



KONFERENCIAKÖTET

Conference Proceedings

**Nemzetközi tudományos konferencia
a Magyar Tudomány Ünnepe alkalmából**
International Scientific Conference
on the Occasion of the Hungarian Science Festival

Sopron, 2022. november 3.
3 November 2022, Sopron

**TÁRSADALOM – GAZDASÁG – TERMÉSZET:
SZINERGIÁK A FENNTARTHATÓ FEJLŐDÉSBEN**

SOCIETY – ECONOMY – NATURE: SYNERGIES IN SUSTAINABLE DEVELOPMENT

Szerkesztők / Editors:

OBÁDOVICS Csilla, RESPERGER Richárd, SZÉLES Zsuzsanna, TÓTH Balázs István

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Book Consumption Literature – Literature Review on the Subject of the Behavior of Book Consumers

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Abstract

The sales numbers of printed books are on the decline for many years in Hungary. Similar trends can be observed globally. Exploring the background behind the changing book consumption behavior might provide leverage for turning these trends back to a sustainable book market. This literature review is the first publication of a research on book-consumption which aims to outline the current status of academic discussion about consumer habits, motivation and purchase decisions of book consumers. The review defines the position of book consumption research in book and reading related literature. The theoretical framework lists the main consumption concepts applicable for buying and reading books and shows the relative gap in Hungarian research on this field. The segment for the focus on the empirical research is detailed by the Consumption, Purchase, Product and Publishing Industry-related publications from the previous years. The Methodology part explores the methods used by the reviewed articles. Final conclusions will give ideas for the future research and aims to outline the so far unrevealed territories of book consumption research.

Keywords: consumption, consumer behavior, purchase decisions

JEL Codes: M30, M31

1. Introduction and the aims of this paper

Consumption behavior of book buyers and readers is the topic of a doctoral research. The finding upon the consumer behavior of bookreaders, and maybe later the potential marketing tools that should be developed from that supposed to boost prevalence of book reading.

In Hungary there is an ongoing trend for dropping sales numbers in book industry. Over a decade the book market is shrinking. Based on the data of Association of Hungarian Publishing Houses and Book Retailers there is a slight increase in the number of sold copies between 2010 and 2021 (13%), however the gross revenue without inflation corrections has dropped by 10%. This market is in the decline.

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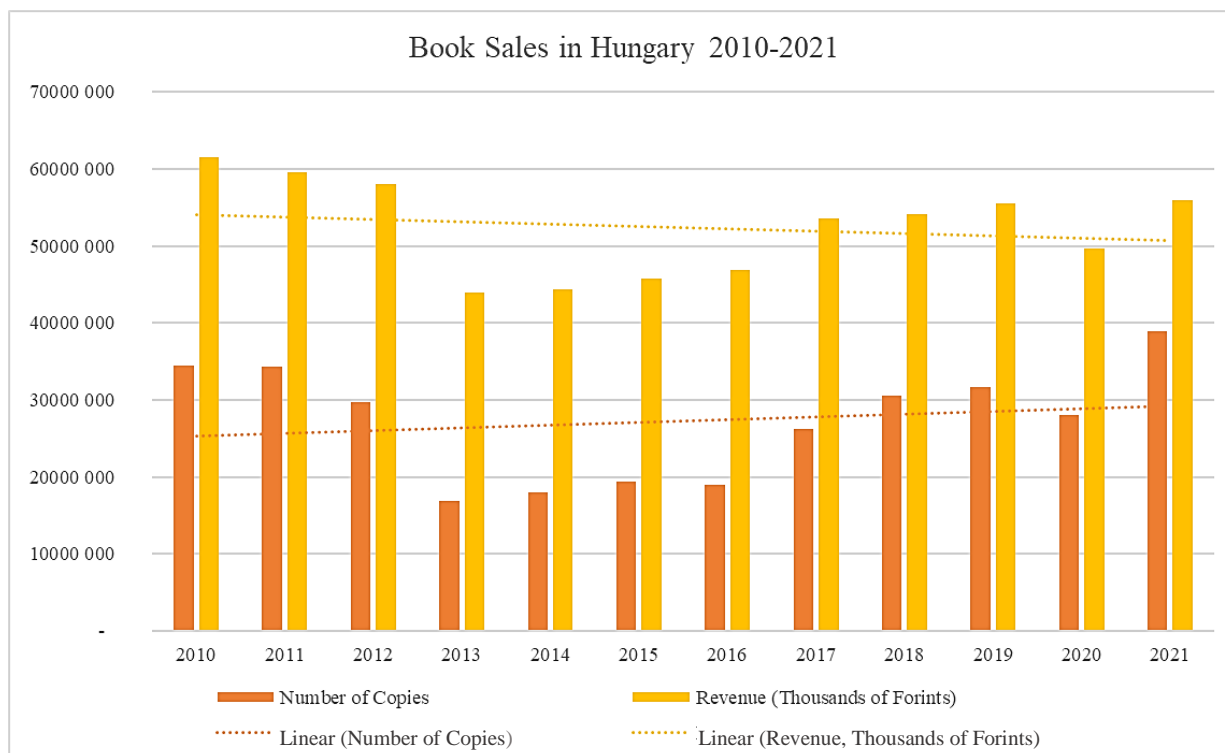


