. 124 people were under 20 years old, which accounts for 39.1 percent of the total population. The number of persons aged 31 to 40 was 33, which accounted for 10.4 percent of the total, while the number of people aged more than 40 years old was 7, which accounted for 2.2 percent of the total. In terms of education level, it was discovered that most respondents had a bachelor's degree or an equivalent, accounting for 61.8 percent, or 196 people. This was followed by education levels that were undergraduate degrees, which accounted for 27.1 percent or 86 people of the total, and higher education levels than a bachelor's degree, which accounted for 35 people, which accounted for 11 percent of the total.

Regarding occupation, it was discovered that the majority of respondents were employed in the education sector, with a total of 220 individuals, which accounted for 69.4 percent. This was followed by those employed in the business sector, with 29 individuals, which accounted for 9.1 percent. 18 individuals have a career in the Transport, Retail, or Wholesale sector, which accounts for 5.7 percent of the total population. 16 individuals have a career in the Hospitality & Entertainment Services sector, accounting for 5.0 percent of the total. Those employed in other fields, such as agriculture and manufacturing, health or social care, or none of those mentioned above, account for 4.7, 4.1, and 1.9 percent, or 15, 13, and 6 people of the total population, respectively.

Most respondents had a monthly salary level that fell between 20,000 and 30,000 baht, according to the survey findings they participated in. It was 114 persons, which is equivalent to 36 percent of the total. 10,000 to 20,000 baht in total. There were 113 individuals, equivalent to 35.6 percent of the total. 46



individuals had a household income of less than 10,000 baht, which accounted for 14.5 percent of the total population. Among those with an income ranging from 30,001 to 40,000 baht, there were 29 individuals, which is 9.1 percent of the total. 11 individuals had a monthly salary that ranged from 40,001 to 50,000 baht, which is equivalent to 3.5 percent of the total. Lastly, there were 4 individuals who accounted for 1.3 percent of the total population and had monthly incomes of more than 50,000 baht. 215 individuals were single, which accounts for 67.8 percent of the total. After that, there were 82 persons who were in relationships, which accounted for 25.9 percent of the total. And finally, there were 20 people who were married, which is 6.3 percent.

5.1.1 Data Analysis of Book Buying Behavior

In terms of the type of books that people like, 160 individuals preferred non-fiction books, which accounts for 50.5 percent of the total. As a result, 157 individuals, which accounts for 49.5 percent of the total, like reading fiction books.

Table 2: Frequency of buying books in frequency , percentage, and book pattern

Book buying frequency	Frequency	Percentage
7-9 Months	96	30.3
3-6 Months	61	19.2
Less than 3 Months	60	18.9
2 Years	41	12.9
10-12 Months	38	12.0
More than 2 Year	21	6.6
Book pattern preference		
Printed Book	193	60.9
E-Book	124	39.1
Total	317	100.0

Buying books were frequent, and the majority of customers buy books for 7-9 Months for their books totaled 96 individuals. This accounts for 30.3 percent of the total. After that, in 3-6 months, they totaled 61 individuals, which accounts for 19.2 percent. 60 persons accounted for 18.9 percent of the total who bought their book Less than 3 Months. 2 Years, 10-12 Months, and More than 2 Years, on the other hand, accounted for 41 individuals, which is 12.9 percent, 38 individuals, which is 12.0 percent, and 21 individuals, which is 6.6 percent of the total respectively. The preference for printed books expressed by 193 individuals, which accounts for 60.9 percent of the total. In comparison, electronic books are preferred by 124 individuals, which accounts for 39.1 percent.

