

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**THE IMPACT OF MARKETING MIX STRATEGIES ON
CONSUMER BUYING BEHAVIOR IN BOOKSELLING
INDUSTRY**

MASTER'S THESIS
Aidana SHAKHMET

Department of Business
Business Administration Program

OCTOBER, 2022

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Thesis Advisor: Prof. Dr. Erginbay UĞURLU

OCTOBER, 2022

ONAY FORMU



DECLARATION

I hereby declare with respect that the study: “The impact of marketing mix strategies on consumer buying behavior in bookselling industry”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis. The works I have benefited are shown in the References. (07/10/2022)



Aidana SHAKHMET

FOREWORD

On the occasion of completion Master studies in Business Administration program at Istanbul Aydın University, the following thesis represents “The Impact of Marketing Mix Strategies on Consumer Buying Behavior in Bookselling Industry”.

Due to it, I would like to express my appreciation to Prof. Dr. Erginbay UĞURLU for the professionalism and constructive guidance.

Additionally, I owe my beloved family members a great deal of gratitude for being atlases shoulders of which are the most reliable support.

It is my hope that this research will resonate and continue to develop, because books and the whole process that comes with it - inspiration and writing, publication and distribution, acquisition - entail brain development, speech enrichment, mental health improvement, spiritual and intellectual development and expanding outlooks.

October, 2022

Aidana

SHAKHMET

THE IMPACT OF MARKETING MIX STRATEGIES ON CONSUMER BUYING BEHAVIOR IN BOOKSELLING INDUSTRY

ABSTRACT

The primary objective of this work was to determine the impact of the marketing mix strategies used by existing bookselling companies on consumer behavior. The 5p model can be considered as the most beneficial one for the study, in view of the fact that it tracks a specific pillar besides the basic ones, which includes such element as people representing the support staff in the sale of such unique product as books. The bookselling industry itself is notable for the fact that each of its products represents a separate new brand, in consequence of each writer behind the books, as a matter of course only advertising will be able to provide any of them to break ahead and take the line among the bestsellers, getting the biggest copy sales, which they should. To affect the outcome of immediate interest in reading by the general population. Thence many traditional bookstores are trying to attract large streams of buyers with a large assortment of books, in addition to the related products, modern and innovative equipment for books reading, competent staff, comfortable and restful coffee shops inside. The equipment book displays to advertise seasonal discounts, attractive displays, and many other innovations and features to create a connection between the consumer and the bookstore/brand shall be assigned to the marketer department. The bookselling industry is equated not exclusively by the category of retail trade, but more with distribution and increase of the spiritual component inside population, akin theaters. Consumer responses in this study were analyzed by giving out an online questionnaire and statistically tested by the SPSS program. The results revealed the significant impact of price as marketing mix element on consumer buying behavior. The study concludes with the recommendations for future researches, due to fact of insufficient amount of academic studies related to bookselling field.

Keywords: Marketing Mix, Bookselling Industry, Consumer Buying Behavior

PAZARLAMA KARMA STRATEJİLERİNİN KİTAP SEKTÖRÜNDE TÜKETİCİ SATIN ALMA DAVRANIŞLARINA ETKİSİ

ÖZET

Bu çalışmanın temel amacı, mevcut kitap satış şirketleri tarafından kullanılan pazarlama karması stratejilerinin tüketici davranışları üzerindeki etkisini belirlemektir. 5p modeli, kitap gibi benzersiz bir ürünün satışında destek personelinin temsil eden kişiler gibi unsurları içeren temellerin yanı sıra belirli bir sütunu izlemesi nedeniyle çalışma için en faydalı model olarak kabul edilebilir. Kitapçılık endüstrisi, her bir ürününün ayrı bir yeni markayı temsil etmesiyle dikkat çekiyor, kitapların arkasındaki her bir yazarın sonucu olarak, elbette sadece reklam bunlardan herhangi birinin öne geçmesini ve elde edilmesini sağlayacak, en çok satanlar arasına girerek olması gereken en büyük kopya satışlarını elde edecek. Genel nüfus tarafından okumaya olan ilginin sonucunu etkilemek için. Bu nedenle birçok geleneksel kitapçı, ilgili ürünlere ek olarak geniş bir kitap yelpazesi, kitap okumak için modern ve yenilikçi ekipman, yetkin personel, rahat ve dinlendirici kafeler ile çok sayıda alıcıyı çekmeye çalışıyor. Sezonluk indirimlerin reklamını yapmak için ekipman kitap ekranları, ilgi çekici görüntüler ve tüketici ile kitapçı/marka arasında bağ oluşturacak birçok yenilik ve özellik pazarlama departmanına tahsis edilecektir. Kitapçılık endüstrisi, yalnızca perakende ticaret kategorisiyle değil, daha çok, tiyatrolara benzer şekilde nüfus içindeki manevi bileşenin dağıtımını ve artmasıyla eşitlenir. Bu çalışmadaki tüketici yanıtları, çevrimiçi bir anket verilerek analiz edildi ve SPSS programı tarafından istatistiksel olarak test edildi. Sonuçlar, pazarlama karması unsuru olarak fiyatın tüketici satın alma davranışı üzerindeki önemli etkisini ortaya koydu. Kitapçılık alanı ile ilgili akademik çalışmaların yetersiz olması nedeniyle çalışma, gelecekte yapılacak araştırmalar için önerilerle son bulmaktadır.

Anahtar Kelimeler: Pazarlama Karması, Kitapçılık Endüstrisi, Tüketici Satın Alma Davranışı

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I. INTRODUCTION

Bookselling is a very specific field of activity, like publishing, the marketing model is being transformed into a different one from the generally accepted one to specific in the field of entrepreneurship. The publishing business, the entrepreneurial activity of the book trade, in addition to the production and material nature, is also spiritual, social with an impact on cultural processes and even socio-political ones within the country. After all, the main product of this production is such an unusual product as a book. Any book production becomes either a product or a service in the eyes of the consumer - from an adult, regardless of the type of activity, to a child.

Positive qualities of the influence of books are listed: first of all, this is the development and education of the intellect, the expansion of horizons, the promotion of cognitive skills, the development of the language. Information consumption is now emerging in a variety of formats, from fifteen-second social media videos to podcasts and audio resources. Nevertheless, the need for reading fiction and non-fiction does not decline. Mass consumption of book products - from electronic format to paper publications - is inherent in such countries as the UK, Russia, Turkey, Germany, which is already the basis for reproducing the need for books.

The need for the book, as well as its growth, shapes and regulates the entire industry of the book market. Publishing business, book distribution outlets, independent bookstores, online stores - it is unthinkable to exist without marketing support (Gardiner, 2012). After all, it is impossible to publish books, to offer books without its reader's picture, without revealing in advance the preferences of the market.

The bookselling industry, which includes such segments as book publishers, book retail from traditional bookstores and online sales, confronts a number of problems, such as low percentage of the population's involvement in reading, piracy (free publication of books despite copyright prohibitions); low level of bookstores segment sponsorship by governments, as reading still affects the cultural awareness of the population. After all, in consequence of books existence, informative messages

are transmitted, knowledge gains enrichment, in addition to education, including children's education (from tactile books for kids to books on the development of logic and fairy tales), spiritual development, eloquence, even from a psychological level - the level of awareness and empathy increases. At the same time, not only book paper editions are taken into account; conversely, also electronic formats. The primary task of marketers is to expand this area to attract more consumers, to create a whole new lifestyle, even for people with an active and busy lifestyle, and for those who are not interested in reading in general.

Despite the existing academic work on retail sales, point-of-sale marketing strategies, and the perception of these strategies by consumers, it is hardly possible to find definitive academic research exclusively on the book sections; furthermore, even the interior layout and placement of books differ significantly from the product placement in the field of media, video games, stationery supplies, household goods, clothing and the rest.

Many bookstores attempt to engage and hold the attention of consumers on their own by providing comfortable furniture and welcoming atmosphere, eye-catching lighting, clever layout of thematic displays, in particular with recommendations for reading, fast and competent service in such a way that incoming customer could get acquainted with a book they are interested in and make a definite decision of its purchase.

In the field of book sales, the effectiveness of word of mouth is common occurrence; people mostly buy books based on the recommendation of their closest surrounding or on the basis of an author heard from a trusted source. Many online book consumers prefer to search for books they see on bookshelves, which they learn about from online reviews lately. Some stores, as a result, install certain shelves, especially at the checkout areas, with book recommendations from famous individuals or from the staff themselves; it increases the level of spontaneous purchases among customers.

The job of a marketer is to keep track of research into emerging technologies, take into account consumer perceptions and competing companies, develop marketing tools, build and manipulate a customer base, regulate the distribution of new products.

Thus, the marketing of bookselling industry can be viewed as a specific type of professional activity, with the aim of promoting book products on the international market and providing intellectual inquiries. However, the relevance of the applied marketing mix remains as a critical element for companies to grow as they adapt to the changing environment.

The study examined various features of the competitiveness and marketing strategies adopted by bookselling companies, which makes it possible to identify the advantages and disadvantages of certain representatives, as well as to identify the most successful of the strategies. The results of the work were reduced to the construction of a portrait of the consumer, as well as an analysis of the activities of bookselling companies in Russia, Germany and Kazakhstan, as well as a complex marketing mix.

The application of these concepts is aimed at changing the strategies of existing companies, as well as changing the course of new ones, because the productivity of using the marketing approach in the sales activities of the company's books will depend on its flexibility and responsiveness to changes within the market, as well as the timeliness of response to consumer needs.

The marketing mix complex acts as a sales regulation tool, which is chosen as a research topic.

The first chapter of this study focuses on introduction to bookselling industry, analyzes and identifies the types of book trade and furthermore provides general information for setting the aim of research as well as objectives and research questions. The literature review is performed in the second chapter of the study. The conceptual part is dedicated to the general concept of international marketing strategies, the obstacles at the marketing researches. The contextual examines the marketing concepts of bookstores over the world, product turnovers. Third chapter shows the methodological approaches, applied to the study in the context of aims and objectives of the study and adaptation of a particular method for analysis. Fourth chapter conducts analysis based on demographical statistics, descriptive analysis of reading behavior and illustrates findings of factor and correlation analyses, including the hypothesis testing. Last chapter summarizes the findings, provides conclusion and recommendations from the researcher.

A. Aim of Research and Objectives

According to the context of the study, the following aim of the research was developed.

To analyze the impact of marketing mix strategies applied by the book trade companies on consumer buying behavior. The research is based on the experience of existing customers of the several book shops over the world – Germany, the UK, Turkey and CIS countries (Kazakhstan and Russia – these countries are included together because of unity of market), including the experience of online book purchase.

The research objectives are following:

Objective 1 – the examination of the relation between product strategy adopted by book trade companies and its impact on consumer buying behavior

Objective 2 – the examination of the relation between price strategy and its impact on consumer buying behavior

Objective 3 – the examination of the relation between promotion strategy and its impact on consumer buying behavior

Objective 4 – the examination of the relation between place strategy adopted by book trade companies and its impact on consumer buying behavior

Objective 5 – the examination of the relation between people strategy adopted by book trade companies and its impact on consumer buying behavior

The key steps of this study are:

- a. Studying the theory of the formation of the marketing mix complex
- b. General characteristics and analysis of bookstores activities
- c. Analysis of the main direction of marketing strategies in the international market in the bookselling
- d. Analysis of consumer responses and their assessment of the product range, pricing policy, bookstore locations, collaboration with staff and promotion tactics.
- e. Development of proposals for improving the marketing mix in the bookselling. Due to these steps, the ability to expand the bookselling sphere is

offered, the collected information might be useful for academics, other researches and practitioners.

1. Hypothesis

As “Marketing Mix Elements” are independent variables in this study, the dependent variable will be represented by “Consumer Buying Behavior”.

