# JUDGING BOOKS BY THEIR COVER 

## A QUANTITATIVE STUDY ON HOW MEDIA CONSUMPTION INFLUENCES PURCHASE DECISION FOR CULTURALLY ACCLAIMED BOOKS

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## Judging books by their cover: A quantitative study on how media consumption influences purchase decision for culturally acclaimed books


#### Abstract

: This thesis investigates book readers and factors that affect their purchase intention towards physical books with different attributes. Books have a vast variety which makes them attractive to a lot of different personalities. Considering this, the formulated research question is: Does an individual's preferences for media consumption influence their purchase intention for differently culturally acclaimed books?

The authors aim to fill this research gap by performing a quantitative study using surveys, targeting different kinds of book readers.

The results show that people who read more are more likely to buy more intellectually challenging books like a Nobel prize winning book. Adding to that, people who spend more time watching TV series and movies are more likely to buy a book that has a visual adaptation on Netflix, for example. Moreover, the authors investigate the role gender plays in purchase intention and find that females are more likely to buy the Nobel prize winning book.

One of the few implications for future research in this study is to investigate the different book prizes' effect on purchase intention.


Keywords:
Customer behaviour, Purchase intention, Media consumption, Book purchase intention, Reading habits, Watching habits, Nobel Prize, Netflix

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## Definitions

Media Consumption: the amount of information or entertainment taken in by an individual through different forms of media like social media, TV series and movies.

Purchase Intention: the extent to which a consumer is willing to purchase a product.
Nobel Prize: Five categorical prizes awarded to "those who, during the preceding year, have conferred the greatest benefit to humankind", according to Alfred Nobel's will of 1895.

Netflix: an American subscription video on-demand over-the-top streaming service and production company.

Netflix Adaptation: books that have been adapted into any output on Netflix. It could be a series or a movie.

Culturally acclaimed book: a book that has been recognized as either an outstanding contribution to literature, or as a successful story that inspired a movie or tv adaptation

Cognitive ability: the ability of a person to be curious, be inquisitive and be involved in deep reasoning. Cognitive ability is sometimes referred to as general intelligence.

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## 1. Introduction

### 1.1. Fiction books as a form of entertainment

Oxford Learner's Dictionaries (2022) defines a book as "a set of printed pages that are fastened inside a cover so that you can turn them and read them". Fiction books, however, mean more to their readers than just a collection of pages. Throughout time, they have emerged as a means of entertainment enjoyed by many.

The definition of the term 'entertainment' as we know and use it nowadays was coined in the Western countries only in the second part of the eighteenth century (McKee, 2016). Up until then, there was no formal distinction between the forms of culture that had an artistic and educational purpose and those whose primary goal was to provide entertainment (Ibid.). The distinction between these forms of culture came as a result of capitalism and was intensified in advanced industrial societies from the early twentieth century onwards (Ibid.). The urban industrialisation allowed the urban working class to enjoy leisure time, a luxury peasants in rural areas could not afford. This led to the inception of a 'market for fiction' (Kendrick, 1991) in which popular magazines and newspapers and books of fiction, mostly horror fiction, gained popularity. The interest in the same form of entertainment offered consumers the sense of a community. The consumers of written entertainment then started separating into subgroups, and as the fiction genre grew, more communities and fan-bases started to form.

### 1.2. Threats to the printed books

There have been significant technological developments during the past years, which have shaped the publishing industry as we knew it. In the subsection that follows, we take a closer look at the innovations that could represent a threat to printed books and try to assess how great their impact can be on this industry.

### 1.2.1. Ebooks

The market for printed books enjoyed a steady state until 2008, when ebooks entered the scene and started posing a threat to paper books. An ebook is "a book that is displayed on a computer screen or on an electronic device that is held in the hand, instead of being printed on paper" (Oxford Learner's Dictionaries 2022). Many titles which are available in printed versions can be read as ebooks (theguardian.com). The main advantages that ebooks offer their users is the possibility to purchase and start enjoying a new title without having to take a trip to the bookstore and owning books in a compact form, with no need for extensive physical storage.

Ebook reading gained popularity during the 2010s, when Amazon released its Kindle ereaders, a small hand-held device specifically designed for downloading and reading books in an electronic format, which were initially sold at low prices. In 2012, the biggest six publishers in North America fought to gain control of the pricing scheme for ebooks, raising the prices so that people would have reasons to read in print. After a legal battle, the pricing model set by the publishers won (U.S. V. Apple, Inc., Et al.).

Nowadays, the price for a Kindle ereader can reach 399 US Dollars, and it does not offer any kind of discount on the price of ebooks. Moreover, due to the pricing model instilled by the publishing companies, it has become usual to have printed books priced lower than ebooks.

Due to the lack of advantages in terms of pricing the ereader provides, many readers went back to paper books, and the market for ebooks saw fluctuations in terms of sales. For instance, during the COVID-19 pandemic, when bookstores were closed, ebooks saw a raise in sales, only for them to drop again once the restrictions were lifted and bookstores reopened (bookriot.com).

### 1.2.2. Audiobooks

Audiobooks are voice recordings of the text of a book one listens to insead of reading. The first audiobooks appeared during the 1930s (Audio Publishers Association, 2022), as an aid for blind people. As the recording technology improved, audiobooks became increasingly popular and easy to access via apps. Starting 2012, audiobooks became increasingly popular, as more books were turned into spoken versions (Audio Publishers Association, 2022).

Nowadays, the listeners are not only just people with special needs. As a study conducted by Immersive Media \& Books in 2020 indicates, most listeners like to enjoy spoken books while doing other activities such as commuting or housework. The study has also shown that $49.6 \%$ of audiobook listeners buy books in multiple formats. This can be due to the fact that once they discover a title they enjoy, they want to read along while listening to the spoken format or have the paper book in their library as a physical evidence that the have assimilated the contents of the book, even if it was in a spoken format (bookriot.com). 2021 was the year in which the highest number of audiobooks were published (over 74,000 titles) and the market is expected to grow in the coming years. (PublishersWeekly.com)

### 1.2.3. Movie adaptations

In the past few years, there has been an increase in the number of books that became tvseries or feature films, particularly after Game of Thrones' success. These adaptations attract more viewers than original screenplays (forbes.com) due to the fact that the book already has a large fanbase or the viewers think that the storyline must be worth-
watching since it got adapted for the mainstream. Adaptations, however, are far from a threat to the book industry, as movies and tv-series based on books tend to boost sales of their source material (forbes.com). Book adaptations and their original source seem to mutually support and boost each other's credibility and desirability.