There was an average cost to buy a book, and most customers had to pay between 700 and 800 baht for their books. This accounts for 14.5 percent, or 46 people of the total. For the primary reason people were purchasing books, 222 individuals, which accounts for 70 percent, were buying books for the sake of enjoyment. 184 individuals, which accounts for 58 percent, were there for educational purposes. Consequently, 176 individuals, which accounts for 55.5 percent, focused on improving their skills. Lastly, to find solutions to the issues you have faced, there are 173 persons, which accounts for 54.6 percent. A reference to the location where books can be purchased. Most consumers, who account for 83 percent of the total, prefer to buy books from bookstores in shopping malls. Next, 234 persons like to purchase at an online book store, website, or webpage, which accounts for 73.8 percent of the total. As of the accounting, 201 persons, or 63.4 percent, preferred Brand or publisher bookshops. 191 persons purchased books during the book fair, which accounts for 60.3 percent of the total. There were 169 persons at the bookstore outside the mall, accounting for 53.3 percent of the total.



Moreover, 1 person stated that they had found exciting books wherever they passed, which is only 0.3 percent of the total. Regarding the impact that books have on people's lives, 224 individuals, which accounts for 70.7 percent of the total, were purchasing books for leisure. Regarding knowledge, there were 211 individuals, representing 66.6 percent of the total. To improve comprehension, there were 190 individuals, which accounts for 59.9 percent of the total. In terms of communication, there were 186 individuals, equivalent to 58.7 percent. Consequently, for personalities and others, there were 182 individuals, which accounts for 57.4 percent of the total, and 2 people, which accounts for 0.6 percent of the total, respectively.

As a factor to consider, 269 individuals purchased books due to the quality of the content, which accounts for 84.9 percent of the total. There were 210 individuals, which accounts for 66.2 percent of the total, who considered previous experience in purchasing. The number of comments received from other customers was 186, which represents 58.7 percent of the total. The first impression of the design and the first impression of the title were made by 166 individuals, accounting for 52.4 percent of the total. Concerning the cost, there were 132 individuals, which is 41.6% of the total. In the last category, advertising, there were 59 individuals, which represents 18.6 percent.

Table 3: Sources of the most information about the book in frequency and percentage

Sources of the most information about the book	Frequency	Percentage
Internet Website, Webpage	272	85.8
In-store salesperson	225	71.0
Comments from other customers	174	54.9
Book Fairs	154	48.6
Television	28	8.8
Others (Friends, Social media)	2	0.6

There were 272 people, or 85.8 percent, who were interested in purchasing books from the internet website and webpage, which had the most information about the book. Get from in-store salespeople was 225, which is equivalent to 71 percent of the total. The number of comments from other customers was 174, representing 54.9 percent of the total. In terms of the book fair, there were 154 individuals, which is equivalent to 48.6 percent. In terms of television, there were 28 individuals, which is equivalent to 8.8 percent. The remaining 2 individuals accounted for 0.6 percent of the total population.

Table 4: The common problems with books in frequency and percentage

The common problems with the book	Frequency	Percentage
Pages of Books turn yellow	200	63.1
Books eat up storage	190	59.9
Books are expensive	183	57.7
Too many texts	163	51.4
Time-consuming or not have enough time to read	143	45.1
Not enough willpower to read a book	74	23.3
Can't remember things that you have read	56	17.7

The following are some of the most common issues that individuals have encountered with the book: The page of the book turned yellow, and there were 200 persons, which is equivalent to 63.1 percent of the total. Concerning the full storage of books, there were 190 individuals, equivalent to 59.9 percent. There were 183 persons, which accounts for 57.7 percent of the total population think Books are pricey. It was reported that 74 and 56 people, which accounts for 23.3 and 17.7 percent, respectively, did not have enough inspiration to read a book and were unable to remember anything they had read.