H1: Product as marketing mix element has a significant impact on consumer buying behavior

H2: Price as marketing mix element has a significant impact on consumer buying behavior

H3: Place as marketing mix element has a significant impact on consumer buying behavior

H4: Promotion as marketing mix element has a significant impact on consumer buying behavior

H5: People as marketing mix element has a significant impact on consumer buying behavior

2. Research Design

The whole structure of this study is formed in accordance with the objectives of the study and the aim. The first chapter explains the relevance of the chosen research topic, defines the tasks and objectives of research, considers the general concept of the book trade in the world market, and introduces the general course of the book trade and its current state. The second chapter examines the theoretical foundations of the marketing mix formation and evaluates the existing marketing strategies in the bookselling world. The third chapter presents the methodological framework used in the study. The fourth concludes the analysis, the fifth - conclusions and proposals for the study.

B. Bookselling Industry

In the narrow sense of the word, a bookstore is a trade organization, but such stores perform not only trading functions because of the specificity of the product. In

addition, bookstores' practice of attracting customers also differs significantly from other types of stores. According to Olga Alshevskaya (2009) statement, the initial interest of the consumer is influenced by the appearance of the bookstore. The author writes that the first decision that a consumer makes when he sees a bookstore is whether to enter there or not.

According to experts, one of the versions for the high-quality and successful functioning of a bookstore requires trained staff of the institution, ready to demonstrate the necessary qualities, and important knowledge, as specialists (Bitner, 1992). After all, each employee of the store is the face of a particular brand, they represent the entire culture of the store. In addition to the assortment, sellers need to know, in addition to the assortment, the sub-genre classification of shelves, the proper cleaning of books, information about current promotions and discounts, perform thematic calculations and timely re-evaluation of goods. If we apply the words of Bitner about employees to bookselling, then it leads to the fact the success of selling books in traditional bookstores also lies with the sellers, because only in terms of their literacy, not only in knowledge of the content of the assortment and the ability to suggest the book the consumer needs; but also in the literacy of the correct and convenient arrangement of books, maintaining an authentic and comfortable environment for consumers, although in larger stores, separate sectors with marketers are in charge of planning. In addition to the staff, the key point is also the internal specifics of the store, in addition to the main product, the book sections also offer related products.

Nikolay Misyurov claims that the book is a repository of scientific knowledge and spiritual experience of mankind. However, the book not only determines the mindset of society, it is also the subject of material culture. The informational content of the book cannot contain only the nature of the material world, because thanks to the book there is an understanding of reality and the things around us. In fact, bookstores sell not just an object, but the information in the cover (Misyurov, 2019)

Reading as a cultural leisure, and readers belong to a certain stratum of social groups, where there are preferences and differences, which already puts the sale of books in a category other than shops with different goods.

Therefore, the appearance of the store also plays an integral role in increasing book sales and attracting consumers, many bookstore windows have become transparent, without an abundance of signs and advertisements, due to the fact that undecorated windows already create a characteristic atmosphere when the consumers themselves and books play the role of a showcase. The consumer is attracted by simplicity, integrity and comfort in design.

There are over 20 bookstore formats ranging from hypermarkets, outlet stores, specialty stores, kiosks, traditional stores. The organization of space in all stores, regardless of the country, has similarities, for example, there are various signs dividing shelves and displays into sections by subject, authors, eras, genres, years, authors' merits. From a book on merchandising in bookstores, the idea stands out that the main rule for placing books is that it makes sense to place the best books, bestsellers at the level of the eyes of consumers, at the level of reach of the hands. Showing the cover boosts book sales. To increase impulse purchases, merchandisers have several tricks - the arrangement of goods in bulk, in a crowd, in piles, according to them, consumers are more likely to take books laid out in the form of pyramids or arranged in rows.

Bookstores also take into account the convenience of customers by providing seating options on sofas or chairs with tables, which adds to the attractiveness of the bookstore. After all, creating an emotional reaction helps the consumer to have a closer and more emotional acquaintance with the product, which increases the chances of purchasing a book.

1. Book Trade History

The history of the emergence, formation and development of the book market is introduced in this part. The development of book publishing came to world only due to Gutenberg era dated by XV century – the inventor Johannes Gutenberg opened such new device as printing press to the world. Despite the fact that book printing began to develop in Russia almost a century after this invention, the first accurately dated Russian printed book, The Apostle, was published in Moscow in 1564, Russia quickly moved into the ranks of the leaders of the world book trade business. The improvement of printing technology led to the rapid growth not only of book printing, but also to the production of newspapers and magazines. The rise of

culture has occurred due to it and contributed consumers for this specific product (Hamilton, 2012).

However, book distribution market was established before book printing press was invented - only the highest assembly of society had the opportunity to acquire books for their high appreciation, which was served by the fact that books were copied by hand. In the Middle Ages, calendars and religious pictures were distributed by stamping of woodcuts, carved on wooden blocks and immersed into ink, it is called xylography. In China, hundreds of works of philosophers were copied by hand, where the total writing of hieroglyphs was more than 40,000. After the revolutionary era of Gutenberg, the bookselling market was able to go commercial and acquire more customers. Any sort of seller and merchant were in need to receive the information of economical statements, such as occasions in international markets (changing conditions of availability or deficit of particular goods, furs and species), parity ratio and many others. The knowledge of this could help to reach a profitable bargain. Moreover, after the advent of the printing press, ordinary people began to acquire philosophical works and fiction literature.

Given the growth in demand for print publications enable magazines, newspapers, booklets, books, the book took first place with high-income indicators, which took the high performance bar.

The significant indicators show the production of books and book-publishing difference from the production of ordinary goods, because here, first of all, the main merit lies on the shoulders of the author of the content, as a book is a product of spiritual creativity.

2. Bookselling and its Influence on Culture

In order to attract people to bookstores, it is necessary to return reading to the everyday life of citizens. Misyurov gives the term "culture of everyday life" the definition of a set of certain social practices characteristic of everyday life and the life of society (behavioral stereotypes, cognitive principles of thinking, strategies of language activity, communication techniques that reflect the "modus of attitude to the world", confessional customs, methods of production, work and leisure).

Since a significant part of the history of culture is the history of the book, and the book itself has absorbed the cultural achievements of humankind. The book helps

the individual and society to improve, adopt and use the whole mass of knowledge accumulated by previous generations. Moreover, books can influence the development of civil society. That is why books that have received public outcry determine the direction of the development of minds.

Alshevskaya in her work also says that the tasks of the book trade include not only the sale of finished publications and ensuring the process of book reproduction. Book trade is not only a subject of a market economy focused on making a profit through the sale of books, but is a connecting channel of social communications that forms the information space of the country by saturating it with the knowledge and ideas contained in books. To fulfill the socio-cultural mission, it is necessary to ensure the efficiency of the book trade, the researcher is sure. The efficiency of bookselling fulfills the socio-cultural mission, therefore a necessity to provide the widest possible repertoire of publications, a system of targeted orders, attentive customer service, developed advertising, as well as bibliographic tools that provide a quick search for information about books. In addition, it is necessary to use modern information technologies in the work (Vandorpe, 2008). Developing in this direction, the book trade has great potential to influence society. Bookselling becomes a phenomenon that determines the spread of culture (Granata & Nuovo, 2018). The higher the degree of organization, the more culture-creating opportunities the book trade has.

Bookstores need to be turned into an educational and cultural centers, and to be introduced by new services, such as national and international book search, creation of personal and professional libraries, sales on credit, ordering by phone (including non-working hours), translation service, etc.

Bookselling cannot be classified as a traditional business; due to its own characteristics.

The specific feature describes bookstores - dependence on the assortment, due to the turnover of the sale of large units comes into play. As a result, there is a need to expand and in-depth study of the range, monitoring the movements of publications, the turnover of translations of foreign authors, reprints - for the sake of reader demand. Which already causes the need to introduce special information and technological methods of trading.

Along with the addition of the cultural urban environment, bookstores themselves often act as recreational loci. This is facilitated by meetings with writers, as well as constant master classes on near-book topics (making bookmarks, learning to bind, etc.), quizzes, chess tournaments, and various lectures. In this way, stores demonstrate to people that they welcome not only the purchase as a commercial act, but also the very interest in reading, books and everything connected with them. All of these events can be called forms of event marketing in bookstores.

3. Online Bookselling

Along with stationary bookstores, online bookstores are actively developing today. Tatyana Rubanova notes an interesting fact that books are one of the best-selling goods on the network, they account for more than 3% of the total retail turnover of e-commerce in the B2C sector (Rubanova, 2011).

The saved time for Internet purchasing is a main reason of this success, as a variety of payment and delivery systems are available on the Internet, as well as the ability to avoid the pandemonium in traditional stores, round-the-clock operation of online stores and the ability to buy goods unavailable temporary in the traditional stores.

Rubanova divides all online bookstores into three groups. The first is online stores that exist as a separate business. The second is stores based on large bookselling companies and large retail bookstores.

The third one is stores created by publishing houses as an additional sales channel. Online stores, which are independent business units, are developing most actively. Such stores have their own web showcase, warehouses, as well as operating and logistics systems. In addition, the stores of the first group receive investments, the opportunity to attract qualified specialists to work, and use a large advertising budget. Shops of the second group form their assortment based on the proposals of partner companies; they offer almost their entire repertoire on the Internet. The most unattractive for consumers are stores that were created on the basis of publishing houses. Their main problem is the limited assortment.

The concept of domestic online bookstores, as well as other online stores, including foreign ones, consists of four main components: a website with a product catalog and a navigation system, a virtual shopping cart, a payment system and a delivery system. The basis of the website of the online bookstore is a catalog of products. Each book on the site has its own description, which describes information about the author, the title of the book, place and time of publication, information about the volume, format, circulation, as well as information about the design and price of the book. The author of the study notes that in general, the navigation system of online stores today is not perfect. However, the same difficulties are still encountered on those websites - the underdeveloped infrastructure in the electronic format. Consumers may experience the fear for confidentiality of the personal data ad be faced with colossal amount of books alone (Booksellers Association, 2017).



II. LITERATURE REVIEW

The problems of marketing research, its content and functions are by no means simple and cause rather desperate disputes, both among scientists and among marketing practitioners. Therefore, the necessity of forecast appears regarding changes in the market situation in order to make informed marketing decisions. After all, marketing is on the desire to achieve consistency between the potential of the producer and the needs for the products to meet customers' satisfaction and increase bargains (Cahill, 2013).

The need for marketing research is entirely obvious. It proceeds from the fact that the management of any company, firm at the process of making marketing decisions, must choose the most effective of them, combining the maximum possible levels of efficiency and risk (Eavani and Nazari, 2012). By obtaining the necessary information in advance, the possibility to avoid potentially expensive mistakes before the costs become significant appears, therefore the response may come in a timely manner to the efforts of competitors; remove a product that is unpromising in a given situation from production, etc.

The need to develop marketing solutions in conditions of uncertainty and risk is the most important factor, which determines the need and importance of constant and active marketing research (Egan, 2011). Significant marketing research that relates to the main directions of the company's marketing policy, changes in its position in the market, etc., is best entrusted to specialized organizations that have highly professional specialists at their disposal. After all, the need for market research does not necessarily mean that a huge amount of money must be spent (Kotler, 2002) It all depends on the scope of the study, which, in turn, is determined by the complexity of the tasks that the company's management needs to solve using the received information.

A. Marketing Mix

The concept of the marketing mix was chosen because it contains factors to improve the performance of companies. In the event of difficulties with the

promotion of goods, or the discovery of more effective activities to attract a large flow of customers, it is necessary to calculate and analyze all the elements (Winer & Dhar, 2011)

The consequence of an effective analysis of all elements of marketing will be the following:

1. Increasing the effective use of advertising media in order to convey their offers to the consumer
2. Creation of a favorable assortment for a full acquaintance with the entire list of products
3. Determining the consumer value of the product and its overall picture on the international market
4. Setting the most appropriate price for the consumer
5. Identification of shortcomings that prevent full communication with the target audience.

Marketing mix complex allows to consider and apply practical measures to influence the market, respond flexibly to changes within it, the complex was introduced by Neil Borden in 1953.