### 1.3. The never-ending life of printed books

As our research for the threats to printed books suggests, there is no indication that this industry is nearing its end. In 2021, despite the growth in sales for ebooks during the Covid-19 pandemic, the revenue from print books remained dominant. In the US, the net revenue of the book publishing industry averaged 25.71 bn USD during the period 2008-2020, followed by an average of audiobook sales revenue of 1.6 bn USD during the period 2018-2021 and 191 m ebooks sold during the period 2016-2020 (statista.com). According to Publishers Weekly, print book sales were up $9.1 \%$ in 2021 compared to 2020, with adult fiction sales increasing by $25.5 \%$. The industry of printed books suffered a downfall during lockdown, but since then its revenues have grown at a fast rate, as people seem to have found a new interest in reading fiction books.

### 1.4. The face of a book

Once a book is finished, it becomes a product that needs to be packaged with the aim to sell (Leitão et al., 2018). Choosing a book is a difficult task, due to the ever-increasing supply of new titles that are not comparable (Leemans and Stokmans, 1992). A book buyer, while choosing a new purchase, engages in many activities, such as evaluating other titles, which can lead to information overload (Ibid.). Book covers influence the decision making process, and their subjective appeal to the potential customer influences their decision-making process. Book covers provide relevant information about the book even before it is sold (Hochuli and Kinross, 1996). More attractive book covers lead to greater consumer interest than less attractive covers (d'Astous et al., 2006). There is only so much information one can display in a book cover's design. The most notable features of a cover that can influence the purchase decision and make the decision process easier for readers are how the title is written (Schmidt-Stölting et al., 2011), the presence of a synopsis (Leitão et al., 2018) and indicating that the book is on a bestsellers list (Adams and Heath, 2007). However, during the past few years there seems to be a new trend emerging of books being reissued once they have won a notable literary prize or had their content adapted into a major streaming service's production, with their latest achievements mentioned on the cover. Once the author of a written work is awarded a prize for it, they become more well-known in the public sphere, which has a positive influence on the success of the book (Clement et al., 2007).

### 1.5. Problem statement

Books have been a form of entertainment for a very long time and, contrary to some people's expectations, they will continue to exist in their printed form. Written works vary in terms of genres and their level of reading difficulty. They attract different types of readers based on their genres and what the readers are looking for in a book. Some people enjoy books with easy to follow plots, while others are looking for innovative works. Books should, therefore, be marketed according to the profiles of their customers.

### 1.6. Research question

With our thesis, we aim to provide insights into who the people willing to purchase books advertised as culturally acclaimed or adaptation successes are, as well as whether there are differences in the behavioural intentions based on gender identity. We use the term media consumption

Our study is not limited to a specific geographical region. Since we wanted to gain as many responses as possible in a limited timespan, we chose to make it available to everyone. Although it is a survey on a marketing strategy that is used world-wide, there could be differences in how people perceive it depending on their country of origin.

### 1.8. Research gap and expected contribution

Printed books' popularity has not been affected by the recent developments in technology as much as people expected it to be. We noticed that every time a printed work is awarded a prize or in the works to become a movie or tv-series, there are extensive marketing efforts put into advertising it with its latest accomplishment. There is literature about how displaying positive reviews from critics or good sales performance on the book cover influences the purchase intention (Clement et al., 2007). There is, however, only a limited amount of research, mainly statistical, about how indicating that the book has received a notable prize or became a mainstream visual adaptation on its cover influences the purchase intention of an individual. With our research, we aim to fill this research gap by studying how these labels influence different customers' purchase intention.

### 1.9. Disposition

To answer our research question, we begin by establishing a theoretical framework for our study and presenting existing literature related to our research in the subsequent section. In Section 3, we present our method. Our empirical results are presented in Section 4, followed by a discussion and conclusions in Section 5.

## 2. Literature review and theoretical foundation

The purpose of this thesis is to examine how different marketing strategies of books may vary in effectiveness depending on cultural consumption habits of customers. To better understand how marketing a book as a culturally acclaimed work can influence purchase behaviour for individuals, we will use signalling theory and social identity theory, which are presented in Section 2.1. In Section 2.2. we considered previous research that studied this subject, as well as other factors that might influence customers' behaviour, to give us a deeper understanding of the topic.

### 2.1. Theoretical framework

In this section we aim to first present the two marketing theories we will use to support our analysis and then move on to present previous research on the definition of award stickers, Nobel prize, gender differences in reading and how book sales are affected by a movie adaptation.

### 2.1.1. Signalling theory

Signalling theory in economics was developed by Michael Spence in 1973, based on his research on labour markets which observed that there are knowledge gaps between employers and their prospective employees (Spence, 1973). In his job model, employees with high-quality education send a signal to the employer and distinguish themselves from the other candidates (Connelly et al, 2010). This knowledge gap between the two parties is known as information asymmetry, which occurs when "different people know different things" (Stiglitz, 2002).

Spence's model represents the foundation for numerous signalling models in various fields, including marketing, which we will use in our research.

Signalling theory in marketing relies on marketing signals, which are marketing activities that provide information beyond the activity itself and reveal insights into the unobservable features of a product (Herbig, Milewicz, \& Gulbro, 1994).

A cue must fulfil three requirements before it can be considered a legitimate signal. First, a signal must be transmitted by someone who has the ability to alter the nature and intensity of the signal (Herbig, Milewicz, \& Gulbro, 1994). Second, a signal is not part of the product itself, but a piece of information about it that a customer can easily process (Ibid.). Third, a signal can only be used to speculate on the quality and value of the product, it cannot tell the absolute truth of the product's features, since it does not contain detailed information (Ibid.).

Therefore, a signal can indicate to some buyers that the product is high quality, while to some it can indicate lower quality.

Applying signalling theory to customers' decision making process when it comes to purchasing books, we aim to explore whether marketing signals on books that indicate their mainstream success (a "Now a Netflix original series" label) or their cultural acclaim (a "Nobel prize winner" label) influence customers' purchase intention.

Our labels fulfil the criteria of being considered marketing signals, as whether they appear on a book or not and how they are designed is controlled by the publisher and they indicate that the book has been acclaimed, but they do not guarantee that it will be enjoyed by all readers.