Figure 1: Book Sales in Hungary between 2010 and 2021

Source: The author's own edition based on data of the Association of Hungarian Publishing Houses and Book Retailers (2022)

There is no specific book purchasing and book reading behavior study or actual research on the subject as a whole so far, only researches connected to these topics. Certain scientific fields can frame the outlines of the doctoral research subject.

There is research ongoing regarding certain partial aspects of book purchase decisions. The topic of e-book reading and print-reading is a mainstream matter in cultural studies. Cultural consumption is an ongoing scientific subject, but can not be fully applied to reading and book buying, because of the specific nature of books as cultural goods.

The main aim of this review is to validate if there is a current book consumption research direction in the academic literature. Furthermore, a secondary aim is to have an outline of the actual researches that can have a scientific connection to the subject of book consumption.

Some of the starting ideas of the research topics:

C1: Consumption related research – into this area the doctoral research would select all the details that would be connected to the consumption behavior and experiences gathered during the act of consumption. The consumers' expectations about the books regarding physical attributes, content would be included to this area as well. Consumption typology as utilitarian or hedonistic, self-expressing and self reassuring (Pavluska, 2014) belongs to this section too.

C2: Product- and service-like nature of books – The sub-topics collected into this section would cover the idea that books could be considered as products and services as well. The literature aimed to be collected under this section is about studying the product and service attributes of books. Differences between the generic product of a book-product and the physical evidence of a book-service. Multisensory effects of the physical books should be touched in this section.

C3: Purchase Orientation Modelling – The academic literature of the purchase process and the general procedure for buying a book should be sectioned here. Book purchasers decision-literature should be listed up for here including in-store decisions and purchaser indentifying perceived purchase risks.

C4: Detailed analysis of Hungarian book industry – Into the literature of this section all literature should be incorporated which covers any publications on trends of the Hungarian book industry and market. Literature of other nations on the similar topic could serve as a starting point for later research.

These topics should gather all the necessary literature to obtain a precise look at the current book consumption research and its related scientific topics to form a firm base for the doctoral research.

2. Literature background

The work on the subject of the behavior of book consumers started a few years ago, and resulted in a moderate-size bibliography. Two previous publications contain the literature found so far on book consuming (Légrádi et al., 2019; Légrádi, 2020). Their bibliography stands as a pre-starting set of articles for this research (Table 1.a and 1.b).

Table 1.a: The main items of the previous literature reviews on Book Consumption

Product / Service	Consumption	Purchase	Industry
Pavluska V. (2014): Kultúramarketing			Daubner K.–Horváth S.–Petró K. (edit.) (2002) Kultúra-gazdaságtani tanulmányok
Veres Z. (2009): A szolgáltatásmarketing alapkönyve	Törőcsik M., Jakopánecz E. (2011): A fogyasztói félelem – kockázatkezeléstől az ellenállásig		Barabási A-L. (2017) A hálózatok tudománya. Libri Kiadó, Budapest
Vágási M. (2001): Újtermék-marketing	Törőcsik M. (2017): Fogyasztói magatartás – Insight, trendek, vásárlók		Gáspár T. (2015) Strategia Sapiens – strategic foresight in a new perspective, FORESIGHT: THE JOURNAL OF FUTURE STUDIES STRATEGIC
Kotler, Ph., Keller, K.L. (2012) Marketingmenedzsment 2012			

Source: The author's own edition

This literature review aimed to find new and up-to-date papers and studies for the chosen group of topics. Deep discussion of the basic ideas and theories for introducing will be part of further publications as a summary of all the literature research has been done on this subject within the frames of the doctoral research.