The main property of this complex is also the flexible management of each element in order to influence demand and increase turnover (Bennet, 2008). Adhering to and maintaining key combinations of elements contributes to sustaining the competitive advantage of companies and establishing a strong market position. Pricing policy is developed taking into account all the company's goals, characteristics of demand, successful sale of goods, analysis of all pricing factors, etc. Pricing policy includes an assessment of changes in market conditions and adjustment of initial prices for products. Within the framework of competition, pricing policy will play a large role in regulating the market; with reduced competition, the company's control over prices will increase (Kotler, 2007).

Often, due to internal factors affecting pricing, it is possible to reduce the range due to the fact that the product does not pay for itself, it becomes necessary to change positions or upgrade.

According to F. Kotler, there are additional elements from external factors, such as political influence and the formation of public opinion. Such additional elements can also play a large role in influencing and possibly creating barriers to entry into bookselling market.

There is a strong connection between all elements of the marketing complex, because if we take an element of manufactured products, then its payback should depend on the material capabilities of consumers, who in turn determine the assigned price in connection with the quality of the product. Different means of delivery of the product also affect the volume of sales of products.

The classic concept of the 5P marketing mix contains the following elements (Toohey, 2019):

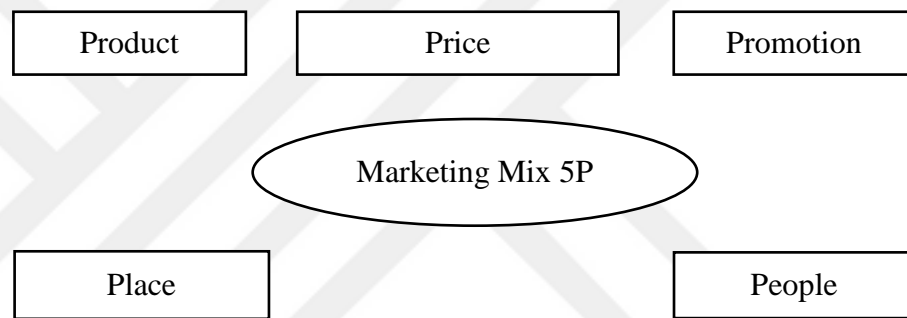


Figure 1 Marketing Mix 5P

1. Product

To promote products and create an effective strategy, it is necessary to choose the right marketing course to identify products and place them on the market to increase company profits and influence the solution of product marketing objectives.

A product that must represent consumer expectations and meet their preferences. The product is always the base element (Laethem, 2005).

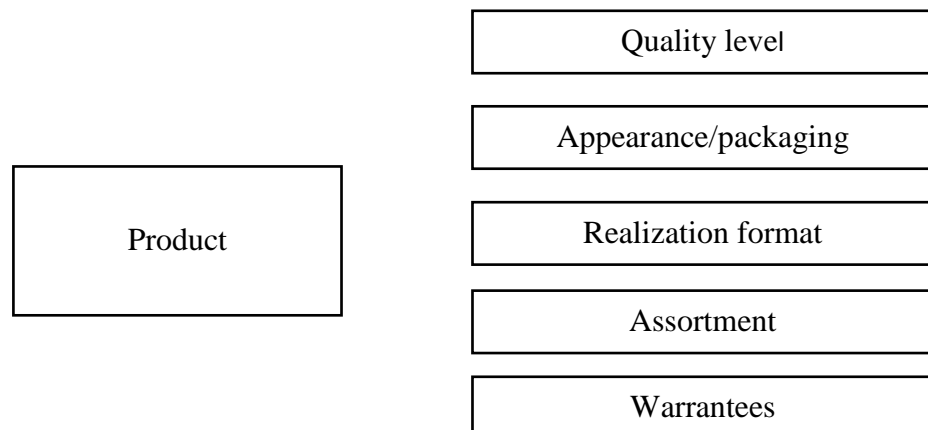


Figure 2 Product components

The product is a means of satisfying the needs and preferences of the consumer or consumer group, an important category here is the identification of product needs.

The assortment allows you to determine the optimal range of manufactured products, creations and the release of a new product.

The appearance facilitates labeling the product and determining the necessary packaging, in particular books - hiring illustrators and a designer to design the cover and organization of customer service.

To sell a product, the need to identify all sides and deep knowledge of the markets appears, as understanding the growth prospects of bookselling industry.

The product must always be competitive, where quality is a key factor to meet the needs of the consumer. If we take the life cycle of a product separately, then there should be an understanding that each product is separated by a certain segment for which it appears on the market until the moment it ceases to be sold. Its life cycle shows sales volume indicators, where it is determined by the following stages: sales start, growth, saturation and decline (Aitken, 2003). At the implementation stage, only a small increase in sales is possible, a possible loss due to the initial costs of promoting the product.

The stage of growth is determined by a set of dynamic growth in sales volume, with the condition of appreciation by its consumers, marketing costs begin to decrease, price stabilizes (Robinson, 1986).

The saturation stage slows down the turnover of sales, because the products are already being purchased by potential consumers, this product is distributed among competitors, this leads to a decrease in prices.

With a recession, there is a sharp decrease in profits and a stop to the previous sales volume, the extension of this degree will allow either the modernization of the product, the promotion of goods through promotional activities or a price reduction down to cost.

2. Price

Value for money, where the main principle is the willingness of the consumer to pay for his needs, taking into account the availability and quality of the finish of

the goods ((Singh, 2012). Price always affects the success in the sale of goods. Setting a low cost will not always be a winning indicator in the turnover, however, setting a high price does not contribute to the guaranteed success of the enterprise. In such cases, it is necessary to consider the prices of competitors and the price of the expected profit, because the consumer is exploring several alternatives to the same product, and quality will play an important factor in such a case.

Pricing detail study includes:

1. Pricing policy when entering the market
2. Retail value
3. Package cost
4. Seasonal discounts and promotions

The price is formed under various factors, of which the external ones are (Armstrong, 2014):

1. Consumer Demand Levels
2. Market types
3. Population income level
4. Competitor Pricing
5. Accounting for the life cycle of goods
6. State regulation of prices, inflation rate, taxation
7. Internal factors will be:
8. Costs of circulation of goods
9. Formation of pricing
10. The financial capacity of the company.

Establishing a markup on a product helps determine the price based on costs, in order to normalize profits to promote the product (Nagle, 2010).

There are five pricing strategies:

- a) - setting prices for different products of the same product range, taking into account differences in their cost, in assessments of their properties by consumers and competitors' prices;
- b) simultaneous pricing of both the main product and complementary products;

- c) setting a low price for the main product and overpricing the obligatory by-product;
- d) setting an extremely low, non-profitable price for low-value by-products, which makes it possible to reduce the price of the main product;
- e) bundle pricing, when the seller combines several products, offering them at a reduced total price

3. Place

A platform or location with the ability to make purchases, located or in shopping centers, in stationary stores, kiosks, on websites. Here, individual consumer preferences should be taken into account. After all, the key factors will play on the availability of the product (Burnett, 2008). The correct location of the goods contributes to the correct navigation in the store, the ability to manage hot and cold points of sale. If on the example of bookstores - the genre of non-fiction will always occupy the far shelf in the back corner, because this product is a focal one, for which consumers who know their purchase come in advance. However, there will be bestsellers with eye-catching covers at the checkout counters and at the entrances to create an impulse buying opportunity.

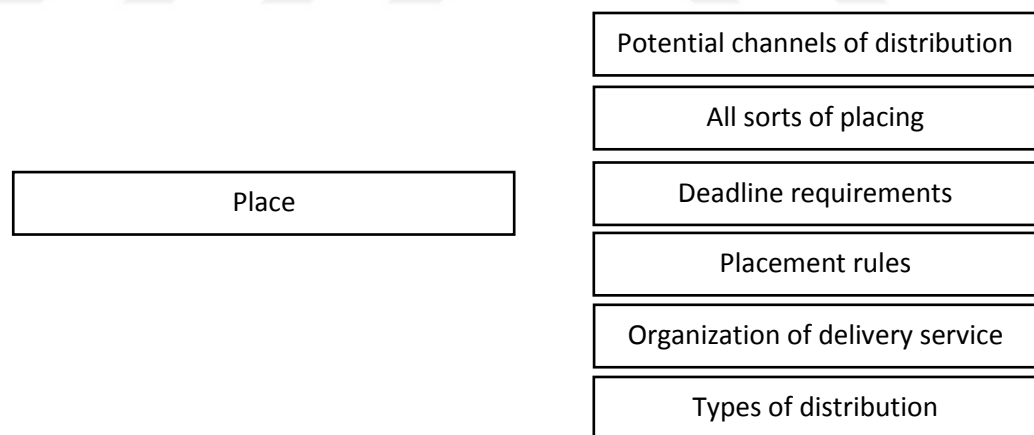


Figure 3 Place components

Assortment policy is the definition of a set of product groups for the successful operation of the company in the market; it also selects the optimal ratio of a set of units, according to the stages of relevance of their stay on the market.

There are certain recommendations for companies of the following product groups:

1. The main product group - those products that make a profit and are in the growth stage.
2. Supporting product - those that stabilize sales revenue.
3. Strategic goods are those that will provide profit in the future.
4. Tactical products - those that stimulate sales of the main product group.

Assortment strategy can be built in the following areas (Varley, 2014):

a) Narrow product specialization - is determined by the work of the enterprise in a narrow segment of the market and is associated with a limitation in the scope of sales of products for a number of reasons. In some cases, the policy of narrow product specialization turns out to be optimal for the efficient operation of a small firm, or when the firm periodically changes its narrow specialization, using it to develop new markets or adapting to the changing nature of demand;

b) Product differentiation - associated with the selection by the company of its products as special, different from the products of competitors. Differentiation factors can be very different: specific consumer properties, especially improved quality, technological and scientific and technical advantages, product reliability, a range of additional services, ensuring product recognition, etc.;

c) Product diversification - implies a significant expansion of the scope of the company and the implementation of the sale of a large number of, as a rule, unrelated products. Such a policy provides significant sustainability and stability of the enterprise, as it serves as a guarantor against the risks of reduced demand and crisis phenomena when selling one product;

d) Commodity vertical integration - aims to expand the activities of the enterprise not horizontally, as in diversification, but vertically, when the company masters and controls sales along one technological chain.

4. Promotion

Identifying channels for product promotion and advertising to build relationships and communication with customers. An important factor will be increasing the information content of consumers at all sales cycles and sending visual messages about current or seasonal promotions. Promotion is carried out through

direct marketing channels, promotions for consumers, and specialized events (Armstrong, 2014).

Advertising is aimed at promoting certain categories of goods and promoting the company. There are several means of influencing consumers:

1. Informative advertising - promotes the distribution of information to a wide range of consumers in order to create demand

2. Incentive determines the segment of consumers for a particular product and manipulates the consumer to increase purchases of this product based on the elicitation of an emotional reaction.

3. Comparative advertising works on the basis of comparisons of a certain brand of products.

The tools for marketing products are the choice of media, mailing, compiling messages, the work of sales agents, information catalogs, etc.

An effective approach to increasing sales is integrated marketing, which refers to direct marketing by a company through the use of various marketing tools applied in several stages, in order to improve the positive response of consumers to offers and increase profits. The following strategies are used during the product promotion:

a) the "push" strategy - the organization's activities aimed at promoting the product are addressed to representatives of the distribution system in order to persuade them to "bring" the product to the end consumer (Kelley, 2012);

b) the "pull" strategy - the organization's activities aimed at promoting the product are addressed to end consumers who, if they want to buy the product, begin to demand it from representatives of the distribution system, who in turn to the manufacturer.