5.1.2 Data Analysis of Various Factors Affecting Book Buying Behavior in Bangkok

**Table 5** Average values and standard deviations of various factors affecting book buying behavior in Bangkok.

Factors	Mean	Percentage	S.D.	Assessment Level
Factors of Production				
Famous Publisher or writer	4.01	80.13	1.05	High
Varieties	4.00	79.94	0.92	High
Colorful, Beautiful patterns, Attractive titles and appearance	3.99	79.81	1.12	High
Total	4.00	79.96	1.03	High
Factors of Financial				
Quality and Price match	4.00	80.00	1.13	High
Cards can be used to collect discount point	3.53	70.54	1.23	High
Convenient payment method	4.01	80.19	1.02	High
Clear price tag	3.99	79.75	1.13	High
Price is based on reality	4.04	80.82	1.02	High
Price is not your main factor for buying books	3.44	68.83	1.36	High
Total	3.83	76.69	1.15	High
Factors of Distribution				
Convenience to buy Books	4.00	80.06	1.11	High
Reliability of the distribution channel	4.02	80.38	0.98	High
Provide a comfortable leisure area for customers to read before buying	3.89	77.79	1.11	High
Showcases are easy to access	4.03	80.69	1.12	High
Knowledgeable salesperson	4.06	81.26	1.04	High
Online Sales	4.12	82.40	1.00	High
Total	4.02	80.43	1.06	High
Factors of Marketing				
New promotion and service	4.05	81.01	1.07	High
Provide gifts or souvenirs for a special event.	4.11	82.27	1.25	High
Provide advertisements on television and social network	3.99	79.81	1.02	High
Using a giveaway and discount strategy	4.62	92.37	0.88	Very high
Total	4.19	83.86	1.06	High

From Table 5, it was found that the level of characteristics of various factors affecting book-buying behavior in Bangkok.

5.1.3 Factors of Production

Several kinds of Factors of production influence book-buying behavior. Such as famous publishers or writers, Varieties and Colorful, Beautiful patterns/Attractive titles, and appearance with an average equal to 4.01, 4.00, and 3.99, respectively, when considering the diversity Factors of Production. Overall, it was found that it affects the behavior of buying books at a high level, with an average of 4.00. According to the result, the highest Factors of Production that impact book buying behavior is "Famous Publisher or Writer"



with 80.13%, Followed by Varieties (79.94%), and the lowest factors are Colorful, Beautiful patterns/Attractive titles and appearance (79.81%).

5.1.4 Factors of Financial

Many types of financial factors influence book buying behavior. Such as Quality and Price match, Cards can be used to collect discount points, Convenient payment method, Clear price tag, Price is based on reality, Price is not your main factor for buying books, with an average of 4.00, 3.53, 4.01, 3.99, 4.04 and 3.44 respectively, when considering the diversity Factors of Financial. Overall, it was found that it affects the behavior of buying books at a high level, with an average of 3.83. According to the result, the highest financial Factors of Financial that impact book buying behavior are “Price is based on reality” with 80.82%, Followed by, Convenient payment method (80.19%), Quality and Price match (80%), Clear price tag (79.75 %), Cards can be used to collect discount points (70.54 %). Price is not your main factor when buying books (68.83%).

5.1.5 Factors of Distribution

Many types of Factors of Distribution influence book-buying behavior. Such as Convenience in buying Books, Reliability of the distribution channel, providing a comfortable leisure area for customers to read before buying, Showcases are easy to access, Knowledgeable salesperson, and Online Sales with an average of 4.00, 4.02, 3.89, 4.03, 4.06 and 4.12 respectively, when considering the diversity Factors of Distribution. Overall, it was found that it affects the behavior of buying books at a high level, with an average of 4.02. According to the result, the highest Factor of distribution that impacts book buying behavior is “Online sales,” with 82.40%. Followed by Knowledgeable salesperson (81.26%), Showcases are easy to access (80.69%), Reliability of the distribution channel (80.38%), Convenience to buy Books (80.06%), Providing a comfortable leisure area for customers to read before buying (77.79%).