As marking the starter milestones in this study Pavluska (2014), and Hofmeister-Tóth (2014) should be mentioned here as main theoretical sources for the whole doctoral research so far, in addition to them Fogyasztói magatartás by Törőcsik (2017), Kultúra-gazdaságtani tanulmányok (2002) edited by Daubner et al., Az irodalmi mű befogadása by Kamarás (2007) and Termékélmény by Becker and Izsó (2011). Russel W. Belk's publications (1988, 2013) and his conception of extended self, which seem a useful group of ideas to approach the consumption of digital or virtual goods as novels.

Table 1.b: The main items of the previous literature reviews on Book Consumption

Product / Service	Consumption	Purchase	Industry
Becker Gy. - Izsó L. szerk. (2011): Termékélmény	Hofmeister-Tóth Á. (2014): A fogyasztói magatartás alapjai		Széles Zs; Széles Z; Szabó, Z (2016) Innovation management standards and methodology from Europe In: Katherine, S Virgo (edit.) 82nd International Atlantic Economic Conference Washington DC, USA
	Kamarás I. (2007) Az irodalmi mű befogadása		
Ketron, S. and Naletelich, K. (2016) "How e-readers have changed personal connections with books"			
	Belk, R. W. (1988), "Possessions and the Extended Self"		Gáspár T. (2017) Az európai fejlettség erőtér szerkezete, PROSPERITAS 4: (1) pp. 63-102.
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Source: The author's own edition

3. Methodology and Results

For researching the subjects of this reviews the online databases and search routines were used of the following: Scopus, Ebsco, Emerald, Jstor, Google Scholar and ResearchGate.

The publishing date limitation for this research has been set for articles published after the 1st of January, 2017. This limitation is supported by many factors. E-book consumption consists a large percentage of current book-related research, however, the results and views on this subject gets obsolete quickly. Mainly because of the innovative nature of the e-book technology. New studies could be built upon the findings of earlier e-book articles, but the new technological details would simply overwrite the former ones. Articles discussion electronic consumption surely can be found as references in the papers published after 2017.

The other main reason for this limitation is a trivial one: having limited time to read and analyze articles. Studies from the past five years makes a pool suitable enough to choose the background for studying the directions of current literature. Anything that could be useful for the selected topics and cannot be found in the academic literature published since 2017 either

in the form of a reference or as an actual paper could be an asset for the doctoral research, but might not worth looking for it at this point.

Finding the right keywords was not easy. The first approach at the literature research keyword was ‘book consumption’ which yielded 5,033 search result. A sufficient amount of matches, but soon it became obvious, that a certain frame of science field should be set within which it is worth to look for papers. So the field limitation covered the following topics:

- Social Sciences,
- Arts and Humanities,
- Business, Management and Accounting,
- Economics, Econometrics and Finance,
- Psychology,
- Decision Sciences,
- Neurosciences,
- Multidisciplinary.

The initial keywords that have been used for search (book consumption, book buyer, book product) resulted in more than 100,000 articles over the databases. After checking the first batch, there came the realization that another strategy is needed to more efficiently spot the potential academic papers for this research. The results so far were heavily mixed with studies from quite far academic fields, even after the scientific area specification-filter.

The usage of ‘book’ searchword was really misleading, because it is used in many different contexts, so it is only applicable as a third or fourth search expression to filter through an otherwise useful batch of articles. The ‘consumption’ keyword was neutral in the aspect of usefulness. At least it was not misleading, but searching for the word ‘behavior’ dropped countless articles in other fields and topics.

‘Publishing’ and ‘Industry’ brought many useful results and climbed to the top of the list of searchwords. So the favorite buzzword of book related academic literature is ‘publishing’, the other one is ‘industry’.

Another puzzling problem that came across in this research was that there is no clear, scientifically dedicated, nor specifically separated book consumer behavior field so far, therefore the academic terminology of these studies are not standardized. All the researchers exploring this interdisciplinary field use different keywords for the same topic.

An example: a few genre-related publications covering very close fields did use totally different keywords for their papers:

- Book marketing = Book Trade = Publishing,
- Bestsellers = Books,
- Digital book consumption = Reading = Reader behavior,
- Sociology of literature = Literature = Literacy = Culture,
- Literary genres = Genres.

These related expressions have been used in different publications as synonyms to each other, so a future terminology paper should clarify this situation which made this research for literature a bit hard.