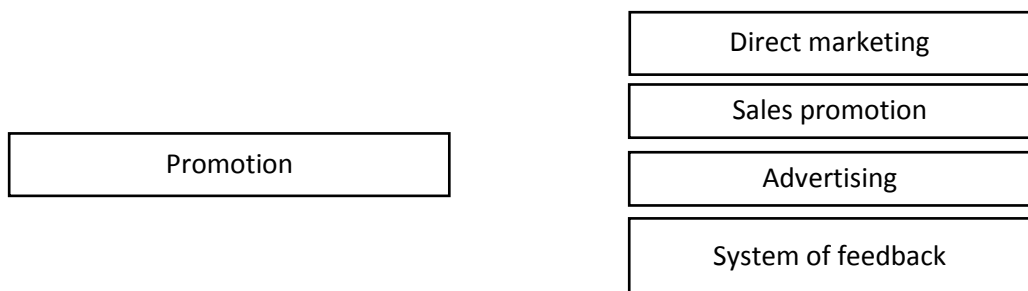


Figure 4 Promotion components

5. People

Involvement of employees in marketing activities, hiring and training specialists to provide services on trading floors. For the sake of meeting customer expectations and providing them with specialized product assistance, it contributes to their satisfaction and increases the chances of maintaining loyalty to the store (Kushwaha, 2015). This element is more part of the general management component of the marketing element, because manipulations with personnel are impossible, as with the range of goods or prices.

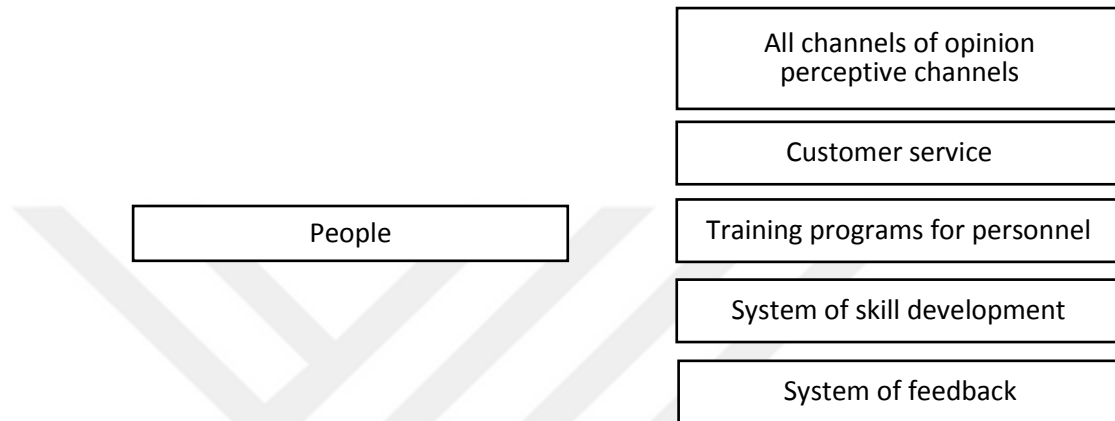


Figure 5 People components

B. Consumer Buying Behavior

The most demanded type for marketing strategies will be the study of consumer behavior, where marketers study the complete portrait of the consumer, his behavior during shopping, his needs, emotional reactions, triggers and psychological reactions, including factors that influence the behavior of consumers. To meet expectations their target audience, financial capacity of the consumer and degree of satisfaction, companies need to inquire information about consumers to improve quality and develop effective development strategies (Solomon, 2002).

The main point of studying consumer buying behavior is to determine the whole picture of socio-demographic information and analyze the consumer. In addition to collecting information on demographics, social status and behavioral characteristics, this also includes data on the frequency of purchases, consumption channels, place of purchase, and features of purchasing behavior. To optimize advertising costs and beneficial coordination with the target audience, companies need to plan and conduct effective marketing campaigns for a specific segment based on the information collected.

Marketers also use customer opportunity research to study the needs of existing customers. This includes the willingness to pay for a particular product and services on the part of consumers, their financial capabilities, expectations. Often consumers put emphasis on the ratio of quality and price. Data collection requires optimization of all trade offers.

After identifying all the criteria and factors influencing consumer activity, the questions of how, in what way and under the influence of what conditions purchase decisions are made are resolved.

In modern conditions of the market system, the consumer already acts as a key element, according to whose consumer behavior, modeling and building a marketing policy are carried out by companies that regulate the assortment, prices for goods, displays, increase current offers, conduct promotions using traditional media, direct mailing lists (Shiffman and Joseph,2015). Experts take into account the degree of involvement and awareness of the choice on the part of consumer behavior and distinguish 4 types:

1. Uncertain or dissonance-reducing buying behavior.

Those situations when the consumer studies the product for a long time because of its high cost, knowing that such a purchase is somewhat risky, because the chances of acquiring such a product are quite low, but the consumer is involved in the purchase process and carries out it. The scheme of consumer behavior is as follows: purchase-persuasion-attitude towards it.

2. Habitual buying behavior

We are talking about those cases when the consumer purchases inexpensive everyday goods, he is overcome by little involvement in the purchase process. Advertising information about products rarely plays an active role, because the consumer is not interested in searching for additional information about the brand of the product and is rarely interested in the characteristics, which leads to the fact that the opinion about the product category and brand was formed more in the course of passive assimilation (Armstrong, 2010). The purchase is carried out due to the formed awareness of the product. Here, the main incentive for specialists is to reduce the price and conduct sales promotions for goods, because. The price segment and assortment has a small fluctuation among competitors.

3. Diversity-seeking buying behavior

These are situations where there are significant differences between the brands of goods, but on the part of consumers there is a passive involvement in the process. To do this, many companies try to diversify the range of a large number of goods to maintain the usual consumer activity, or organize special promotions and offers for goods. Advertising information will be aimed at encouraging the consumer to evaluate the new product.

4. Complex buying behavior

These are the cases where there is a high degree of involvement in the buying process on the part of the consumer in the aggregate from brand differences. The consumer is fully involved in the process of studying the product, forms his own opinion on it. Specialists actively inform the consumer about the benefits of this product, offered by their particular company.

During the buying process, the consumer may not be aware of the motives and manipulations performed to influence him. Therefore, the main task for marketers is to understand the principle of consumer awareness from the effects of external stimuli and factors on him at the time of making a purchase, but these factors are almost beyond the control of specialists (Ferguson, 2020).

There are cultural level factors, where culture - where there is a direct impact of the main institutions on the part of society and the family, influencing behavior in general.

The subcultural level is represented by smaller components, where the impact on the basic set of human values, his preferences and actions will be influenced by the specifics of each subculture as a whole, an example here is that even in large communities people are divided according to national values and beliefs.

The level of social position, which considers the hierarchical structure of society, in the classes of which consumers are generalized due to similar values and interests.

The factors of the social order will include reference groups represented by significant people in the life of the consumer, who have an indirect influence on his behavior or relationships. This includes his friends, family, colleagues.

Age and life stages have a strong influence on personal factors, because with an increase in age or a change in social status, changes occur in the goods purchased. Time affects changes in tastes in relation to food, furniture, entertainment and hobbies (Kardes, 2011).

The economic situation also affects consumers, depending on their creditworthiness and financial situation, the consumer's lifestyle and his personality type, temperament also has an affect here (Cahill, 2013). Among the factors of the psychological level, the level of motivation that encourages action, perception, which affects the interpretation of information, as well as the assimilation and formation of personal opinions, affects.

Every consumer goes through a spectrum of decision making in the buying process. The purchase process begins even before the actual acquisition itself, it is represented by five stages, which in practice can be reversed or omitted (Seririat,2000).

1. The first stage begins from the moment the consumer realizes the need to purchase, which occurs under the influence of internal stimulation.
2. The second stage is the search for information, where the consumer turns to resources for additional information, information about the product of interest to him.
3. The third stage is the evaluation of options, the consumer evaluates the properties of goods from alternative brands. Marketers should determine the utility functions of a particular product to meet the needs of the consumer, ensure the availability and affordability of the price.
4. The fourth stage is represented by the purchase decision, where the consumer's intention regarding the product turns into an actual purchase, but the attitude of other people or unforeseen circumstances can interfere with this.
5. The fifth stage is characterized by a reaction to the purchase, where the consumer is visited by a feeling of satisfaction or dissatisfaction from the perception of the received product.

It is very important for marketers to pay attention to two groups of consumers: existing and new. To retain existing ones, it becomes necessary to satisfy the needs, because a satisfied consumer tends to re-acquire, which will indicate favorable

working conditions for the company. Companies need to regularly review the satisfaction of existing customers, because if the customer is disappointed, this can threaten the collapse of the entire enterprise. Therefore, companies should have a system for responding to consumer dissatisfaction. Marketers must develop effective programs to support demand in the market by understanding all the stages through which the consumer is involved in the process of purchasing a product (Solomon, 2002).

C. Bookstore Concepts and the Specifics of Marketing in the Bookselling

The main goals for the promotion of goods and the effectiveness of the application of certain strategies in marketing is to assess the competitiveness, report on the profits of enterprises (Laing, 2006).

The goals of the enterprises will be the following - selling products with the offer of its highest quality, increasing market share, coordinating the time of delivery of goods, taking into account and complying with the conditions of other competitive companies, creating and maintaining a proper reputation for products. This part examines the specifics of bookstores and their confident strategy to attract customers .

All over the world, there is a transition from mass marketing, focused on the homogenization of demand, to group marketing and from it to individual marketing, which in book publishing, for example, is embodied in technologies such as book-on-demand (manufacturing books on demand).

D. Book Trade position in Germany

In Germany, national programs to support reading were created after receiving the decreasing results of bookselling segment, for 2020 a revenue generated by bookselling market was 7.6 billion euros (print books and electronic ones) (Statista). Thus was influenced by the COVID-19 restrictions from 2019 to 2021, retail bookselling has faced several challenges, however the amount of reading population didn't decrease due to this occasion.

Not only the authorities, but also civil society became concerned about the problem: various funds for the development and support of reading began to appear in the country. The largest among non-profit organizations is Stiftung Lesen (Reading Foundation). Every year, the foundation conducts nationwide programs,

campaigns, research and model projects to promote reading, in total about 15 major events per year. All projects are implemented in close cooperation with federal ministries, scientific institutions, foundations, associations and companies, the organizers of the foundation note. The organization works with the support of the federal president, in addition, the foundation supports a large number of well-known readers and organizations, including the German Railways, Coca-Cola, teachers' unions, the federal parents' council and trade unions. Almost the entire annual budget (90%) of the fund receives through sponsorship contributions. The foundation is sure that the popularization of reading should start with preschool children: it is at an early age that the habit and love for this type of pastime is formed (German Publishers and Booksellers Association).

Therefore, today the foundation organizes 5 programs: for families, for kindergartens, reading in the classroom and programs for youth and leisure. The country also has such an indirect measure of state support as a fixed price for books. The VAT rates for printed and e-books are 7% and 19% falls on other products. Private funds for the development and support of reading began to appear in the country. The main activities of such foundations have become the support of children's reading, as well as the training of qualified specialists in children's institutions who understand that the future development of the country depends on the reading of children.

Therefore, a large number of free trainings and seminars for kindergarten and school specialists on the relevant topic have appeared in Germany. In addition, private foundations began to send books for children absolutely free of charge, not only to social institutions, but also to ordinary families with children, as a support measure for such families. They try to make reading “fashionable”, introducing it into the daily life of young people with the help of other cultural and sports fields, such as hip-hop, football, wrestling, etc.

E. Book Trade position in Russia

The publishing system of Russia was formed due to the globalization of the information space, by embedding and introducing Russian book publishers into the global publishing community, which made it possible to expand international experience. Opportunities have appeared to establish new publishing houses, at the

moment such organizations have reached amount of 20,000. They are mostly represented by medium and small enterprises, but they are still indicators of the growth trend in the development of modern book business, not only within the country (Russian Publishers Association).

Revenue of bookselling for 2020 is 84 billion rubles (1.3 billion dollars) (Statista).

The major players in the publishing market (in terms of circulation) include the following book publishers: AST, Drofa, Olma-Press and Eksmo-Press. Among them more publishing houses are introduced such as Rosmen, INFRA-M, Flamingo, Vagrius, Panorama, Raduga, Ripol Classic, then this dozen accounts for almost half of all books published in the country, the reasons makes the book market fragmented. The tendency occurs due to mergers and acquisitions of small companies by large publishing companies in the bookselling sector.

From the negative aspects, Russia currently has an unstable financial situation in the bookselling industry, the costs of publishing companies against the backdrop of a decrease in the volume of circulation, the concentration of the bookselling business is allocated only in the central regions - Moscow and Saint Petersburg in reading. The retail chain is also showing poor development, limited number of distribution channels.