### 2.1.2. Social identity theory

The social identity perspective has its roots in social psychologist Henri Tajfel's research. Tajfel, with the aid of his students, spent two decades refining this theory. There have been many versions of the definition of social identity theory and many scholars do research in this field. Therefore, there are some differences in its interpretation among various sources, but their core components are largely the same. We will use the definition proposed by Hogg et al. (2004): "the social identity perspective in social psychology is commonly viewed as an analysis of intergroup relations between large-scale social categories, which rests on a cognitive and selfconceptual definition of the social group and group membership".

Social identity theory, thus, can be seen as a tool that helps explain how people behave in group contexts, based on how important belonging to that group is for the individual.

Social identity theory has its specific conceptual components that focus on different aspects of group membership and group life (Hogg et al., 2004). As part of our research focuses on how belonging to a group can influence customers' behaviour, the social identity and social categorization components are of interest to us.

Social identity is a part of an individual's self-perception derived from belonging to a social group. A social group's members have the same definition of who they are and how they relate to or differ from specific outgroups (Hogg et al., 2004). Belonging to a certain group helps people reduce the uncertainty in their social life.

People cognitively represent groups in terms of prototypes, to highlight their belonging to one. Prototypes are sets of attributes that capture similarities within groups and differences between groups and prescribe group membership-related behaviour (Hogg et al., 2004).

Applying social identity theory to customers' decision making process when it comes to purchasing books, we suggest that people who read more books per year belong to a
group that enjoys written entertainment. This group might be more likely to purchase a Nobel prize winning book. Similarly, people who spend more time watching TV series and movies belong to a group that enjoys visual entertainment and are more likely to buy a book that inspired an adaptation.

Based on both the Social Identity Theory and the Signalling theory we formulate our first two hypothesis as the following:

H1: People who read more books per year are more likely to purchase a "Nobel prize winner" labelled book.

H2: People who watch more movies and tv series per week are more likely to purchase a "Now a Netflix original series" labelled book.

### 2.2. Previous research

Previous research has investigated the various groups of people interested in reading and what affects their purchase decisions (Leitão et al., 2018). The different groups consist of gender, different educational backgrounds, age, and cultural aspects. There are hints of an incline in readers for groups like gender and age. Previous research on purchase decisions based on book covers shows a number of different mediating factors like the title, reputation of author, the font and the colour included (Leitão et al., 2018). This section aims to present how previous research on award stickers, Nobel prize books, difference in book sales based on movie adaptations and gender differences in reading habits.

### 2.2.1. Award stickers

A book cover including stickers on notable achievements of the book tend to increase attention towards the book as mentioned in a study conducted by Clement et al. (2007). Examples of notable achievements that are presented on the book cover are Amazon bestseller, Nobel prize winner, New York Times bestseller etc. It brings an additional sense of familiarity which readers unconsciously connect with the probability of liking the content. According to Adam and Heath (2007), book readers are more inclined to curiosity when they see the word bestseller being placed strategically on either the book over or any bestseller list. Further it mentions that the probability of them liking the content will be more if it is already loved by many.

According to Matleena Vanhanen, a UAE-based psychologist, because of the information overload we face today, people are unable to research every new book in an unbiased manner which is why the list of bestsellers and recommendations are heavily relied on.

The Nobel prize in literature is of Swedish origin that, since 1901 is annually awarded to any author that fulfils the will of the Swedish industrialist, Alfred Nobel, "in the field of literature, produced the most outstanding work in an idealistic direction". According to Luke Hicks in Duke Today (2017), these kinds of literature are not typically easy reads as they bring abstract and new ideas, meaning that the Nobel prize is awarded to someone who presents a new aspect that moves towards an idealistic direction that adds benefits to humans and their culumansQ EMC861 0G0 geqefi Tf95.3ans air 6n-4<0003005200580057005

## 3. Methodology

In this part of the thesis the chosen method to investigate the research question presented in Section 1 will be described. To gain a deeper understanding into how media consumption habits affect purchase decision for culturally acclaimed books, a study in the form of a questionnaire was conducted.

### 3.1. Scientific approach and research design

In order to answer our research question, we opted for a deductive approach. We found using a quantitative, empirical research design realised through a self-completion questionnaire appropriate for answering our research question. Since it is easy to distribute to a large number of people and it enables analysis of many respondents' attitudes (Bryman \& Bell, 2011), it would serve our purposes the best, as opposed to some other quantitative and qualitative methods.

### 3.2. Main study

### 3.2.1. Questionnaire

The main study consisted of an anonymous, self-completion, web questionnaire, which was designed using the online tool Qualtrics. In total, the survey consisted of nine questions structured in four different blocks, focusing on: 1) Introduction, 2) Demographics, 3) Behaviour when it comes to reading and watching television and 4) A randomized block showing $50 \%$ of the respondents a book cover with a "Now a Netflix original series" label on it, and $50 \%$ of the respondents a book cover with a "Nobel prize winner" label on it. For the complete survey, see Appendix 8.

In the introduction of the survey we presented our respondents with the purpose of the questionnaire and contact information. We also informed them about the terms of GDPR and how their personal data will be handled. The respondents had to click an arrow to go to the beginning of the questionnaire if they agreed to the terms, or could just leave the survey.

As part of our study, we chose to have the survey randomly show one of two versions of the same book cover. One variant was a book that had a sticker with 'Nobel prize winner' on it, and the other variant had a 'Now a Netflix original series' on it. The book was a non-existent one, created by us using an editing software, in order to avoid biased answers by respondents who had previous knowledge about the book. We believe that this increased the reliability of our study.

In order to improve the statistical power of the data even more, we added an instructional manipulation check, which is a special question inserted among the other
questions with the aim of assessing if the respondent is paying attention (Oppenheimer et al., 2009). We discarded the responses that failed to answer the control question correctly.

Figure 1: Survey flow illustrated


### 3.2.2. Survey flow

Note: " $n$ " = number of respondents that completed that specific block of the survey.

### 3.2.3. Selection of factors to study

In this section we introduce the different variables in the study and the scales used to measure them. The purchase intention variable was used as the dependent variable and the other variables (the amount of books read per year, the amount of hours of television and film watched per week and gender) were the independent variables.

## Dependent variable

## Purchase intention

Once the respondents of the survey reached the randomised block of the survey and were either shown a Nobel prize winning book or one that became a Netflix adaptation,
we asked the question 'How likely are you to purchase this book?'. This question captures their purchase intention and we used a 5-point Likert scale, ranging from Extremely unlikely (1), to Extremely likely (5), with a neutral option Neither likely, nor unlikely (3) to evaluate it.