5.1.6 Factors of Marketing

Many types of Factors of Marketing influence book-buying behavior. Such as new promotions and services, providing gifts or souvenirs for a special event, providing advertisements on television and social networks, and using a giveaway and discount strategy with an average of 4.05, 4.11, 3.99, and 4.62, respectively, when considering the diversity Factors of Marketing. Overall, it was found that it affects the behavior of buying books at a high level, with an average of 4.19. According to the result, the highest Factor of Financial impact on book buying behavior is “Using a giveaway and discount strategy” with 92.37%, followed by Providing a gift or souvenirs for a special event. (82.27%), New promotion and service (81.01%), Provide advertisement on television and social network (79.81%).

5.1.7 Data analysis to test hypotheses 1 (Genders and Kind of Books)

Hypothesis about Gender and the Kinds of books have a relationship. H₀: Gender is not related to the kinds of books, and H_a: Gender is related to the kinds of books.

Table 6 Tests the relationship between gender and book-buying behavior regarding the kinds of books.

Kinds of book	Gender		Total
	Female	Male	
E-Book	45	79	124
Printed Book	117	76	193
Total	162	155	317

$$X^2 = 17.887 \quad \text{Sig.} = 0.000$$

From Table 6, the hypothesis test results, the relationship between gender and book buying behavior in terms of kinds of the book using Chi-Square statistics was found to be Sig. Value equals 0.000, which is less than 0.05, so it rejects the main hypothesis (H₀). Accept the Secondary Hypothesis (H₁). This means that



gender and book buying behavior regarding kinds of books were significantly correlated at a level of 0.05, which is consistent with the established hypothesis.

5.1.8 Hypothesis 2: Gender and Brand loyalty have a relationship.

H₀: Gender is not related to brand loyalty.

H₂: Gender is related to brand loyalty.

Table 7 Tests the relationship between gender and book-buying behavior in terms of brand loyalty among consumers to their favorite brand (Ongoing buying even if the price of their favorite brand increases).

Brand Loyalty	Gender		Total
	Female	Male	
Yes	97	112	209
No	65	43	108
Total	162	155	317

$$X^2 = 5.406 \quad \text{Sig.} = 0.020$$

From Table 7, the hypothesis test results, the relationship between gender and book buying behavior regarding brand loyalty using Chi-Square statistics was found to be Sig. Value is equal to 0.020, which is less than 0.05, rejecting the main hypothesis (H₀). Accept the Secondary Hypothesis (H₂). This means that gender and book buying behavior regarding brand loyalty were significantly correlated at the level of 0.05, which is consistent with the established hypothesis.

5.1.9 Hypothesis 3: Gender and Types of books have a relationship.

H₀: Gender is not related to the type of book.

H₃: Gender is related to the type of book.

Table 8 Testing the relationship between gender and book buying behavior in terms of types of books

Types of book	Gender		Total
	Female	Male	
Fiction	84	73	157
Non-Fiction	78	82	160
Total	162	155	317

$$X^2 = 0.716 \quad \text{Sig.} = 0.397$$

From Table 8, the hypothesis test results, the relationship between gender and book buying behavior in terms of types of books using Chi-Square statistics was found to be Sig. Value is equal to 0.397, which is more than 0.05, so that's rejecting the Secondary Hypothesis (H₂). Accept the null hypothesis (H₀). This means that gender and book buying behavior regarding book types were not significantly correlated at the level of 0.05.

5.1.10 Factors Influencing Book Buying Behaviors

All financial factors, including quality and price match, cards can be used to collect discount points, convenient payment methods, clear price tags, and reasonable prices. These financial factors significantly influence consumer buying behaviors, except that the price is not consumers' main concern when buying books. According to Rajasa et al. (2023) and Rauf et al. (2023) show that price is an essential factor in consumer buying decisions.

Financial factors refer to the financial aspects of the products. The aspects included quality and price match, discount points, convenient payment channels, explicit price tags, and reasonable prices.