From the list of the positive tendencies, the development of book networks that combine cultural and leisure centers - Bukvoed, bookstores inside shopping centers are visible. The main share of the turnover of bookselling companies is still accounted for by the stationary book trade - about 70%, which is explained by the slow development of other sales channels (online stores and catalog sales, etc.). If compared with the world market, the most developed countries show that mainly independent companies and large wholesalers carry out the book retail. The retail channel is fully structured, there are uniform trading standards, and fixed prices for books have been introduced in many countries. The retail and publishing businesses are diversified and publishing houses do not form their own retail networks, but only build a system of relationships with retailers and wholesalers.

Bukvoed is the largest chain of bookstores in Russia, founded in 2000 in St. Petersburg, the cultural capital of Russia. The initial number of stores varied up to 7,

at the moment after the merger with the Chitai-Gorod retail chain. The total number of stores of the chain exceeds 500, divided into the following formats: mini-shops, supermarkets and independent outlets, which makes this chain the third largest bookstore in Europe.

The assortment of stores includes several product groups, from books in foreign languages, stationery, toys for development, multimedia, but also food products.

Starting in 2005, it was planned to turn bookstores into book centers and meetings with writers, musicians and other representatives of the cultural environment began to be arranged. To increase the enthusiasm for the book sphere and increase the level of readers among the population, stores began to be equipped with coffee shops, children's areas and a stage. Bookvoed has been broadcasting his radio station since 2007

F. Book Trade Position in Kazakhstan

Distribution of book products to consumers in Kazakhstan is carried out by independent publishers, trade organizations and libraries.

A specific feature of book distribution in Kazakhstan is the significant predominance of Russian book products in the book trade. According to experts, in various book trade organizations, Russian publications make up from 65 to 90% of the range. In particular, the predominance of Russian books is observed in the fiction sector.

Not all publishing houses and publishing organizations that produce book products are independently engaged in its implementation. The distribution of book products produced by a certain part of the publishing houses of the republic is carried out by the authors of the published books themselves.

However, in Kazakhstan there are large publishing houses that have their own bookstores, which sell not only their own book products, but also books published by other Kazakh and foreign publishing houses. First of all, these are Atamura Corporation, Almaty Kitap Baspasy, Kekzhiek, which also have online bookstores.

The book retail network allows the publisher to study reader demand, expand the range of products and, thus, satisfy the buying and reading needs of consumers.

"Almaty Kitap Baspasy" is the largest publishing and bookselling enterprise. Bookstores "Almaty Kitap Baspasy" are located in the cities of Almaty (7 stores) and Astana (3 stores). The main part of the assortment here is made up of textbooks and teaching aids for schools and universities, educational and methodological complexes for the upbringing and education of preschool children. In addition, fiction and educational literature, dictionaries, reference books, encyclopedias and children's literature in Kazakh, Russian and English. There are also for sale books published in the CIS member states.

In 2013, the publishing house "Almaty Kitap Baspasy" held 56 events to promote the book and promote reading, various actions within the framework of public events on significant and festive dates.

Meloman LTD occupies a special place among large specialized bookselling organizations. Meloman is the largest book trade and distribution network in Kazakhstan. The stores of this network sell books, stationery, clothing for children and teenagers, sweets, gift sets. It's possible to find all kinds of related products for books - diaries, art supplies, bookmarks, as well as postcards that the store itself develops in the affiliates of the store. In 2016, Meloman Publishing appeared as a continuation of the activities of the entire Meloman Marwin group to develop the subject of national books and support national local writers in order to expand the availability of books in the Kazakh language for the population and bring them outside the country.

In 2006, the store opened the largest branch for the sale of books in the millionaire city of Almaty, Grand Meloman, with a capacity of 30,000 books, including unified display of goods, developed standards for the proposed assortment and excellent store designs. The exception is the most unique bookstore, located in the Esentai shopping center, Almaty city, where affiliates of such brands as Louis Vuitton and Prada locate, where the concept of the store is presented for the Luxury class standard.

To date, Meloman stores are located in almost all cities of Kazakhstan, the total number of branches is more than 30, including small outlets. The total area of shops is 16,000 square meters.

There are two sites for the provision of goods for the home and children, as well as a separate site for all products of the Meloman network. On the sites of the Meloman network, it is possible to select books by divided genres of fiction and non-fiction, separately for children, education, psychology and esotericism, etc.). The books of the largest publishing houses in Russia - Eksmo, AST, Alpina Publisher, Rosman, as well as the UK - Penguin Publisher are presented separately.

The stores have their own accounts in social networks, the possibility of subscribing to the mailing list with news about the latest promotions.

The chain of stores is located mainly in shopping centers, however this chain is represented by independent branches. The interior design has been worked out for the simplicity and convenience of customers, in the middle of the hall and at the entrances there are up-to-date displays with bestsellers and literary novelties.

Sales assistants always work in the hall, well-planned and comfortable division into sections with goods of different types introduced in the stores. Book sections also present related products, including school supplies. The structure of stores is oriented towards the mass reader - there is a certain standard set of elements for providing convenience atmosphere for reading, choosing and purchasing books.

On websites and social networks, upcoming meetings and presentations of books and their authors are regularly published through the calendar of events. However, events are held only in large cities of Kazakhstan. Promotions are necessarily held for loyal and new customers - a 20% discount on any purchase on birthdays, a 20% discount on Thursdays for schoolchildren and students on books at the Esentai branch. There are book outlets for socially vulnerable segments of the population, where goods with defects are sold at large discounts. Promotions for the distribution of books and other goods are regularly held on social networks. Shop sites, as well as the Youtube channel, review book blogs, product reviews.

One of the largest online stores is Flip.kz, which has been on the market since 2007. Its website lists the main sections where you can purchase printed materials: New items; Books with discounts; Fiction; Children's literature; business literature; textbooks; Audiobooks.

It should also be noted SetBook - an international online bookstore with delivery in Kazakhstan, which has a huge assortment of literature of different genres.

This is due to the fact that this online bookstore supplies many books from Russian warehouses. An efficient delivery system makes it possible to obtain books that are not available in bookstores in Kazakhstan.

G. Bookstores over the world

Interesting examples of unusual stores in countries that are significant for the book market, such as England, France, Italy, Hungary, the Czech Republic and Turkey.

UK takes the second position at bookselling over European countries, the revenue of bookselling market for 2020 is 6.4 billion GBP. In England, the bright yellow-walled Libreria store often hosts events at night, such as late-night literary readings. And Persephone Books only sells books by women writers from the mid-twentieth century. All books are wrapped in tissue paper and have a corresponding bookmark. Literary readings and discussions of books with wine and cheese are held here on the first Wednesday of each month.

Also in England "floats" the bookstore Word on The Water. The establishment sells inexpensive books and plays live music. In addition, here you can sit, relax with a book in your hands and stroke the owner's cat. The store is located on the roof of a restored 1920s Dutch barge: the establishment floats through the canals of England, stopping at different places. In winter, a fire is lit on the barge, and the owner brews mulled wine for his guests.

The owners of the Atlantis store call themselves wizards. The official website of the store says that the store was opened in 1922, it specializes in literature on magic and esotericism. In addition to books, the possibility to purchase everything for magical rites introduces in the store: candles, incense, obsidian, mirrors and silver jewelry. The bookshop holds meetings with readers and even fortune telling on Tarot cards. In the Daunt Books store, the consumer will not find the traditional layout of books by authors and genres: here all publications are arranged in accordance with the geographical principle. This is the only such store in England. Maggs Bros Rare Books still has 36 Gregorian fireplaces, wood-paneled pantries, and a cast-iron kitchen (Lubiana, 2004).

In France, the revenue of bookselling industry equals to 2.6 billion euros (Statista). The most popular bookstore is Shakespeare and Company, which is located on the banks of the Seine. There is not only a store, but also a library, as well as a publishing house. There are a lot of hidden corners in the institution where you can hide with a book. In addition, a fat cat walks around the store and pleases customers. An entire floor is dedicated to comics in the Boulinier store and the Librairie du Globe store specializes in Russian literature. Various seminars on Russian culture are constantly held here, as well as meetings with writers and art evenings. It is possible to find Russian-language literature in France at Les Editeurs Reunis. Russian language classes are held here every week. Violette & Co. sells the books that inform the public about issues related to women's rights and homosexuality, their shelves are divided into sections about adoption, religion, relationships and even deportation (French Publishers Association).

Bookselling revenue for 2020 is 1.7 billion euros in Italy. The Libreria Alta Acqua bookstore operates, where books are stored in a large gondola, as well as in various small tubs, basins and dishes. The goods were put there on purpose: periodically the store goes under water. In addition, a large staircase to the exit was built from books. Books lie here without any logic: there is no division by authors and genres. Also in Italy is the largest and highest bookstore in Europe, La Feltrinelli 3466.

It is located at the end station of the Monte Bianco Skyway cable car, on Helbronner peak, on the southern slopes of Mont Blanc. From the windows of the institution a panoramic view of the Aosta Valley and the Mont Blanc mountain range are opened. The store has 376 titles (and more than 1,700 books) that are mainly dedicated to mountains and travel. And the Italian store Libraccio was able to combine the sale of new and used books. Consumers are also pleased with the pricing policy of the institution: here you will not find books that cost more than 10 euros, and there are also special departments where books cost 2-3 euros. The store very often arranges sales, and also gives books to passers-by completely free of charge (Italian Publishers Association).

The bookselling revenue for Hungary is 124.000 euro for 2020. Kelet Kavezo es Galeria can be noted in Hungary. It is represented by a book crossing movement in the country. Entire shelves with books on various topics, as well as delicious

coffee, breakfasts and a good selection of tea (which is rare for Budapest) - this is what you can find in the Kelet cafe and gallery. In addition, the country has a network of bookstores Poket. These are blue machines that stand in different crowded places. Here you can buy any book for 3.3 euros. Another interesting example is the green wagons with books that can be found in different parts of the country. This is a bookstore project called Mozgo Konyvek. It was launched by the Ministry of Human Resources in 2014. In total, there are 9 wagons that travel around the country and stop at different places. Any book here costs about 1.2 euros. Hungary also has a bookstore, Alexandra, which operates a café. The catering interior resembles a 19th century French salon with painted walls, huge chandeliers, a piano and live music. The cafe is located on the second floor of the bookstore: thus, customers who want to eat at the cafe go through the first floor with books and possibly make unplanned purchases (Hungary Publishers and Bookseller Association).

For the Czech Republic bookselling revenue is optimal – 340 million euros for 2020. A bookstore Franze Kafky locates in the Czech Republic. It was opened by Prague Jews in 2007. The store is dedicated to the work of Kafka: the interior is made in accordance with the works of the writer. Books in the institution stand on black shelves against the background of white walls - nothing more. In addition, the store is decorated with a minimalist black staircase. To a large selection of Kafka's works, various souvenir items related to the writer's works are also sold here. The Oxford Bookshop has the largest collection of literature in foreign languages in the country. The store has special discounts for students and OpenCard holders (Association of Czech Booksellers and Publishers).

In addition, a chain of stores Palac knih Luxor includes 35 branches located throughout the country. The shops are interesting because they are built in the style of constructivism and have a special display of books. For example, in Prague, the store has four floors: on the first floor there is not so much a bookstore as a public area with a cafe where you can have a bite to eat, drink beer or wine. The cafe simultaneously works as a free library: customers may take any book from the shelf and read it. Events are also held here, you can buy souvenirs and stationery. However, the sale of books on the first floor is also carried out: in particular,

children's literature and fiction. The ground floor sells travel literature, hobbies, periodicals and the humanities.