## Independent variables

## The amount of books read per year

The amount of books read per year was measured for our attempt to test whether people who read more books will be more likely to purchase a Nobel-prize winning book. This independent variable is based on the assumption that people who read more books identify themselves as fans of intellectual reads and are more inclined to buy the Nobel prize labelled book. This assumption is motivated by the Social Identity Theory. The Signalling Theory put into this context shows that the Nobel prize labelled book may send out signals that this literature is more hard to read, cultural and intellectual than many other books.

## The amount of hours of television and film watched per week

The amount of hours spent watching tv series/movies per week is a measure used to potentially prove that people who watch more television will prefer the book with the "Now a Netflix original series" sticker. This independent variable is based on the assumption that people who enjoy visual entertainment are more likely to purchase a book that became a Netflix adaptation, motivated by the Social Identity Theory. Signalling Theory put into this context implies that a "Now a Netflix original series" may indicate the fact that the book's writing style makes it easier to visualize and follow the action.

## Gender

Purchase intention may also be affected by gender which is tested twice in this study, both in relation to the Nobel prize labelled book. As mentioned earlier, females may be more prone to reading in general due to different competency beliefs. Since females are perceived to have higher belief in their competency in understanding literature, they are more motivated to read comparatively.

## Other variables

## Age

The age was assessed for the demographics part of our study. Previous research shows that age has no direct effect on leisure reading and that no particular age group is more likely to read (Stokmans 1999). Age was not considered an indirect variable as it is only used to analyse our sample and how faithfully it could represent a larger population.

## The likeliness to research a book before purchasing it

This variable helps us assess better the profiles of our survey participants. As books do not get as much exposure on social media as tv-series and movies, we wanted to explore whether readers engage with a book before purchasing it. If they do, this can indicate that they do not purchase books on impulse. Purchasing books on impulse means that the buyers let their emotional desires take over and transcend the importance of the product's true attributes (Holbrook and Hirshman, 1982). Customers who do not make inclusive purchases might be less likely to be influenced by the labels we want to study.

## Likeliness to talk to friends and family about book suggestions

Similarly to the previous variable, we use the likeliness of individuals to engage in discussions about new titles to explore their profiles. Drawing on findings from the Social Identity Theory, individuals who see themselves as cultural beings who enjoy reading may be prone to exchanging ideas and knowledge with others that share the same cultural curiosity as them. Considering book suggestions from acquaintances can, once again, indicate that they do not solely purchase books impulsively and their purchase decisions are not so easily influenced by the book cover and the information it conveys alone.

### 3.3. Data collection and statistical methods

### 3.3.1. Data collection

The survey was distributed through various online channels (WhatsApp, Facebook and Reddit communities). It was active for 12 days, between the 27th of October 2022 and the 7th of November 2022.

Since our study did not have any regional limitations, respondents from all over the world answered it. Given its international outreach, it was carried out in English.

### 3.3.2. Data quality

The total number of individuals who completed the survey was 224 , and the average time it took them to complete it was 3 minutes. For us to regard the responses as valid, they needed to fulfil two conditions: a) have a reasonable time for completion, and b) answer the control question correctly. In order to evaluate the first condition, we used a built-in tool that Qualtrics offers for highlighting the responses that took an unusually short time to complete and we excluded those answers from our sample because we considered them unreliable. All fields in our survey were mandatory, so all the responses we collected were carried out $100 \%$. 20 individuals completed the survey in a very short time, leading to their exclusion, and 13 answered the control question wrong, leaving us with 191 responses that were accepted to be used in the sample.

### 3.3.3. Data selection

It is worth mentioning that we did not use one question (Q2.1) from our questionnaire in any area of the study (i.e., descriptive statistics or main analysis). The question assesses the number of books the respondents purchase per year and initially we wanted to investigate if there is a difference between the number of books and individual purchases per year and the number of books they actually read. We found this question not to be outside the scope of our study, as it would not help us answer our research question and therefore chose not to include it in our analysis.

### 3.3.4. Data analysis

The collected data from the questionnaire was exported to RStudio 2022.07.2, where the analyses were performed by the authors of this thesis. Since we showed the respondents two different stimuli, we divided our data into two data sets, one for the respondents who were shown a Nobel prize winning book and one for those that were shown a book that became a Netflix original adaptation.

To investigate what factors influence a customer's likeliness to buy a culturally acclaimed book, we performed several ANOVA tests.

ANOVA tests refer to a type of statistical test used to determine if there is a statistically significant difference between two or more categorical groups by testing for differences of means of different groups using variances .(Rebecca Bevans, 2022). The test also involves comparing group means to the overall mean using the P-statistic to test for statistical significance. An ANOVA test has three prior requirements that are listed below (Rebecca Bevans, 2022):

- The overall populations from which the samples were taken must be normally or approximately normally distributed catering to the Central Limit Theorem.
- The samples must be independent.
- The variances of the populations must be equal.
- The groups must have the same sample size.

An ANOVA output does not only involve means, variances and the P-statistic but also the standard deviation and count of data which are further means of comparison.

A one-way ANOVA tests for the effect of one independent variable on the dependent variable while a two-way ANOVA test examines the effect of two independent variables on the dependent variable. Both of these will be implemented in this study.

In our ANOVA tests, we had segmented groups. Market segmentation, in the field of marketing, is defined as a process in which customers with similar traits are grouped together (Pride et al., 2018). We used market segmentation to divide our respondents according to their media consumption habits.

Another segmentation was made based on gender, as previous research indicates that there are differences between the reading habits of men and women (Logan, Johnston 2009). Worth to mention is the fact that we did not include individuals who identify as non-binary in our tests since we only had 12 responses from this sample, which is too small to be representative.

### 3.3.5. Reliability and validity

This section concerns the data quality within our quantitative research, which is assessed through reliability and validity (Bell et al., 2022).

## Reliability

The research reliability can also be seen as the ability to replicate this study (Bryman \& Bell, 2011). Since this is a purely quantitative study, it is easily replicable. One source of error in this study could be that the variety in respondents is limited as they were mainly aged between eighteen and thirty-five and also tend to read a lot and watch less tv series and movies. Possible repercussions could be that the data was more accurate compared to the population for the Nobel prize questionnaire than for the Netflix questionnaire. In order for this research to be replicated expecting similar results, a similar group of respondents should be taken. This study does not cover what the expected results could be if a broader range of respondents were involved.