For further information, quality and price match refer to the quality of the product that is suitable for the product price, while discount points enable consumers to buy products at a lower price. Moreover, convenient payment channels provide consumers with various ways to pay. For example, consumers can pay



by cash, credit cards, mobile banking, or any channel they prefer. Furthermore, explicit price tags indicate clear and fixed prices so that consumers can make clear decisions once they see the price. According to (Rajasa et al., 2023), an Analysis of Factors Influencing Purchasing Decisions, Product Quality, and Competitive Pricing. The result shows that product prices significantly positively impact purchasing decisions. It shares the same results with Rauf et al. (2023).

Entire distribution factors effectively affect consumer buying behaviors. These factors include ease of buying products, reliability of the distribution location, providing a place for customers to read books before deciding, clear showcases, the knowledge provided by salespersons, and internet sales.

All marketing factors have a significant effect on consumer buying behaviors. Surprisingly, using giveaways or discounting strategies tremendously influences consumer buying behaviors.

5.1.11 Discussions Results and Literature Review

Most participants prefer comparable book-type similarities between non-fiction (50.5%) and fiction (49.5%). Moreover, most respondents have a high book-buying frequency of around 7-9 months (30.3%).

Furthermore, the highest average cost of buying books is 701-800 baths (14.5%), with the main purpose of buying books for entertainment (70%). High-selected choices in place to purchase books are bookstores inside the mall (83%) and online bookstores, websites, and webpages (73.8%). This information, which is related to Raman (2014), examines factors that affect women shoppers' attitudes towards online shopping in India. Women shoppers show that online shopping is convenient and saves more time.

Nonetheless, the quality of the product is the most selected among the factors at, 84.9%. This shares similar results with Rajasa et al. (2023). The Analysis of Factors Influencing Purchasing Decisions, Product Quality, and Competitive Pricing. The result shows that product quality has an impact on customers buying decisions.

Respondents get information about books from internet websites (85.8%) and in-store persons (71%). Most respondents also make buying decisions based on their self-decision (88.6%). This is related to Singh et al. (2023), who stated that social media is one of the messaging methods that show that brand pages are followed by 57 percent of consumers to receive news about products. Many respondents (65.9%) continue to buy books despite the price getting more expensive. Most respondents have problems with book pages turning yellow (63.1%), eating up spaces (59.9%), being expensive (57.7%), and books including many texts (51.4%). E-books and Printed Books: The data shows that respondents prefer printed books (60.9%) to e-books (39.1%), with a 21.8% difference.

Evenden (2022) Reader's risk losing files, or if the platforms that make the books are discontinued, files can no longer be accessible. Digital books also have expired dates in some cases. Some ebooks can last only one month after monthly purchasing. Also, staring at the screen for a long time, especially when reading, can damage readers' eyes, risking eyes strain and other severe pain (Howland, 2022). This makes it hard for readers to stay focused for a certain amount of time. Ebooks don't provide book experiences, and readers lose their physical touch with the books, which can lead to them not getting enough experience. Although ebooks can be read anywhere, regardless of time and place, through electronic devices, the screens are hard to read in sunlight due to the reflection.

Same as printed books, which have both advantages and disadvantages Leonhardt (2017). Traditional books offer few distractions when compared with digital books. Digital books are full of advertisements and notifications that can distract readers from reading. Furthermore, traditional books protect readers' eyes; one study shows that staring at the screen too long leads to strained eyes and irritation, and they also help readers to have better sleep (Leonhardt, 2017). Printed books can enhance reading comprehension because readers can engage with physical touches such as highlighting and taking notes physically, which can improve learning capabilities.

However, both types are based on individuals' preferences and problems that must be solved. For instance, Amirtharaj et al. (2023) studied consumers' preferences for printed books and E-books among university students in a Middle Eastern country. The data shows that the students prefer e-books rather than



printed books because they are easy to carry. Despite this, printed books are comfortable to read and take notes.