Retail book market came down to 450.000 USD in Turkey. For the travelers and locals Turkey shows its wealthy side of bookselling. Pandora bookstore was opened in 1991, offering to the customers a large assortment from academic books to Turkish and English bestsellers. Due to a hospitable culture of Turkey almost each shelf of bookstores are favored by stray cats, which allowed to pet and read book simultaneously. Among the independents bookstores Minoa is well designed with a coffee café. It attracts customers by big selection of English books and periodically conducted theater performances on the second floor. The biggest retail chain called D&R was opened in 1996, selling variety of different goods as electronics, music albums, toys and books. It totally has 205 stores over the 50 provinces of Turkey (Turkish Publishers Association).



III. RESEARCH METHODOLOGY

This chapter shows the methodological approaches, applied to the study for introducing and analyzing the aims and objectives of the study and adaptation of a particular method. The Research philosophy, sample description and data collection procedures are also explained. The chapter illustrates the vital and essential way of fundamental methods of philosophy for usage of them in data collection, its analyze and results made after their applying. It shows the background states of the research study. The main task is to monitor the strategic marketing processes in the sphere of world bookselling to discover a certain factors used in order to influence onto the consumer buying behavior and its significance.

A. Research Design

The purpose for objectives evaluation is to fundamentally and fully explore the marketing mix factors in bookselling and its evaluation by consumer buying behavior as well as companies strategies should be taken to ensure and prove that by analyzing and justifying the relevant and actual information, for this the proper methodology was used. The aim of the study is to examine and analyze marketing processes of bookselling companies - independent ones and whole trade, to understand how companies apply the tactics to make them work throughout and its reflection on customers.

B. Research Approaches

There are several types of the approaches: they might be deductive and inductive, quantitative vs qualitative

The approach of deduction is known for the process which starts from the general point leading to the particular one. The general theory of the collected information gets develops firstly and afterwards the collected data gets tested within the general theory (Kothari, 2014). It helps to get the formula of the hypothesis and statistically get the expected results (Snieder and Larner, 2009).

In the consideration of inductive approach which starts from a particular point and leads to the general theory of knowledge. The focus will be formed only after the data collection. This approach is used in qualitative researches (Bryman and Bell).

The most appropriate approach that can be applied in this study is deductive, because the study itself opens with the question – which marketing mix factor has a significant influence on consumer buying behavior - which seeks to get more specific answers to questions after generalizations. This study aims to identify the most relevant marketing mix that has the most impact on bookstore consumers in a questionnaire designed for respondents from around the world who visit different bookstores, including their online purchasing experience. The greatest distribution of experiments, surveys and historical data can be found through quantitative methods. Quantitative methods provide much more scientific data, but their problem lies in the fact that they are quite difficult to apply in the context of realities (Vogt, 2007).

Data for a qualitative research approach is found through observations, conducting real interviews. For more expediency, it is worth using this method in the early stages for building theories and exploratory research. Interviews and research are more common as a qualitative method (Saunders, 2007).

For this study, a quantitative research method was chosen to collect data, as the responses are tabulated and evaluated within the brief period.

C. Data Collection and Analysis

Two types of data collection and analysis stages are introduced by primary data and secondary data. Observation methods, focus groups, surveys, experiments for opinions is used for primary data collection, while for secondary data analysis of other people's work are collected.

In this study, the method of collecting primary data and for the statistical procedures was used software Statistical Package for Social Science, version 26.0, the questionnaire was distributed online in the social networks - Vkontakte and Facebook. In the study, random sampling was selected since there was no loss of choice of the population according to the criteria, from which each individual in the population departs. The advantage of selection it comes from avoidance from classification error.

5-point Likert scale analysis was held, where for answers were selected anchor of (1) strongly disagree to (5) strongly agree: 25 questions included in the questionnaire were based on customer evaluation of marketing mix elements at the bookselling field. The first section enabled demographic information of the respondents – their sex, age, occupational status and monthly level income, second section was for descriptive evaluation of reading behavior and had more introductory part of the questionnaire. Third section required respondents to evaluate their perception of marketing mix elements, which influence on their buying behavior; this section was divided in accordance of 5P model of Marketing Mix: Product, Price, Place, Promotion, People. Last section collected their general consideration of these elements importance. The questions were asked in terms to examine perception of customers towards the influence of marketing mix factors applied at local bookshops.

Various methods can be applied to sample studies – random, stratified, convenience, unlikely. For quantitative studies, validity and reliability must be used, according to Golafshani it is necessary to make sure that all the data collected is in agreement with the results of the study.

D. Research Philosophy

From the rational retrospective, the philosophy disapproves the natural sciences, as human behavior, in particular, customers behavior cannot be fully evaluated on the basis of numeral grounds (Collis and Hussey, 2003). Most of studies usually are focused on the reflective manner of philosophical results. Whether consideration and evaluation of customer behavior, managerial one - the whole and entire approach should be used, however, the human factors and black swan factors (Taleb, 2010), such as COVID-19 pandemic and other unpredictable human crises, should be taken on account and reach compromises with their regard.

However, the proper methods were applied which are required for monitoring marketing mix complex application, including consumer buying behavior.

The valuable factor in philosophy promotion selected by the researcher was the online questionnaire, chosen literature, which determines the all study to be taken within the research and meet philosophical expectations to carry out the aims mentioned in the study.

E. Reliability and Validity

According to Golafshani the reliability and validity shall be used in quantitative researches. Reliability testing is necessary to ensure that all collected data are consistent with the results of the study, and also determines the reproducibility of test results. To improve the accuracy of measurements, it is necessary to clearly formulate questions, provide clear instructions, and avoid strong fluctuations. The correlation coefficient must be at least 0.6 to recognize the reliability of the survey. The internal consistency of the test reliability is determined by the measurement tool, where each parameter of the content area is subject to the determination of their internal consistency. For this, Cronbach's alpha is used (for multiple choice answers). According to Zikmund the reliability considers to be fair, if scales with coefficient alpha is between 0.6-0.7

Table 1 Reliability Statistics

Elements	Cronbach's Alpha	Cronbach's Alpha	
		Based on Standardized Items	N of Items
Product	0.809	0.811	5
Price	0.705	0.718	5
Place	0.690	0.704	5
Promotion	0.876	0.876	5
People	0.871	0.871	5

The measurement of 5 factors is shown to be acceptable (indicators are higher than 0.70). Thus, the questionnaire can be concluded to be reliable.

F. Sampling Procedure

Any information from documentary and scientific sources must be supported by a quantitative method applicable to this study, the instrument of which was a questionnaire based on hypotheses. Since the basis is a quantitative method, which allows analysis by numerical comparisons and statistical inferences, a questionnaire was compiled with the collection of all elements of the requested information.

To determine a sample size with a purpose to understand the amount of individuals to take for consideration in the research to represent a large or infinite population, the usage of Cochran's formula is recommended.

$$n = \frac{Z^2 p(1 - p)}{e^2}$$

Figure 6 Cochran's formula

(where e is a margin of error, p is a proportion of population and Z-score).

The following survey attained to collect a sufficient sample size to represent a large population (the particular amount is supposed to be 385 participants in surveys with 95% confidence level to avoid any errors to occur, this amount is approximate one suggested by Cochran in 1977). However, due to the pandemic restrictions the size of sampling and time constraints could not be reached by this amount. It is recommended for future researcher to attempt to provide not only the online questionnaire, but also paper blanks for old-fashion people with the lack of social networks.

100 people took part in the questionnaire by distributing the questionnaire through social networks, which is regarded as the minimum sample size. The KMO score from table 6 indicates that sample size is moderate and adequate for the scale (values are more than 0.7 and 0.8). Due to the lack of sampling frame, the population cannot be represented, thus the questionnaire has a census characteristics, as the purpose of the researcher was to collect data from the individuals of reading sub-part of the population.

IV. ANALYSIS AND FINDINGS

To examine the collected results of the questionnaire Statistical Package for Social Science, version 26.0, was used, which varies from the points of frequency, percentages and Likert scale. The questionnaire is divided into 3 parts, the first one includes demographic factors collected from the respondents, and however their location was avoided, as the information was collected from mostly several literature clubs over the world – Russian-speakers and English speakers (different nationalities). The main focus of the information collection was based on the answers of book readers and simple philistine. The second part of the questionnaire was dedicated to reading behavior with a purpose to understand the preferences of respondents. The last part has been determined by marketing mix elements in bookstores and evaluation of them by respondents.

A. Descriptive Analysis

1. Demographic Factors

To begin with, the demographic information of the interviewees was collected to subdivide the respondents into criteria in accordance with the elements of the collected data. Hundred (100) respondents participated in the questionnaire.

Table 2 Demographic Factors - Gender

Gender	Frequency	Percent
Male	52	52,0
Female	48	48,0
Total	100	100,0

Findings for the gender analysis shown on Table 1.2, presents that percentage of majority among participants is male (52 %), for females is 48 %.

Table 3 Demographic Factors – Age

Age	Frequency	Percent
Under 18	12	12,0
18-30	56	56,0
31-50	31	31,0
Over 50	1	1,0
Total	100	100,0

The scale shows the majority of participants are between 18-30 years old (57%). This indicates that young people are more likely interested in purchasing books, however 32% was taken buy those who are elder than 31 years and 12% for minors.

Table 4 Demographic Factors – Occupational Level

Occupation	Frequency	Percent
Pupil or student	25	25,0
Private sector employee	19	19,0
Public sector employee	34	34,0
Self-employed	17	17,0
Unemployed	5	5,0
Total	100	100,0

According to the occupational indicators, most of participants work in public sector (34%), pupils and students take 25% of the participants, 17% for self-employed people and 19 % is among private sector employees. Only 5 respondents left their status being unemployed.

Table 5 Demographic Factors – Monthly Income Level

Monthly Income Level	Frequency	Percent
Below 400	42	42,0
400-700	34	34,0
700-2500	12	12,0
Over 2500	12	12,0
Total	100	100,0

The indicators shows that participants (42%) had a monthly income level less than 400 USD (the average monthly earnings for CIS countries and MENA regions varies between 200-400 USD). Among participants were those who are unemployed (5%). Higher income level are indicated by 34% of participants (400-700 USD), more than 700 USD earn 24% of participants.

2. Reading Behavior

This part collected information about reading behavior of participants, as the purpose of the survey to examine marketing processes in bookselling industry, the customers image was required to be build, especially their preferences at types of literature, preferable format of reading, reading frequency.

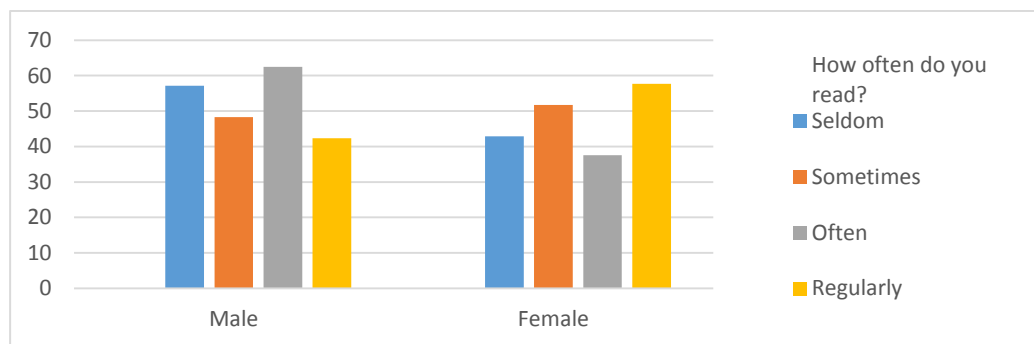


Figure 7 Reading Behavior – Reading Frequency

The table 1.6 shows that regular readers are mostly among females (15%), while for male this indicator is (11%), n=26. However, male participants selected option often (15%) more than female participants (9%), n=24. Option “sometimes”

was selected the most, it indicates that 29% of participants read sometimes, among which female (15%) read a bit more than male (14%). 12% of male participants read seldom in accordance with collected data – their amount is 12%, while among female participants only 9% read seldom, n=21.