Table 3: The evolution process of searchwords

Barely Useful Keywords	Evolving Keywords	Usable Keyword Combinations					
Book Consumption	Publishing Network	Book Buying	+	Purchase	+	Decision	
Reading Experience	Publishing Industry	Book	+	Purchase	+	Decision	
Book Buyer	Book Purchase Decision	Book	+	Buying	+	Purchase	+
Book Product	Book Buying	Publishing	+	Industry	+	Book	
Reader Expectation		Reading	+	Experience			
Generic Book Product							
Book Industry Network							
Book Consumption Behavior							

Source: The author's own edition

The new search-strategy was using different keywords to those that were originally intended to use. Followed by changing and mixing-up searchwords. As a rule of thumb: if a search result would not yield any useful articles from the first 200 entries, that keyword variation was left and the search moved on to the next version. The results of this strategy as the evolution of search expressions are shown on Table 3.

Another useful strategy was following the related, referenced and suggested articles of those papers which have been found intriguing.

The search for articles narrowed the potentially reviewed papers as it can be seen on Table 4 0,07% of the original pool got into this review.

Table 4: The actual results after applying levels of filtering

	Number of results	Percentage of the previous criteria level	Percentage of the original number of results
<i>Original search results for keywords</i>	107,681		
<i>Limited by publication date and academic field</i>	19,573	18%	18.18%
<i>Articles that have been read at least by the title or abstract</i>	6,173	32%	5.73%
<i>Articles chosen to deeper analyses</i>	203	3%	0.19%
<i>Articles chosen into the bibliography</i>	72	35%	0.07%

Source: The author's own edition

The classification in Table 5 partially follows the sub-topic system used in this doctoral research detailed in the Chapter: Introduction. 'Philoso' covers those articles which are considered useful or interesting, but scientifically too mystique or vaguely focused to label them under other sub-sections. They are great sources of ideas and other literature, might even compose bridges between the different territories of science. Like one of the most thought generating authors, Russel W. Belk. His works are on the edge of communication, philosophy, consumer behavior and psychology, though mostly theoretical publications, without strong empirical evidences.

The level of the articles can be judged by the SciMago rankings of their publishing journals. Mostly Q1 (57%) and Q2 (14%) journals.

Table 5: The exact number of reviewed articles assorted by sub-topic

Sub-Topic	N	P
<i>Consumption</i>	30	41.67%
<i>Industry</i>	14	19.44%
<i>Philoso</i>	11	15.28%
<i>Product</i>	3	4.17%
<i>Purchase</i>	7	9.72%
<i>Textbook</i>	7	9.72%
<i>SUM</i>	72	100.0%

Source: The author's own edition

4. Results

The selected articles showed 1:2 ratios in between Theoretical (27.78%) and Empirical (72.22%) studies. The pre-selective notion was choosing useful articles to find the ongoing research direction on the book consumption field.

This literature research earned new textbooks to build from, aside to the basic literature that was briefly discussed earlier. Like Consumer Behaviour and the Arts (Colbert & d'Astous, 2021) which follows the process and theoretical background of consumption focused on art and cultural products. Contemporary Consumer Culture Theory (Sherry & Fischer, 2019) provides a less utilitarian approach to the concept of consumption. Just as does The evolutionary bases of consumption (Saad, 2007) from an evolutionary angle. The Theories of Consumption by Storey (2017) offers a post-disciplinary perspective to consumption with a dedicated chapter to the consumption of cultural goods.

Consumption: Sergeevna's Self-Actualization In The Process Of Consumption of a Cultural Product (2020) is a study on the subject of consumption which reaches towards philosophy, and it can be a useful source for ideas, but at this point the research should be using not more philosophical papers than sociological publications. Belk's publications can be considered as partly philosophical because of the lack of empirical evidence in them, however they serve as are great inspirational points for the research. The 'You are what you can access: Sharing and collaborative consumption online' (Belk, 2014) is a publication that falls completely into that category. Belk is a great theoretician of possession and virtual consumption.

On the theoretical approach of the experience-side of consumption 'Textual Experience: A Relational Reading of Culture' (Durham, 2021) might give a close insight to reading experience as an autoethnographical experiment. Philosophical as well as many others, but at this point the doctoral research is mostly in need of ideas to start from. Kovac is a theoretician of reading, his selected publications 'Reading in a post-textual era' (Kovač & van der Weel, 2018), 'What is a Book?' (Kovač et al., 2019) have got into the bibliography to gain ideas from.

For the subject of consumption only three completely theoretical articles have been gathered. Szabó Krisztina's "Not Exactly Reading" (2019), which is a great theoretical summarization of concepts and ideas on reading, seems quite useful as a sources of literature. The other is 'Affect Theory in Reading Research' by Boldt and Leander (2020) – a theoretical summarization and application of Affect Theory, a phenomenologic approach on reading. The Escalated Reading by Fogarasi (2019) is about the practice of close reading analysed through a life portrait, a short story and a movie.