## Validity

The validity of our research can be seen as how well the research question was answered (Bryman \& Bell, 2011). The validity in terms of variety in respondents was ensured through that the platforms that we used included reading enthusiasts, movie/tv series enthusiasts as well as people who were interested in neither.

External validity was ensured through how we were able to answer the research questions with a combination of the survey results and the theoretical frameworks. In this study, the connection made between the independent and the dependent variable was not straightforward so, consequently, we needed to use the Signalling Theory and the Social Identity Theory to motivate the relation.

Evidently a theoretically motivated relation can be subjective and that could be one weakness in our study. After examining multiple ways of how to keep this study quantitative and keep interpretations to a minimum, we conclude that the relations explained are valid enough to answer our research questions. This was further supported by our thesis supervisor.

## 4. Results and analysis

In this part of the thesis the results from our study will be presented in two sections. In the first section, we will present the descriptive statistics of the respondents, including age, gender and other behavioural findings regarding their consumption of media. We will then present the ANOVA test results, as well tables presenting means, standard deviation and the count of each independent variable relating to purchase intention. Each table will be presented after a brief description of the content.

### 4.1. Descriptive statistics

For an overview of the respondents' age and gender, see Appendix 1. $44.7 \%$ of the respondents identified themselves as male, $46.4 \%$ identified as female, and the remaining $8.9 \%$ identified as non-binary or chose not to disclose their gender. The majority of our respondents' ages were in the group 18 to 24 ( $38.6 \%$ ) and 25 to 34 ( $33.5 \%$ ), followed by 35 to 44 ( $14 \%$ ), 45 to 54 (10.6\%). The lowest representation in terms of age was found in the groups 55 to 64 (3.4\%) and 65+ (0.6\%).

When it comes to our respondents' engagement with books before purchasing them, nearly $76 \%$ expressed a positive intention to research the title online before purchasing it, while $66.5 \%$ expressed a likeness to engage in conversations about books with their acquaintances. For an overview of the respondents' engagement with books, see Appendix 2.

Looking at our respondents' media consumption habits, the majority ( $58.1 \%$ ) read more than 10 books per year and only a very small portion ( $6.7 \%$ ) do not read any books at all. When it comes to watching television, $12.3 \%$ do not watch television at all, and the majority ( $70.4 \%$ ) watch between 1 and 10 hours per week. Only $17.3 \%$ of the respondents watch more than 10 hours of television per week. For an overview of the respondents' media consumption habits, see Appendix 3.

### 4.2. Segmentation of data groups

The distribution of the sample data in regards to the number of books read per year is presented in Figure 2. The data does not show a normal distribution as demonstrated in the bar chart below. The respondents mostly were heavy readers that typically read more than 10 books per year. This may have brought invalidity in our results but looking at the Central Limit Theorem, where it states that if the sample has over 30 units, we can successfully assume normal distribution even if the sample is not normally distributed. The Central Limit Theorem states that this sample can, in fact, represent a bigger population due to its size. This fulfils the criteria of the sample being normally distributed.

Figure 2: Distribution of the number of books read per year
Distribution of the number of books read


The distribution of the data in regard to how many hours are spent watching tv series or movies is shown in Figure 3. The data is normally distributed as demonstrated in the bar chart below. Not only was normal distribution a requirement for the ANOVA test but it also poses an important reliability factor as this sample is closest to a real big population.

Figure 3: Distribution of the number of hours of television and movies watched per week


For this study, the ANOVA tests included two groups of books read per year and two groups of how many hours respondents watch tv series or movies per week. The first two were "few books" and "many books" where few books entailed five books or less per year and many books entailed more than five books per year. The next two groups involving watching habits are "few hours" and "many hours" where few hours implies 10 hours or less per week and the latter implies 10 hours or more per week.

This division of groups was made to increase the power and accuracy of the test as two sufficient groups is easier to interpret than five smaller groups with larger variances in count. When deciding on how the reading groups should be divided into numerical values, we found that reading physical books have seen an apparent decline in the past decade and so we settled on using less than five books for few books and more than five for many books. (Kasáčová \& Babiaková, 2019)

We also found that the average person spends up to two hours watching tv series a day which set the foundation of our segmentation of groups in the watching tv series/movies segment. (Minton, Morrison \& Fernandez, 2019)

When considering the groups for gender, we decided to only include male and female even though we had four options in the survey that included non-binary and prefer not to mention. The reason is that the non-binary respondents were few to none and adding that data into our tests would show an evident source of error as males and females had substantially higher counts.

### 4.3. Results for reading habits affecting purchase intention for the Nobel prize winning book

Table 1 displays the results for a one-way ANOVA table for how purchase intention for the Nobel prize winning labelled book is affected by how many books the respondents read per year, as well as the mean, count and standard deviation for the segmented groups. The P-value on purchase intention is less than 0.001 which means that the null hypothesis, stating that there are no differences between the means of the different groups of book readers, is rejected as it is considered statistically significant. To clarify, this means the two different groups for how many books the respondents read per year have different means than the overall group mean.

Comparing the means, we see that people who read many books per year clearly have a higher mean in purchase intention, meaning that they are more likely to buy it compared to people who read less books per year. The standard deviation is also marginally lower for the few books per year group which means that the purchase intention as a whole within this group does not vary as much comparatively. The standard deviation of the many books category is slightly higher although it is not high enough to declare that purchase intention varies heavily. The count is substantially higher in the many books category which can be a reason why the standard deviation is slightly higher. Conclusively, Table 1 shows that people who read many books are more inclined to buying the Nobel prize labelled book. A scatterplot (see Appendix 4) displaying this data and the line of best fit clearly showed higher purchase intention for people who read more.

Table 1: Means, standard deviations and ANOVA results for purchase intention for a Nobel prize winning book for people who read many books per year and fewer books per year

|  | Count | Mean | Standard deviation | F-value | P-value |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Few books | 25 | 1.76 | 0.93 | 14.91 | $<.001$ |
| Many books | 67 | 2.67 | 1.04 |  |  |

### 4.4. Results for television watching habits affecting purchase intention for the 'Now on Netflix' labelled book

Table 2 shows the statistical significance of this ANOVA test where the two stars indicate that the p value is below 0.01 meaning that the null hypothesis is rejected. As mentioned before, this indicates that there is a difference between the means of the individual groups and the overall group mean.