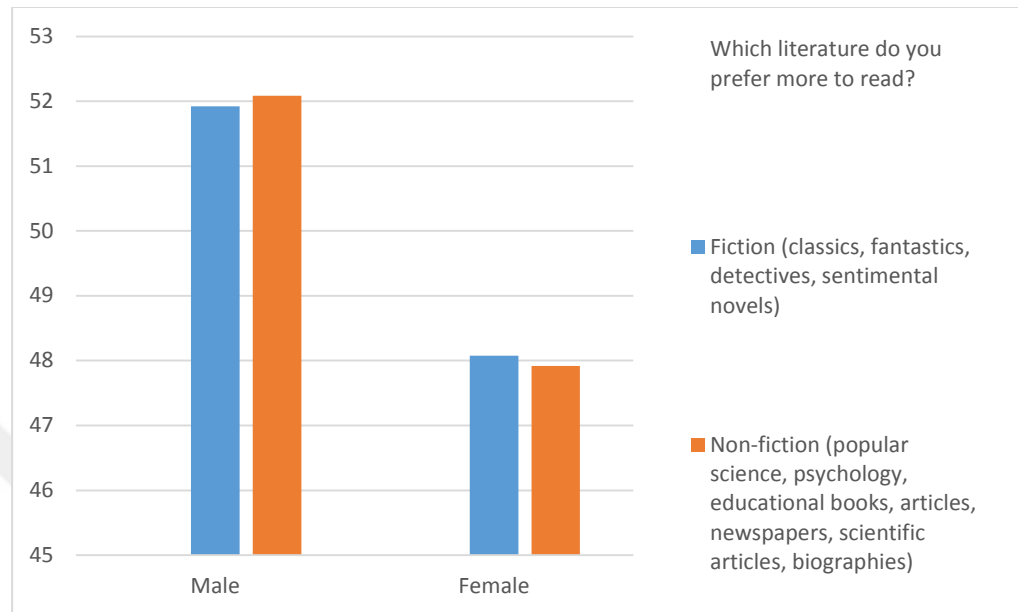


Figure 8 Reading Behavior – Literature type

Literature divides into two large groups – fiction and non-fiction. Fiction group of books includes such genres as classics, fantastic (fantasy), historical novels, detectives (thrillers), sentimental (romantic) novels and etc. Non-fiction is based on true facts, dates, biographies, memoires, including scientific articles, business literature and newspapers, and such large genre as psychology. According to the data, male participants preferred more to read fiction 51.9% (n=27) rather than women (for non-fiction indicator is inclined to female participants choices – 52.1%, n=25, for fiction – 47.9%, n=23).

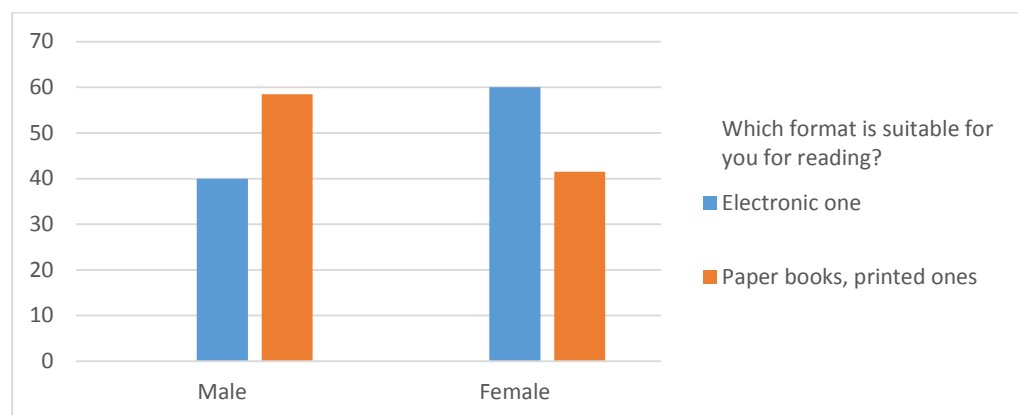


Figure 9 Reading Behavior – Reading Format

Information consumption technically divides into two groups – electronic format (reading from electronic devices) and paper format (printed on paper). For women it is more likely to choose electronic format for literature (60%, n=21), for men it is only 40% (n=14), while for paper format men have shown larger indicator – 58.5% (n=38), female participants – 41.5% (n=27).

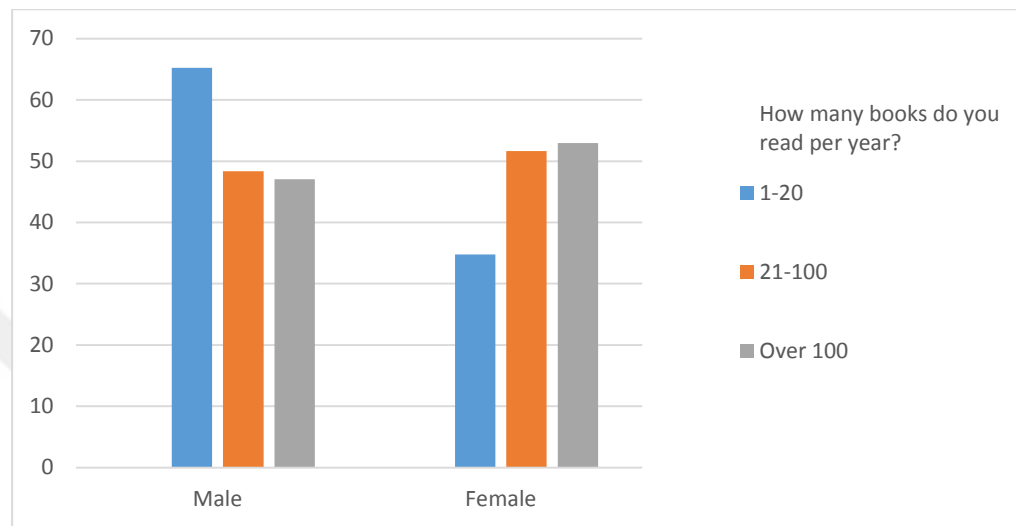


Figure 10 Reading Behavior – Amount of Books

The majority of participants read between 21-100 books per year (60% totally, n=29, where 48.3% are men, 51.7 % are women, n=31). Small amount of books indicated from 1-20 takes 23% among participants (male – 65.2%, female – 34.8%). In addition, over 100 books women read more (52.9%) in comparison with male participants (47.1%); total is 17% out of 100 respondents.

A. Factor Analysis

Factor analysis should be applied in the case to extract from a large array of data and divide them into a smaller number of groups, their common factors are combined. KMO – Kaiser-Meyer-Olkin measure is used to assess the applicability of factor analysis based on available tastes. Indicators between 0.5 and 1 confirm the adequacy of factor analysis.

The Bartlett's test of Sphericity is used as a factor analysis test, where the correlation of factors by variables is decided. Variance explains by factor analysis, serves as an indicator to determine the relative importance of the influence of

elements of a marketing mix on consumers in the bookselling industry. Each question is presented as a component matrix with a feature category.

Table 6 KMO and Bartlett's Test

Variables	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity (Sig.)
Product factor	0.787	.000
Price factor	0.759	.000
Place factor	0.739	.000
Promotion factor	0.809	.000
People factor	0.794	.000

In the table 1.6 the scores of all factors are greater than 0.7, which presents the suitability of data for factor analysis.

B. Correlation Analysis

Correlation in the table 1.7 shows the investigation of the relationships of dependent variable and independent. Sections of the study can be significantly correlated and show internal consistency in the case if p-value is less than 0.05 or 0.01. As it is illustrated in the table below correlation between all variables are significant.

Table 7 Correlation Analysis between Dependent Variable (Consumer Buying Behavior) and Independent Variables (Marketing Mix Elements)

Product	Pearson Correlation	1
	Sig. (2-tailed)	
	N	275
Price	Pearson Correlation	-,292**
	Sig. (2-tailed)	,000
	N	275
Place	Pearson Correlation	,256**
	Sig. (2-tailed)	,000

Promotion	N	275
	Pearson Correlation	-,284**
	Sig. (2-tailed)	,000
People	N	275
	Pearson Correlation	,120*
	Sig. (2-tailed)	,046
Consumer Buying Behavior	N	275
	Pearson Correlation	,445**
	Sig. (2-tailed)	,000
	N	275

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Normality of Residuals - from the figure 11 of P-P plot demonstrates a weak deviation, indicating normal distribution of residuals.

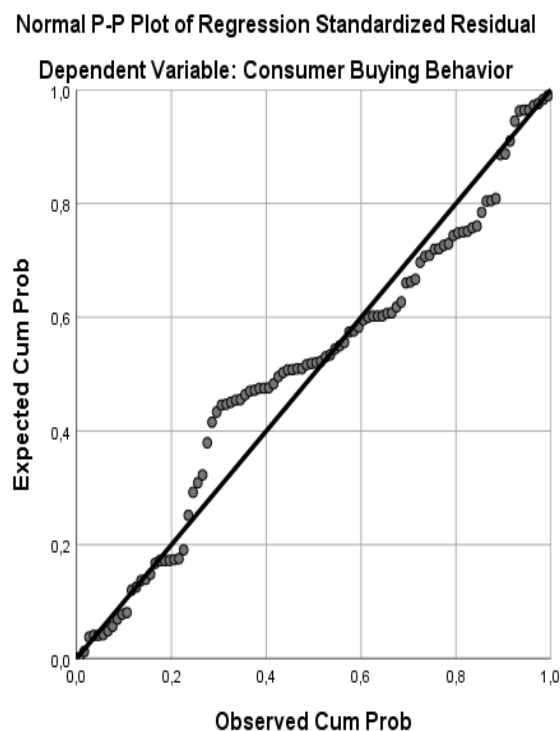


Figure 11 P-Plot of Regression Standardized Residual

Table 8 Durbin-Watson Statistics

Model	Durbin-Watson
-------	---------------

- a. Predictors: (Constant), People, Price, Place, Product, Promotion
 b. Dependent Variable: Consumer Buying Behavior

The score from the table above lays in between the critical values (1.50 – 2.50) and nearly two, which means the lack of first-order autocorrelation in the regression data.

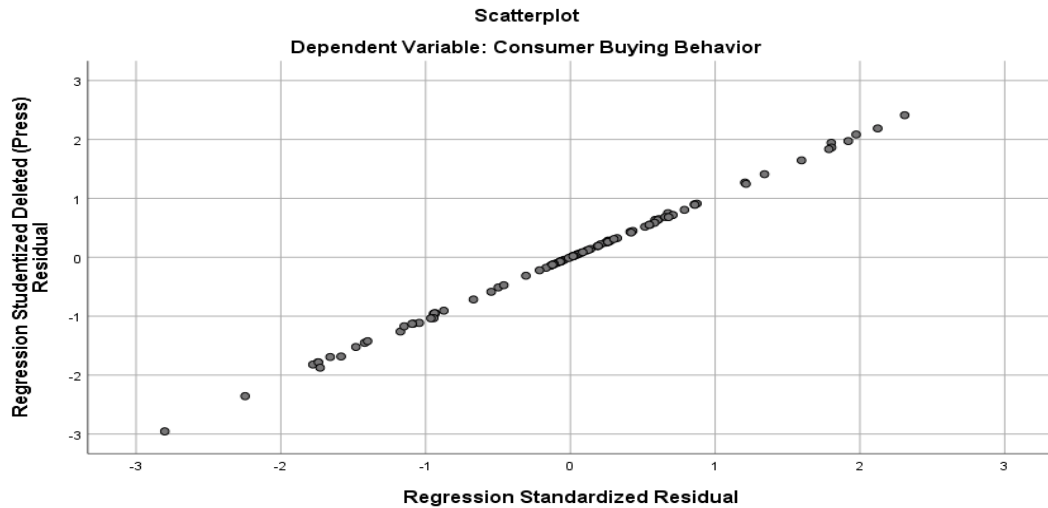


Figure 12 Homoscedasticity

The Scatterplot from the figure shows the linear relationship between the variables.

C. Multi-Collinearity Analysis

The Multi-Collinearity issue appears when independent variables are highly correlated over each other, which may cause the obstacles at the regression results interpretation. According to O'Brien to exclude Multi-Collinearity issue VIF should be less than 3.00 and tolerance should be more than 0.1.