Another philosophical aspect is the concept of reading which has to be introduced in the research. Two fine sources of ideas in this area came into the searchlight of this study: 'Modes of reading' by Andersen, Kjerkegaard, and Pedersen (2021), which is a literature review done on reading. The other is 'Literary Theory and Social Reading Models' by Mailloux (1982) which seems a bit outdated, but the two end of the same group of concepts far from marketing and business studies may give a good introduction into literary reading theories.

Product / Service: Tsvetkova's 'Genesis and Foredoom of Digital Books' (Tsvetkova, 2016) analyzes previously forecasted possibilities for the e-book industry and finds many arguments against digital formats which are eroding the main qualities of printed literature, however these findings are not supported by any empirical evidence. This article was written in Bulgarian, so the translated version was used. Spence's analysis on the literature of the consumer preferred physicalities of printed books compared to digital book qualities is a great source of notions for the future work on book product concept. Spence (2020) 'The Multisensory Experience of Handling and Reading Books' discusses the multisensory aspect of books.

Finally, in 'A proposed reading event analysis model (REAM) for determining likely reading format preferences' Salaz and Mizrahi (2021) are introducing a model which could be used to scientifically measure the factors of reading format preferences.

Publishing industry: A textbook to continue the research from is 'Re-Inventing the Book: Challenges from the Past for the Publishing Industry' (Banou, 2016) which follows the changes and rearrangements of publishing industry in the past few decades. This book by discussing the aspects of change may give a dynamic insight of this trade instead of stale and obsolete viewpoints.

As for the research methodology the use of the Handbook of Research Methods in Consumer Psychology (Kardes et al., 2019) seems yielding. It shows firm basics for experiments conducted on consumption. This will come useful because the explored literature around book consumption is survey-heavy in this regards, as it will be shown later.

4.1. The focus of the empirical researches

So far there was no focus on sorting the selected literature into deeper sub-sections, but without any meaningful analysis it can be argued that the non-theoretical literature is heavy with 'print vs e-text' comparisons, analysis and case studies. Of the selected articles for this review 10% is about this dichotomy. So it is an important topic the further research as well, because e-book industry is a striving part of book publishing. The other prolific type of studies in book or reading research is done on the subject of reading preferences.

For further research the meta-analysis and cross-validation of the findings of these articles might be more useful than the actual findings of the studies. Because the majority of this kind of publications is based on low-sample surveys done on university students. The evaluated effectiveness and validity of this kind of studies could be questioned, as they are not representative in any way to the reading public for sure. Therefore, not many of this type of study have been selected for this review.

C1: Consumption related results: The experience of reading is a key-subject to the doctoral research, because the different layers of consuming a cultural good could be identified by the experiences of the consumer. This phenomenologic approach should be considered a bit philosophical, but in the cases of the next articles, three of them are systematic reviews of the subject. 'Consumption experience is a historical review of the concept of consumption' (Chaney et al., 2018). 'The experience of reading' is an analysis of three articles written on the reading phenomenon. (Moore & Schwitzgebel, 2018). 'Lies of the reader' (Tsvetkova, 2018) is a systematic review of articles over reading experiences as well, but combined with a series of tests of sociological research methods and a comparative analysis of terminology. Kuzmičová et al. (2018)

in ‘Reading and company’ are exploring the reading experiences well, but from its environmental and surrounding aspects by focused group interviews. An odd experiment is detailed in ‘At the Heart of Optimal Reading Experiences’ which reads the heart rates of reading subjects. (Thissen et al., 2021).

The ‘print vs screen’ dichotomy has got into this selection of articles. Articles have been chosen after their using some kind of experimental research. ‘Affordance theory and e-books’ (D’Ambra et al., 2019) focuses on the affordance theory relations of e-book reading in the context of an affordance is being a possibility to achieve action by using an object. Their chosen method is netnography which in this case means analysing two sets of internet comments. ‘Experiencing literature on the e-reader’ by Schwabe et al. (2021) could be listed as a print v. e-book-type article, however the researchers have made a real experiment on the subject by having a group of people read a text and then they ran a survey on their experience. ‘The medium can influence the message’ is a reading experimental research done by running a survey after participants have read a text on different media (Haddock et al., 2019). ‘Print versus digital texts’ by Ross et al. (2017) makes a systematic analysis of studies written on research experiment on the subject of print v. screen reading. In ‘Unfolding layers of meanings’ Damayanti et al. (2021) are analyzing the differing messages of a children book’s texts and pictures. Budnyk et al. (2021) made a study analyzing the results of a questionnaire on the subject also of ‘Printed and e-book’ asking about the reading experiences of university students. Their article has been selected to check if a common-type study in this topic has any new information about the subject.