Also shown in Table 2 are the count, means and standard deviations of the purchase intention of the "Now a Netflix original series" labelled book for people that watch few and many hours of tv series or movies per week. Comparing the means, we see a substantially higher number of purchase intentions for people who watch many hours per week. The standard deviations are similar meaning that this factor will not affect our comparison in this ANOVA test. A scatterplot (see Appendix 5) shows a clear increase in purchase intention for people who spend more hours per week watching tv series or movies.

Table 2: Means, standard deviations and ANOVA results for purchase intention for a book that became a Netflix adaptation book for people who watch many hours of television per week and fewer hours of television per week

|  | Count | Mean | Standard deviation | F-value | P-value |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Few hours | 77 | 1.81 | 0.86 | 7.61 | $.00712 * *$ |
| Many hours | 10 | 2.60 | 0.84 |  |  |

### 4.5. Results for how purchase intention for the Nobel prize winning book changes solely based on gender

Table 3 shows the statistical significance for the one way ANOVA test testing how purchase intention of the Nobel prize labelled book is affected by the gender of consumers. This table ignores the aspect of readings habits and therefore it differs from the tests done in section 4.5 . We see that the p-value below 0.001 . This in turn means that the mean for gender and purchase intention is different from the overall group mean.

Table 3 also shows the count, mean and standard deviation for the purchase intention of Nobel prize labelled books based on gender and we see a significantly higher mean for females with a respective smaller standard deviation. Seeing that the counts are also similar, we conclude that females are more likely to buy the Nobel prize labelled book. This is also presented in the scatterplot (see Appendix 6) where the line of best fit shows an increase in purchase intention for females.

The standard deviation in this case points out how much the data varies in this sample and so it is safe to say that the highest purchase intention was a female and as a whole females were more inclined to buying this book.

Table 3: Means, standard deviations and ANOVA results for purchase intention for a Nobel prize winning book based on gender (binary)

|  | Count | Mean | Standard deviation | F-value | P-value |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Female | 42 | 3.07 | 0.81 | 22.09 | $<.001$ |
| Male | 43 | 2.09 | 1.09 |  |  |

### 4.6. Results for how gender and amount of books read per year affect purchase intention for the Nobel prize winning book

Table 4 presents a two-way ANOVA test on how purchase intention for Nobel prize winning books is affected by the amount of books read per year and gender. This table shows statistical significance in both the gender and the number of books read per year as shown by the asterix symbols. The gender has a p value below 0.05 and purchase intention has a $p$ value below 0.01 . This means that the purchase intention and gender both have a mean that is different from the overall group mean.

As this is a two-way ANOVA test, we could have an interaction effect between the gender and amount of books read per year. Table 4 presents the results for the interaction effect and it shows the interaction term to have a $p$ value of above 0.05 meaning this interaction effect is not significant. Therefore, we conclude that there is no interaction effect between the gender and reading habits.

Table 4: Two-way ANOVA for purchase intention for a Nobel prize winning book for males and females who read many books per year and fewer books per year

|  | Df | Sum Sq | Mean Sq | F-Value | P-Value |
| :--- | :---: | :---: | :---: | :---: | :--- |
| Gender | 1 | 5.47 | 5.47 | 5.36 | $.0232 *$ |
| Books read | 1 | 9.85 | 9.85 | 9.65 | $.0026^{* *}$ |
| Interaction | 1 | 0.59 | 0.59 | 0.58 | .4500 |

Table 5 shows the count, mean and standard deviation for each gender with a corresponding reading habit for purchase intention of the Nobel prize labelled book. Comparing the means clearly show that females who read more are most likely to buy the book while men who read less are the least inclined to buying the book which is also presented in the scatterplot (See Appendix 7). The standard deviation in this sense only shows how much the data is spread from the mean and since all of them are similar, this is considered a non-mean of comparison.

Table 5: Means and standard deviations for purchase intention for a Nobel prize winning book for males and females who read many books per year and fewer books per year

|  |  | Count | Mean | Standard deviation |
| :--- | :--- | :---: | :---: | :---: |
| Female | Read less | 8 | 2.00 | 1.07 |
| Female | Read more | 34 | 3.00 | 0.85 |
| Male | Read less | 18 | 1.94 | 1.11 |
| Male | Read more | 25 | 2.56 | 1.12 |

### 4.7. Analysis of hypotheses

Analysis and implications on this section are based on tables 1-5.

### 4.7.1. Purchase intention related to reading habits

The results show that the books read factor is statistically significant i.e. p-value <.001. We then proceed to compare means that then show that purchase intention of Nobel prize labelled books is in fact higher for people who read more books per year.

People who read more books per year are more likely to purchase a "Nobel prize winner" labelled book.

## Supported

### 4.7.2. Purchase intention related to television watching habits

The results show that purchase intention for the "now on Netflix" labelled is higher for people who spend 10 or more hours per week watching movies or tv series. Our hypothesis was therefore proved right.

People who watch more movies and tv series per week are
H2 more likely to purchase a "Now a Netflix original series"
Supported labelled book.

### 4.7.3. Purchase intention and gender

The results show that purchase intention for the Nobel prize labelled book is higher for women.

H3 Women are more likely to purchase a "Nobel prize winner" labelled book than men.

## Supported

4.7.4. Purchase intention, gender and reading habits

The results show that purchase intention for the Nobel prize labelled book is higher for females who also read many books per year.

H4
Women who read more books per year are more likely to purchase a "Nobel prize winner" labelled book.

## 5. Discussion

The purpose of this thesis has been to answer the research question "Does an individual's preferences for media consumption influence their purchase intention for differently culturally acclaimed books? ". In this section, we discuss the results presented in section 4 and connecting that to the theories mentioned in Section 2.

### 5.1. Conclusions and implications

### 5.1.1. Descriptive, demographics

The respondents of the survey were fairly equally divided in terms of gender, with $44.7 \%$ males and $46.4 \%$ females. The majority ( $72.1 \%$ ) were aged between 18 and 34 years (see Appendix 1 for detailed data on age and gender). The majority of them ( $58.1 \%$ ) read more than 10 books per year, and were likely to engage with a book before purchasing it. Only $6.7 \%$ of the participants did not read any books at all. $12.3 \%$ of all respondents did not watch television at all, and the majority (70.4\%) watched between one and 10 hours per week. $17.3 \%$ watched more than 10 hours of television per week.

Overall, as indicated by the numbers, the majority of our respondents engaged in media consumption, both through reading books or watching television and movies.