6. Conclusions and Limitations

6.1 Conclusions

From the survey on demographics, the research findings indicate that the gender that purchases books the most frequently is female 51.1% while male 48.9% which is not a significant difference. Regarding age, the result shows that age between 20-30 years old buy the highest percentage 48.3% followed by age below 20 years old 39.1%. Regarding education, the findings show that bachelor's degrees are the highest in book purchasing at 61.8%, while occupation indicates that the education sector is the highest in book buying at 69.4%. The finding also shows that with an average income of 20,001-30,000 baths, 36% is the highest buyer, followed by an average income of 10,001- 20,000 baths comes second at 35.6%. In terms of buying behaviors based on marital status, it shows that the single group is the most book buyers at 67.8%.

According to the book buying behaviors and preferences, the result shows that non-fiction gained 50.5% while fiction gained 49.5%, which is not significantly different. Regarding the frequency and duration of buying books, it shows that the most sampling consumers of 96 respondents bought books in a 7-9 months period of 30.3%. Furthermore, there are 60.9% of book buyers prefer printed books to e-books. The average cost of buying books in frequency and percentage shows that 14.5% of respondents spent 701-800 baths on book buying, followed by 301-400 baths at 12%.

The factors to be considered for buying books indicate that the quality of books is the highest at 84.9%. Sources of information that respondents indicate that the most channels are internet websites and webpages at 85.8%, followed by in-store salespersons at 71.0%. The result shows that people who influence the decision to buy books show that respondent's self-decision is the highest at 88.6%, followed by in-store Salespersons at 62.5%. It is interesting from this table that family members gained the lowest percentage, at 6.6%.

Concerning the analysis of various factors affecting book buying behavior in Bangkok, it is interesting that the result shows that factors of production, finance, distribution, and marketing are all high, especially when using giveaways and discount strategies in marketing, are outstandingly very high. This result should raise awareness among those in the book business to consider ways to enhance their businesses.

6.2 Limitations

The limitations of the paper that researchers have experienced will be highlighted, especially in terms of methodologies and generalizations. In other words, methodologies are too simple, and data cannot be the standard for a larger proportion of society.

The methodologies for collecting and calculating the data in this paper are too simple. These affect the complete range of information that the paper could provide. Using only questionnaires might lead to insufficient or lacking some information or insight. For instance, the participants' answers said that they tend to make their decisions according to the salesperson, but the question is raised: what makes the salespersons able to persuade customers to buy behaviors?

Second, generalizations of the data. Meaning that with less data we have collected, the less possibility for the data to be applied to a large proportion of society. For instance, collecting 200 out of 317 answers from respondents who say they are salespersons is the factor that leads them to their buying decisions. These 200 respondents cannot be standardized for a large proportion of society because the respondents in the paper were segmented into groups of society.

However, this paper is considered the first model before converting it into insight research in the future. For instance, what factors do salespeople have to be able to persuade book buyers to buy books, and how? The solutions to these limitations are introducing various data collection methods and more respondents to decrease the limitation of generalization.



More data collection methods will be provided for more details and deeper understanding in the next research: including interviewing methods, focus groups, and questionnaires for collecting data insight. Also, the number of participants must be considered to cover the limitations of generalization. Without the limitation of generalization, the paper might be more valuable and have more credibility for society beneficially.

7. Recommendation and Implication

Our research papers focus on the factors that influence consumer buying behavior. We have found the main factors that impact customers' decisions. Firstly, From Domestic factors. We have found that companies or publishers should be concerned about their target customers, and most buyers work in the education sector, who are between 20 to 30 years old.

Secondly, some factors influence consumer buying behavior. We have found out that the company or publisher should focus on Producing Non-Fiction Printed books even though in this era is a digital era, some people still prefer buying printed books rather than purchasing e-Book which should sell at a price between 200-700 baht since this is the average price that customers will decide to purchase. Moreover, companies should focus on selling through online bookstores or websites to make it more convenient for customers to choose and buy, including trying to reduce and develop the paper of the books to avoid turning yellow. Lastly, keep on going in terms of production to make a deal with a famous publisher or writer and, sell at a price that is not too pricey, and continue using giveaway and discount strategies to engage customers.

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