Habits of book consumption is a researched topic too. In ‘Is Backlist the New Frontlist?’ (Berglund & Steiner, 2021) the researchers analyze a set of large-scale data from subscribed book consumers from the aspect of the effects of titles on the purchase. Hupfeld et al. (2013) in ‘Leisure-based reading and the place of e-books in everyday life’ made a very intriguing study by tracking the reading habits of 16 participants by making a digital ethnographic experiment done by diaries and the snapshots of digital cameras the trackees were given to make memory prompts. Fernández-Blanco et al. (2017) made a survey on the influencing factors of book reading in Spain by meta-analyzing a survey in ‘A quantitative analysis of reading habits in Spain’. ‘A Statistical Analysis of Patrons’ In-Library Information Consumption Behaviors of Print Materials’ follows the reading (checking-out) habits of readers depending on the studied preference factors by analyzing browse, book attributes and the checkout datasets. (Luo, 2021). Hupfeld and Rodden (2014) made a series of in-depth interviews to follow the participants everyday book usage in ‘Books as a social technology’. In ‘Preference for Material Products in Identity-Based Consumption’ (Leung et al., 2021) the authors explore the identity of a consumer and the presentation of this identity if the product could motivate consumption. Two of the rest of the selected articles explores the consumer profile of a specific genre’s readers: Kraxenberger et al. (2021) in ‘Who reads contemporary erotic novels and why?’ and Menadue and Jacups (2018) in ‘Who Reads Science Fiction and Fantasy, and How Do They Feel About Science?’. The latter find a weak correlation between the liking of science fiction and actual science. Gathering info by participatory observations the ‘Book club meetings as micro public spheres’ by Tekgül (2019). It analyzes public book groups in the context of cultural micro spheres. Leitão et al. (2018) ran an online survey on the book buying purchase preferences of the 487 participants in their research: ‘Do consumers judge a book by its cover? They have many findings – a cross-analysis between them and other similar studies should bring conclusive results.

C2: Product related results: The only empirical article has been found in this search for literature regarding the product nature and physicalities of books is the ‘Historical insights for ebook design by Koh and Herring (2016). This study is similar to Spence’s paper on multisensory experience, but it has empirical evidence. The authors analyze the dimensions, qualities, spatial ratios of printed books throughout history as a group of guidelines for making digital texts and books more preferable to read.

C3: Purchase related results: At this point of the doctoral study it seems hard to make a precise distinction between consumption preferences and purchase preferences. Perhaps preferring a quality of a book and checking an option in a survey is different than making a purchase decision over actual similarities between two book covers. In this review this border between the two categories should suffice, in future research on this topic a more precise definition will come up.

In ‘Book belly band as a visual cue’ the authors come to the conclusion that a colored paper band wrapped around the books can alter the previously non-determined purchase decisions on browsing time of consumers. They conducted a participatory experiment on consumers in two bookshops. A selection of colored books and an eye-tracking device have been used in the research and experiment of Gudiniavičius and Šuminas (2017). In ‘Choosing a book by its cover’ the researchers offer a choice of 18 books, and have found evidence for color preference in certain age and gender groups. In ‘Smelling the books’ Doucé et al. (2013) proves that chocolate scent in a bookstore can positively alter the impulse purchases and have a negative effect on pre-determined purchases. Zhang et al. (2017) have done an interesting study on a sample of 413 Chinese ebook-buyers. They are using means-end chain theory and elaboration likelihood as models to build their own theoretic structure on. Their measurement of perceived risks over buying or not buying an e-book is quite intriguing. Maharjan et al. (2020) have performed a meta analysis on previously gathered data on book attributes from the aspect of them being a success or not. The authors tried to build a forecast algorithm to predict the success chances of books based on the identified factors they have considered the most influential. An economic and financial approach on book consumption at large the ‘Fiscal and economic aspects of book consumption in the European Union’ by Borowiecki & Navarrete (2018) which studies the effects of VAT rate changes on book sales in the European Union.

C4: Book industry related results: The doctoral research mainly aims to study the Hungarian publishing industry. However this research has not found any articles on this topic. But other nations have studies on their printing and publishing industries. These articles could show a way to search for more relevant Eastern European publishing literature or to construct one of the future publication based on their structures and ideas.