### 5.1.2. Purchase intention for Nobel prize labelled books

As shown in Table 1 where we primarily compare means of people who read more and less books per year, we see that the mean for purchase intention in the "more books" category of respondents was higher. This was also previously anticipated as shown in our first hypothesis.

This result can be further explained using both the Social Identity Theory and Signalling Theory.

The Social Identity Theory that states that outside factors contribute to one's identity may show that people who read more books in general carry the identity of being more knowledgeable. Being more knowledgeable may be connected to consuming more intellectual information which they can further spread to each other. As mentioned earlier, the Nobel prize labelled book contains hard to read, intellectual information which is mostly consumed by people who are used to challenging literature. Therefore, people being interested in this kind of literature are connected to having a curious and inquisitive mindset. One possibility is that this curious mindset can be a result of considerable previous knowledge that mostly accumulates with either previous experiences or mass consumption of content through reading a lot of books.

This thread explains why people who read more are mostly connected to having more knowledge and will be more prone to buy the Nobel prize labelled book.

The Signalling Theory, which states that some factors can signal a certain message could be another manner to explain why Nobel prize labelled books are more attractive to people who read more. The actual Nobel prize sticker classifies as a signal as it fulfils the three previously mentioned criterias (Section 2.1.1). The signals that the sticker sends relates to what kind of literature it contains. A possibility is that those signals can be along the lines of being a tough read and curiosity increasing. These signals then increase the purchase intention of people whose interest lies in this kind of literature.

### 5.1.3. Purchase intention for 'Now a Netflix original series’ labelled books

Referring to Table 2, we see that the purchase intention of the books with the "Now a Netflix original series" sticker increases for people who spend more time watching tv series or movies per week. This was also stated in our second hypothesis which is now confirmed.

Looking at the Social Identity Theory, we can draw the assumption that people who are more interested in movies or tv series feel like they are part of a separate group in comparison to people who prefer reading over visual entertainment. One way to look at it is that people in this group may be more likely to enjoy entertainment that can easily be visualised and that is why they are more likely to buy the Netflix labelled book.

The Signalling Theory also classifies the "Now a Netflix original series" sticker as a signal following all three criteria previously mentioned. The signals send out the message that the literature is easily convertible to a movie or tv series which might mean that it is an easy read to follow and has an engaging plot. We assume that people who are more interested in watching movies are more interested in reads that are engaging. A potential explanation to this could be that they send out signals of being an undemanding read with an appealing plot and therefore people who spend more time watching television are more likely to buy the "Now a Netflix original series" labelled book.

### 5.1.4. Purchase intention for Nobel prize labelled books with regards to gender

Table 3 shows that purchase intention for the Nobel prize labelled book is higher for females compared to males meaning that our third hypothesis was also confirmed.

Gender preferences are usually difficult to explain using theory as there it leads to stereotyping which is majorly frowned upon these days (Ellemers, N. 2018). For the sake of this thesis, we use previous research to explain the results. As mentioned earlier, females tend to have a higher personal belief in their competency to understand and absorb perplexing literature compared to men. Therefore, more women will be
interested in purchasing the Nobel prize winning book as they believe that they will be able to absorb the content. According to this information, men can be perceived to have less belief in their cognitive reading abilities and may therefore immediately be uninterested in a Nobel prize winning book.

### 5.1.5. Purchase intention for Nobel prize labelled books with regards to gender and reading habits

This part caters to the last and final hypothesis of this study which states that females who read more are most likely to buy the Nobel prize winning book. The results are presented in Table 4 through which we are able to confirm that Hypothesis 4 is supported.

The results of this is a combination of the first and third hypothesis. We say that females are more likely to buy the Nobel prize winning book as they believe more in their cognitive ability to absorb such literature, as mentioned above, in the introduction of this thesis. An additional factor addressed in this part is that even though research suggests that females believe more in their intellectual ability, we still have females who believe less in their cognitive ability. How does purchase intention differ for them?

We found that females who read less are less likely to buy the Nobel prize winning book compared to females who read more. A potential reason to why this is could be that their reading habits amongst other things like past experiences and educational background which could be focused on for further research. For the sake of this study, we focus on the reading habits and find that females that read more books per year are more likely to buy the Nobel prize winning book.

### 5.2. Key findings

The first key finding in this study is that Nobel prize winning books attract people with a more curious mind and more confidence in their reading skills, since the literature is hard to read and requires more active thinking. This is then connected to the fact that if one reads more, they are more used to different kinds of books which makes the probability of them liking Nobel prize winning literature more. One factor that was later added to this is gender. Since we do not have any framework or theory to explain gender preferences, we stick to previous research in explaining that females tend to believe that they can grasp difficult literature more than men. Combining the fact that females are more prone to read more difficult content and that Nobel prize winning books require higher reading competencies, we find that females that read more books per year are more likely to purchase the Nobel prize winning book.

Another key finding in this study is that people who spend more time enjoying visual entertainment are more likely to buy the "Now a Netflix original series" labelled book. We used the Social Identity Theory and Signalling Theory to say that signals sent out using this book and movies and tv series are similar to the signals sent out by the "Now a Netflix original series" sticker.

### 5.3. Limitations

The data for this thesis was collected through an online survey distributed via Facebook, WhatsApp and Reddit communities with people who enjoy reading books and watching television. A downside, and first limitation of our thesis comes from the way we collected data, as it is not possible, due to GDPR, to track down exactly the channel a specific response came from. Therefore, we cannot say exactly how many answers came from people who identify themselves as media consumers or from people who do not define themselves in such a way. Given the groups in which we distributed our survey, it is safe to assume that most of our responses came from media consumers, which leads us to believe that our population was rather homogenous. The implication of this is the fact that the amount of variation in responses is less (Bell et al., 2019). Our analysis could have been improved if we had heterogeneous responses, from both media consumers and non-consumers.

An argument in favour for the distribution method selected and the collected sample could be the fact that for the professionals in the book industry, it would be more relevant to study the people who are already involved in media consumption. It is easier to tailor marketing strategies for the people that are already customers than to attract new customers.

Another limitation that comes from our data collection is the fact that we did not have too many responses from individuals who watch more than 10 hours of television per week, as opposed to the large number of responses from people who read more than 10 books per year. Thus, the group of avid television fans was underrepresented.