The study presents 5 independent variables – Product, Price, Place, Promotion, People. As the dependent variable was the consumer buying behavior.

Table 9 Multi-Collinearity analysis

Model	Collinearity Tolerance	Statistics VIF
Product (mean)	,840	1,190
Price (mean)	,757	1,321
Place (mean)	,908	1,101

Promotion (mean)	,700	1,428
People (mean)	,854	1,170

Dependent variable: Consumer buying behavior

The table 1.8 shows no evidence for Multi-Collinearity issue for independent variables according to the results of VIF and Collinearity Tolerance.

D. Hypothesis Testing

Table 10 ANOVA

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	11,340	5	2,268	6,788	,000 ^b
Residual	31,410	94	,334		
Total	42,750	99			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), People, Price, Place, Product, Promotion

The indicators above show significant results for the model, where $F=6.788$ and p -value is 0.000 ($p < 0.05$). These results means that marketing mix elements have a significant impact on consumer buying behavior.

Table 11 Regression Coefficients

Elements	B	Std. Error	Beta	t	Sig.
(Constant)	,359	,693		,518	,606
Product	,420	,083	,486	5,035	,000
Price	-,033	,114	-,030	-,292	,771
Place	,117	,102	,107	1,149	,254
Promotion	,151	,094	,169	1,598	,113
People	-,008	,088	-,009	-,094	,925

a. Dependent Variable: Consumer Buying Behavior

Product marketing element has significant positive impact on consumer buying behavior as $\beta=0.420$ and p-value is 0.000 ($p<0.05$). Price marketing element shows insignificant negative impact on consumer buying behavior as $\beta=-0.33$ and $p=0.771$ ($p>0.05$). Place marketing elements a shows insignificant impact on consumer buying behavior $\beta=0.117$, $p=0.254$ ($p>0.05$). Promotion marketing element shows insignificant impact, its $\beta=0.151$, $p\text{-value}=0.113$ ($p>0.05$). People marketing element has insignificant impact on consumer buying behavior, $\beta=-.008$, $p\text{-value}=0.925$ ($p>0.05$). Thus leads product marketing mix element has significant impacts on consumer buying behavior.

Table 12 Overall Summary of the Research Hypothesis

Hypothesis	Results	Status
H1: Product as marketing mix element has a significant impact on consumer buying behavior	$\beta=0.420$, $p\text{-value}=0.000$	Accepted
H2: Price as marketing mix element has a significant impact on consumer buying behavior	$\beta=-0.033$ $p\text{-value}=0.771$	Rejected
H3: Place as marketing mix element has a significant impact on consumer buying behavior	$\beta=0.117$, $p\text{-value}=0.254$	Rejected
H4: Promotion as marketing mix element has a significant impact on consumer buying behavior	$\beta=0.151$, $p\text{-value}=0.113$	Rejected
H5: People as marketing mix element has a significant impact on consumer buying behavior	$\beta=-.008$, $p\text{-value}=0.925$	Rejected



V. CONCLUSION

This chapter discusses the evaluation of the results on the received statistics and the processing of the elements of the marketing mix influence and evidence of its significant impact on consumer buying behavior. The study considered already applied marketing strategies to attract customers and reflection of them on customers. For the correct conduct of marketing strategies, it is necessary to be based on the characteristics of the demand of various consumers. Within existing bookstores, some parameters have already been set and evaluated by customers.

For every company, the main interest is the effective management of marketing activities. To implement within the framework of a market opportunity, it becomes necessary to develop an effective marketing mix strategy and successfully implement it. The analysis reveals the most attractive elements of the marketing mix to customers, which leads the study to the usefulness for its further use within the framework of increasing the opportunities of companies.

A. Results

The statistically significant impact on consumer buying behavior is influenced by product marketing mix strategy in bookselling industry (p-value showed 0.000, which is less than 0.05). Qualitative polygraphic base (book paper/coverage/binding/typographical ink) plays a major role in the choice of consumers. The results revealed positive buying behavior is influenced by host of factors, such as content of books, design (including illustrations and the cover itself), satisfying size of assortment. Customer flow will increase only in the case of complete sufficient and well-timed replenishment of the book assortment, expansion of accompanying products.

The lowest value for buyers is the value element, according to the data, only a small percentage of buyers purchase books depending on their price, if there is an interest in the book itself, the price plays a secondary role in the acquisition. The findings show insignificant impact between price marketing mix strategy and consumer buying behavior (p-value equals to 0.771, which is greater than 0.05). In

relation to pricing policy, the dependence of prices between publishing houses and their distributors plays an important role in the book trade. Some publishers are able to set up their own book distribution sites, but it leads in higher markups on books from competitors and traditional retailers. This negatively affects the turnover of products, even with special discount offers, it does not significantly influence on the consumer buying behavior, and the consumer will be primarily interested directly in a large assortment and related product.

Relatively fewer consumers noted the importance of bookstore location and atmosphere. Collected findings show insignificance of impact between place marketing mix strategy (p-value is 0.254, which is greater than 0.05). With regard to the location of traditional bookstores, a tendency to open them in shopping malls has appeared recently, which has been noticed by most entrepreneurs, that the direct location of an independent bookstore is influenced by traffic. Therefore, most successful bookstores try to be located closer to the center. Respondents noted that the importance of the atmosphere and the presence of comfortable equipment inside, as well as coffee shops, is attractive, but does not significantly affect purchasing behavior. However, this tactic will allow new bookstores to attract more customers to their brand.

A small percentage is devoted to bookstore promotions, almost no one follows mailing lists and offers of ongoing promotions, and almost no one is interested in notifications about meetings with book authors. No significant influence appears between promotion marketing mix strategy and consumer buying behavior (p-value is 0.113, which is greater than 0.05). It follows that stores should be focused on promotion development and creation a new style of life, like independent coffee shops. Perhaps even in the future, due to a successful alliance with a coffee shop and involving more parts of population into reading, it will be possible to attract people to occupy their leisure time between work and home, promoting buying books in a cozy bookstore under a recognizable name. Otherwise, without instilling a new way to spend leisure time, without instilling a connection to reading, familiarization with books, attendance to author presentations, the promotion of bookstores and courage consumers to purchase books will steadily decline. By taking into the consideration the concept of bookstore in Turkey, the whole format of traditional bookstores can be redefined by attracting visitors with stage venues or even film screenings. Such costs

can pay off by increasing and attracting a greater flow of consumers to book reading in general.

In relation to the staff, there are also no significant indicators; some of the respondents deliberately avoid contact with people, preferring to purchase books online. There is no significant impact of people marketing mix strategy on consumer buying behavior (p-value=0.925, which is greater than 0.05). Despite the possible prediction that in the future the entire staff of the service will be replaced by artificial intelligence, nevertheless, in relation to books, first of all, the staff of the book sections are able not only to retell the summary of the books, but also to establish the main excerpts, able to recommend books according to mood, and their courtesy and ability to offer goods will contribute to the rapid distribution of books.

It should be noted that in order to maintain and increase financial turnover, companies need to maintain a wide range, including related products. In order to get more profit and a strong position in the market, it is important to pay attention to the existing content of books.

With the support of such a strategy, companies will be able to maximize profits and attract more buyers for further development opportunities in today's market conditions.

B. Recommendations

For future research, it is recommended to evaluate the impact occurring on consumer buying behavior from the preferences of purchasing books in traditional bookstores and online, as well as to conduct a comparative analysis of the impact of the 4P, 5P and 7P marketing mix depending on the place of purchase. According to the study, it can be determined the need to work on improving the visibility of existing stores, as well as the development of reading among a greater part of the population. This will allow customers to learn about the benefits offered by certain stores, which will develop their image. Because the most important characteristic of existing stores are books, for new stores it is necessary to work on the availability and abundance of books. At the moment, the main problem of bookselling industry is the reduction in the amount of reading, the targeting of bookselling, the blurring of the book segment, as well as the increase in online bookselling. Future research can be based, in addition to sectoral monitoring and sociological research, also on the

content analysis of the book industry and expert assessments of publishing houses managers and large entrepreneurs.

This work was aimed at identifying unsatisfactory needs of readers and recommending new stores to fill the niche of the bookselling industry.



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APPENDIX

APPENDIX 1 Questionnaire Form

Appendix 1: Questionnaire Form

Questionnaire

The Impact of Marketing Mix Strategies on Consumer Buying Behavior in Bookselling Industry

The aim of the questionnaire is to examine the impact of marketing mix strategies applied in bookselling industry and its strong relation on consumer buying behavior. The survey will be used exclusively within the framework of academic study of Master's Thesis, MBA department, thus the information you share will be conducted with professional confidentiality.

Q1. What is your gender?

- Male
- Female
- Prefer not to say

Q2. What is your age?

- Under 18
- 18-30
- 31-50
- Over 50

Q3. What is your occupation?

- Pupil or student
- Private sector employee
- Public sector employee
- Self-employed
- Unemployed

Q4. Monthly income level (in USD)

- Below 400
- 400-700
- 700-2500
- Over 2500

Reading Behavior

Q1. How often do you read?

- Seldom
- Sometimes
- Often
- Regularly

Q2. Which literature do you prefer more to read?

- Fiction (classics, fantastics, detectives, sentimental novels)
- Non-fiction (popular science, psychology, educational books, articles, newspapers, scientific articles, biographies)

Q3. Which format is suitable for you for reading?

- Electronic one
- Paper books, printed ones

Q4. How many books do you read per year?

- 1-20
- 21-100
- Over 100

Book Buying Behavior

Q1. How often do you buy books?

- Never
- Seldom, mostly for special occasions (to buy book as a gift, for example)
- Sometimes
- Often

Product element of the marketing mix

(1) = Strongly disagree, (2) = Disagree, (3) = Neutral, (4) = Agree, (5) = Strongly Agree

	1	2	3	4	5
I don't care about the prices, if I have a strong interest in the book					
Bright design of the book cover attracts me					
The content of books matters for me					
Large variety of books (good assortment) strongly attracts me, even if I come for the particular book					
I pay attention at the quality of book paper/coverage/binding/typographical ink					

Price element of the marketing mix

	1	2	3	4	5
My expectation for bookshops – prices should be to be similar everywhere (online and in stationery stores)					
Price for books is cheaper online					
Regular discounts (special offers (i.e 2+1), seasonal discounts) influence on my decision to purchase more books					
I prefer to buy books in soft cover, because they are cheaper The price is quite important for me, when I purchase books					

Place element of the marketing mix

	1	2	3	4	5
I usually notice, if bookstores have good stations, book separation for genres and good placements with new books, layouts with particular topics and bestseller - I would spend more time there					
I find bookshops with coffee serving more attractive than simple stores					
Bookstores provide new perspective for shopping - it combines cultural aspect and leisure					
The distance doesn't matter for me, if bookstore looks welcoming and convenient					
I easy find the book I need due to well-planned layouts and shelf separation (or online categories)					

Promotion element of the marketing mix

	1	2	3	4	5
Regular information about discounts effect on my decision to purchase more books					
I like receiving info about new promotions, recommendations and discounts on books for subscription					
Book advertisements make me buy them more					
I pay attention, if stores provide delivery service					
I pay attention, if there are signing meetings with authors or any socio-cultural events organized by bookstores					

People element of the marketing mix

	1	2	3	4	5
I usually ask personnel for help with book recommendations					
I find that professionalism of booksellers has significant impact on my purchase decision					
Bookselling requires for personnel to have large volume of memory and knowledge about enormous amount of information unlike sellers of other products					
Personnel (booksellers, book assistants) understand my needs					
Personnel show good manners and provide best service in the bookstores					

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Sayın Aidana SHAKHMET

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Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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Training of interns on customer service and office procedures

Lead the modelling and execution of selling processes

Providing administrative support in various capacities

Organizing maintenance of computer and office equipment

Managing various amount of groups and teams

2021 (Nov) – current Marketer, *Universal Clinic, Kazakhstan*

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Launching advertising for the provision of cosmetic and surgical services in the clinic

Developing active branding strategy

Conducting promotions

Analyzing the results of financial activities

Skills:

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