‘The Publishing Industry in Spain’ gives historical analysis from economic, industrial and business perspective of two decades of the Spanish publishing (Magadán-Díaz and Rivas-García, 2020). ‘Trends in U.S. Trade Book Publisher Mergers and Acquisitions’ shows the dynamics and changes of the US Publishing industry between 2014-2019 (Lamb, 2020). ‘E-Book publishing in Spain’ (Cordón-García et al., 2014) examines the changes e-book publishing has inflicted on the traditional publishing industry, and the market rearrangement and future possibilities for Spanish publishing. ‘Book Markets in Europe’ by Maciejewski (2019) explores the digital paradigm-change in EU book and cultural market through the analysis of EU market data, and assess the future effects of Digital Single Market EU-strategy which should facilitate the borderless flow of digital cultural goods in the EU while treating author’s rights fairly.

‘An Ecosystem Model of Small and Medium Sized Enterprises Publisher ‘Tiers’’ by Squires and Markou (2021) is a set of case studies about a sustainable SME publisher and publishing ecosystem which aims to prove the viability of the ‘Tiers’ SME publishing model developed in Scotland, UK. The ideas and practices listed in this article might give a closer look on the Hungarian SME Publishing firms before starting a deeper research on them. ‘Publisher’s distribution channel selection of print books in a book supply chain with print and e-books’ by Zeng and Hou (2021) is a heavily structured model building article supported by hard mathematics using the Stackelberg game model. It seems a bit overcomplicated and complex to describe a decision-making process of channel selection which otherwise seems understandable on its own, however the decision-theoretics in publishing literature is a new find, that’s why it has been selected this article for further analysis.

‘Innovation in Publishing’ by Sandler (2017) is a case study collection over the notion of innovation in publishing. It is a bit outdated since it originates from the bottom of the date-

interval of this literature research. However, it gives a good compendium of ideas that the publishing industry considered innovative five years ago. Maybe it could be compared to the innovation-state of the Hungarian publishing industry in a future article. ‘Have We Passed Peak Book?’ by Phillips (2017) seems a worthy article upon the subject of book sales trends over the past two decades in the UK. Given that dropping book sales is a global trend, this article can be a template for further research on this topic and a part of a future publication as a referred source. ‘Cost of Print and Digital Books’ is a cost comparison of print and digital versions of academic books by Rao et al. (2016). Cost and price differences between e-books and print books is a common topic among the research streams, so this article is the first source for it. ‘What Do Book Awards Signal?’ by Dekker & de Jong (2018) is an interesting analysis of book awards, the sales figures of the awarded books and the later occurrences of the awarded titles in anthologies and other publications. The research suggests that the award-class of books has no strong correlation with the financial success of a publication, but the correlation differs from country to country. Being awarded could be an important topic in Hungarian publishing networks, this article can be a good lead to understand the situation. ‘Independent publishers and social networks in the 21st century: the balance of power in the transatlantic Spanish-language book market’ is a netnographic research by Gallego-Cuiñas et al. (2020) by analyzing Twitter communication of independent publishers’. The researchers could identify a gatekeeper on Spanish and Latin American literature: a publishing house. The article’s worthiness lies in the subject and the social network analysis which is very rare in publishing literature.

4.2. Empirical research methodologies

Empirical methods used on secondary sources: About third of the selected article contains analysis of secondary sourced data in the publication. A historical data analysis on sales figures, or crunching EU sales or VAT numbers, or a market analysis should yield many important insights on the subject of this doctoral research regarding publishing industry, book market and even on purchase behavior too. Systematic review analysis could be considered a worthy type of publication in this fragmented and terminologically separated field.

Table 6: The frequency of different research methods within the selected articles

Main Research Method	Articles	P
<i>Database / Analyses</i>	13	18.06%
<i>Theoretical Summarization</i>	10	13.89%
<i>Survey / Analysis</i>	9	12.50%
<i>Experiment / Analysis</i>	7	9.72%
<i>Literature / Systematic Review</i>	5	6.94%
<i>Article Analysis</i>	3	4.17%
<i>Case Studies</i>	3	4.17%
<i>Ethnography / Netnography</i>	3	4.17%
<i>Focused Group Interviews</i>	2	2.78%
<i>Text Analysis</i>	1	1.39%

Source: The author’s own edition

For the articles listed in the theoretical section there is a method of theoretical analysis which follows the main theories and ideas of a topic without any presentations or references to actual consumption or realistic behavior. This kind of analytical paper can give interesting ideas to start off new waves of exploration towards fresh directions.