Questionnaires distributed online, without surveillance, are known for generating a low response rate and non-complete answers (Bell et al., 2019). This, along with the limited time we had our survey online resulted in a low number of responses. The reliability of a study would have been higher, had the number of responses been larger. We relied on communities of written or visual entertainment for our sample because we knew their strong feelings around the topic would incentivise them to answer. Their affiliation with the topic led to some very strong opinions in the randomised book cover display part of our study, as advertising a book using its Netflix adaptation seems to be a disliked marketing tactic among individuals who enjoy reading.

The answers to our questionnaire questions were based on the respondents' selfassessment of their behaviour. This imposes the risk that they do not reflect actual behaviour. The respondents could have intentionally answered untruthfully to the questions regarding the books read per year or the hours of television watched in order to appear more cultured. They could have also chosen answers that do not reflect reality by mistake.

The data collected for this thesis was collected during one time period, which makes it harder to generalise (Bell et al., 2019). Had we collected the data several different times, it would have been more reliable. For instance, if we had collected the data toward the end of the year, the respondents would have had a better approximation of the number of books they read during the year. During the fall, which is the time we collected our data, new tv series aired on the streaming platforms, so the reported number of hours spent watching television could have been higher than usual.

### 5.4. Suggestions for future research

For future research, a control variable can be added to the study. This variable could be a book cover without any label on it, so that the likeliness of buying books marketed as literary prize winners or streaming services adaptations can be compared with the likeliness to buy the book without any indicators of cultural success on its cover.

Other studies can be done for existing books that are advertised as successful adaptations to explore whether the extensive publicity the visual telling of the story receives influences people's likelihood to purchase the book.

Another study for books advertised as streaming platforms adaptations can be done using different streaming services labels, in order to observe whether the streaming channel itself influences people's intention to purchase the book. During the past years, Neftlix has adapted numerous books into movies or tv-series, which received mixed reviews from the audiences. A platform that relies so heavily on adaptations can perhaps have less of an influence on purchase intention for the original work than a platform that is more selective.

Similarly, the prizes a book won and their influence on purchase intention can be studied. The Nobel prize represents for many people the most distinguished prize a book can win and leads them into thinking the work has a content difficult to understand. Moreover, it is a Swedish prize and perhaps not as representative as the Pulitzer prize is for the US readers.

A similar research as the one that has been done in this thesis can be done in the future with a more diverse sample. This sample could include a better representation of individuals who watch more than 10 hours of television per week and also more people who are not media consumers. This can be done to explore what marketing strategies
can be used to make books more appealing to both people who are avid fans of television and people who do not enjoy reading or television.

### 5.5. Conclusion

To conclude the research question: Does an individual's preferences for media consumption influence their purchase intention for differently culturally acclaimed books?, has been answered inspired by four hypotheses, three independent variables and one dependent variable that is the purchase intention. The four hypotheses involve the three independent variables that are reading habits, watching habits and gender. The main findings consists of that people who read more are more likely to buy the Nobel prize winning book and the people who watch more TV series or movies are more likely to buy the Netflix adaptation book. The gender factor plays in showing that females have higher confidence in their cognitive ability which leads them to be more interested in hard to grasp literature like the Nobel prize winning book. All the findings are successfully supported with either the Social Identity Theory, the Signalling Theory or previous research. The report finally has several implications for future research involving studying more independent variables and adding a control variable.

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## 7. Appendices

## APPENDIX 1

## Demographics

Table 6: Demographics

| Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $18-24$ | $25-34$ | $35-44$ | $45-54$ | $55-64$ | $65+$ |
| 68 | 60 | 25 | 19 | 6 | 1 |
|  |  | Gender |  |  |  |
| Male | Female | Non-binary/Third gender | Prefer not to <br> say |  |  |
| 80 | 83 | 12 | 4 |  |  |

## APPENDIX 2

## Respondents' engagement with a book before purchasing it

Table 7: Respondents' likeliness to engage with a book before purchasing it

|  | Extremely <br> unlikely | Somewhat <br> unlikely | Neither <br> likely nor <br> unlikely | Somewhat <br> likely | Extremely <br> likely |
| :--- | :---: | :---: | :---: | :---: | :---: |
| How likely is it <br> that you research a <br> book online before <br> purchasing it? | 8 | 19 | 16 | 67 | 69 |
| How likely is it <br> that you talk to <br> your friends or <br> family about book <br> suggestions? | 14 | 23 | 23 | 66 | 53 |

## APPENDIX 5

A scatter plot visualization of the difference in purchase intention for a 'Now on Netflix' labelled book for people who watch fewer hours of television per week and many hours of television per week.


## APPENDIX 6

A scatter plot visualization of the difference between the binary genders in purchase intention for a Nobel prize winning book.


## APPENDIX 7

A scatter plot visualization of the difference between the binary genders and their reading habits in purchase intention for a Nobel prize winning book.


## APPENDIX 8

## Complete survey

This appendix represents the questionnaire that was given to the respondents in its original disposition. No changes have been made to its content, only the layout of the questions and their segmentation into blocks, for a better understanding.

## Introduction and information about GDPR

This survey is conducted for a quantitative research project at the Stockholm School of Economics.

Under GDPR, the data from this survey is solely collected for research purposes. Data that could potentially identify anyone will never be shared with any third party or anyone else. Results from statistical analysis of the data may be published in reports or other publications.

For any questions, contact us via e-mail: $24920 @$ student.hhs.se or 24905@student.hhs.se.

Thank you in advance for your participation!

## Block 1: Demographics question

Q1.1. What gender do you identify as?

- Male
- Female
- Non-binary/third gender
- Prefer not to say

Q1.2. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+


## Block 2: Media consumption profile

Q2.1. How many books do you purchase per year?

- 0
- 1-3
- 3-5
- 5-10
- More than 10

Q2.2. How many books do you read per year?

- 0
- 1-3
- 3-5
- 5-10
- More than 10

Q2.3. How likely is it that you research a book online before purchasing it?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Q2.4. How likely is it that you talk to your friends and family about book suggestions?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Q2.5. How much time do you spend watching movies or tv-series per week?

- 0 hours
- 1-5 hours
- 5-10 hours
- 10-20 hours
- More than 20 hours


## Block 3: Randomised block

The respondents were shown one of the book covers below and asked Q3.1.


Q3.1. How likely are you to purchase this book?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely


## Block 4: Control question

Q4.1. What was the title of the book shown?

- Pride and prejudice
- I'm not worried
- Harry Potter
- It ends with us


## Block 5: End of survey

We thank you for your time spent taking this survey.
Your response has been recorded.