Text analysis seems a quite adequate tool while researching book consumption and reading, however only one article got into the selection using that tool. A comparison of terminology

is a necessary method in this field, given that any strict or stable formed terminology was barely found. Physical and spatial comparison of printed books is an interesting method too. (Koh & Herring, 2016).

Empirical methods used on primary sources: The most prevalent method is the online survey and the analyzed data drawn from it. This is the less cost demanding research method, and by far it is the most easily done. However, in consumer behavior the most useful data comes from actual experiences. Personal interviews could provide so biased data in case of consumption, that using researches done via survey and questionnaires rarely give any useful conclusions standalone.

In the field of consumption experience and perception of product quality, surveys seem really questionable. A distant, theoretical situation without taking any risks of purchasing or choosing something seems too virtual without any connection to real consumption. Maybe not even correlating with other factors identified by surveys done on the same subject.

Netnography is a method which gathers data about a subject using the internet looking for comments, activities, information, signs, marks left behind individuals or groups, traces of communication. Some articles used it, it is an affordable, although useful method which provides hard evidence on digital consumption. Ethnography is the original version of this kind of research it has been used in one of the papers.

In-depth interviews and focused group interviews are important parts of getting know an individual's habits, behavior and the background of their experiences. Interestingly, this qualitative research seems more reliable in case of consumption. Deriving ideas, patterns of someone's stories and then getting them checked by quantitative studies looks more useful among a lot of unique surveys done on strangers recalling unimportant and vague memories. The same applies for case studies.

Field experiment seems an effective way to track someone's behavior and its later analysis can yield useful conclusions. In the selected papers there was an observational experiment in book shops (Visentin & Tuan, 2021), there was an eye-tracking experiment (Gudinavičius & Šuminas, 2017), there was an experiment which followed the customers' behavior after changing the in-store environment (smell) (Doucé et al., 2013). An interesting study measured the heart rate and flow of test subjects while they were reading. (Thissen et al., 2021) This kind of experiments are expensive and require complex arrangements, however they provide essential data on consumer behavior.

5. Conclusions

This literature review aimed to map out the current research going on about book consumption. The main problem with this set of topics is that it is an amalgam of at least four sub-topics and cannot be narrowed down at this almost starting point of the research.

Book consumption or the behavior of consumers of book products is a relatively new study. There are fields on the science of consuming cultural goods and there is definitely a research on publishing, however the consumption, the product or service-nature of books, the book industry related issues and the book-purchase decisions has not been united into one scientific territory so far.

So this review tried to cover all the recent and relevant publications of all the fields related to book consumption. Maybe there is an underlying reason why books are not researched more heavily. Perhaps book publishing has reached its peak, as one of the articles suggests, and its decline is inevitable. The reviewed articles showed no trace of the publishing industry financing research on this topic. Even though the changes of the publishing industry can not be avoided and book consumption research might decrease the cost of this transition over time.

There have not been focus put on sorting the selected literature into deeper sub-sections, but without any meaningful analysis it can be argued that the non-theoretical literature is heavy with ‘print vs e-text’ comparisons, analysis and case studies. This is an important topic for the further research as well, because e-book industry is a striving part of book publishing. The other prolific type of studies in book or reading research is done on the subject of reading preferences.

For further research the meta-analysis and cross-validation of the findings of these articles might be more useful than the actual findings of the studies. Because the majority of this kind of publications is based on low-sample surveys done on university students. The evaluated effectiveness and validity of this kind of studies could be questioned, as they are not representative in any way to the reading public for sure. Therefore, not many of this type of study have been selected for this review.

The product or service-like nature of books has been barely discussed in the articles that showed up in the results during the research for this review. Partial connections to the product approach can be found in publications that have been labeled under Consumption in this review.

fMRI and neuroscience experiments were not among the primary research methods, maybe a future look into that or the possibilities of conducting such research would yield useful results.

For the future publications originating from this literature review, the following publications should be done:

A systematic review on experimental research and findings done on consuming and purchase books. For summarizing the results reached so far and laying the foundations for future experimental researches.

A summarization of the theoretical background of reading and book consumption collecting all the ongoing theories and ideas should serve as a good compendium of concepts from which the doctoral research can reach even communication theories and sociological grounds too. A collection and comparison, maybe even a clarification of terminology could serve as a useful addition to this article.

A review on the Europe or the North-Western hemisphere’s book industry-related publications would make a starting point with enough information and methodologies to create a working structure for publications on the Hungarian publishing industry.

In summary: there is academic discussion about the book consumption, but not under this terminology. The current researches try to make explorations in many of the topics this doctoral research aims to study. Still, there is academic space for new contributions in this field.

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