A STUDY ON AUTHOR BRAND AND ITS IMPACT ON BOOK PURCHASE PREFERENCE

Project Report

Submitted by

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Under the guidance of

Dr. SHOBITHA P.S

In partial fulfilment of the requirements for award of the degree of

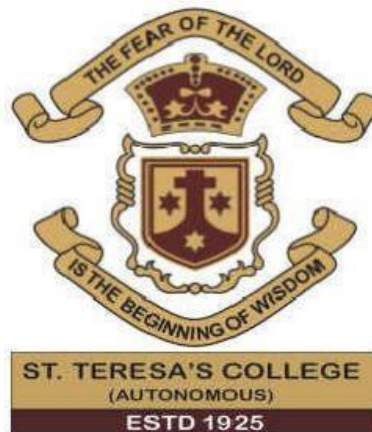## Bachelor of Management Studies (International Business)

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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CERTIFICATE

This is to certify that the project report entitled, "A Study on Author Brand and its impact on Book Purchase Preference", has been successfully completed by Ms. Vishwa Asokan, Reg. No. SB21BMS036 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021- 2024.

DATE:

DECLARATION

I, Vishwa Asokan, Reg. No. SB21BMS036, hereby declare that this project work entitled "A Study on Author Brand and its impact on Book Purchase Preference" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE: **VISHWA ASOKAN**

                                                                    Reg No. SB21BMS036

<u>ACKNOWLEDGEMENT</u>

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VISHWA ASOKAN

EXECUTIVE SUMMARY

The inception of Modern Branding was developed starting from the 1950s, when companies started to market their brand to embellish themselves and stand out in the market among its competitors. Branding has since then went through a series of different versions like personality branding, celebrity branding, emotional branding and more, the each of it distinct, and significant in leading to a sway in product purchase preference, positively more often than not. It has been even later that there has been a transition of branding of products, to broader concepts, like marketing of experiences, places, and even humans.

Author Brand is one such branding methodology that is in practise but has not been widely utilised by authors and publishers alike. It is the brand identity and value that an Author of a book garners.

This research paper focuses on studying more on Author Brand and its various features along with its impact on how much it influences the reader's book buying preference.

The data was collected using primary data collection tools like questionnaires and also secondary sources of data such as articles, published research papers dated between 2001 and 2022. The sampling method used was convenience sampling and 125 responses were collected from readers, ranging from occasional readers to ardent readers, of various age groups.

Data was analysed using SPSS and tools used are Regression and Correlation test. Overall, it was found that Author Brand has significant positive influence over the Book Purchase Preference of readers. It was discovered that Authors with a positive brand image and identity attached to them hold a better position in the minds of readers with respect to loyalty, trust and other factors, and that their books are preferred among readers more than books of Authors who do not have a significant Author Brand.

We can also conclude that building a positive Author Brand image strategically would help build confidence among readers to purchase the book and would in turn increase the readership among readers. Hence the researcher suggests publishing houses and authors to invest more on strategies building and promoting the brand of authors in order for upcoming authors to have a foothold on the industry.

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CHAPTER 1

INTRODUCTION

1.1 <u>INTRODUCTION TO STUDY</u>

In the modern era where consumers are exposed to a vast variety of marketing methodologies and tricks in day to day life, some of them are obvious to consumers and products of such companies are received by consumers accordingly. But there are another category of products that have an underlying marketing model prefixed before it is even released. Such is the industry of books.

A book is still considered a valuable item, or a source of delayed gratification more than just a mere commodity one finds in the market. Which brings us to the significant issue that is prevalent with modern consumer market, that is the difficulty to market a book.

Marketing methods like advertisements or offers are traditionally administered to promote products but a similar marketing strategy cannot be applied to promote books because of the risk of downplaying the value of the book, and correspondingly the author. This leads to a need for novel methods of marketing. Also with changing preferences among consumers, branding is no longer contained to just products but also to other concepts (Ariely & Norton,2009), such as Author Brand.

Author Brand is the brand identity and value associated with being an author. Currently in the Indian markets, books, particularly Fiction/Non-Fiction books are not marketed/promoted effectively among consumers because of which relatively newer and upcoming authors do not get the recognition they deserve, which contributes to the question of whether there exists a difference in book purchase preferences among readers for Authors with their own Author Brand, and Authors who are not popular and newer among the reading population.

This paper therefore sets forth the study of the not-so-researched marketing concept, ***Author Brand,*** and also it's influence in shaping the consume perception and book purchase preferences. This understanding seeks to what degree the Brand Image/Reputation of an Author influences the decision making process of potential readers while buying a book, and also seeks aid upcoming authors in understanding the scope of Author Brand for promoting their book.

1.2 <u>STATEMENT OF PROBLEM</u>

Purchase preference of products is formed by consumers based on various factors, which include not only just the features of the product in itself but the brand value of the firm as well. Similarly, book publishing industry has also been undergoing a major landscape change, where the perceived quality of a book is not the only deciding factor but also the brand identity that an author has that influences consumers, who are readers in this case, in their buying decision. This research seeks to study more on Author Brand, its influence on how much it helps differentiate an author from another authors and its impact in book purchasing decisions of readers.

1.3 <u>LITERATURE REVIEW</u>

As per the American Marketing Association(1960), a **Brand** is defined as

"a *name, term, sign, symbol or design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."*

S Bhattacharya, S Mitra(2012) in their research explains that the brand of a product positively impacts the buying behaviour of consumers. This can accordingly be applied to the publishing industry as well, where books are the product, the brand being its Author.

1.3.1 AUTHOR BRAND

If a brand is generally understood as the set of associations that a group of people identifies with the goods of a particular seller (Keller, 1993), then a human brand can be thought of as the set of associations that a group of people have with a particular person (Parmentier et al., 2012). Keller (1969) very straightforwardly reminds us that for example political candidates during elections are marketed just as any everyday product is. The candidate's message, endorsements, public appearance are all controlled by consultants and political parties in the hope of managing perceived
quality of brand image to increase 'market share' at the polls (Simon, Gilgoff, & Samuel, 2004).

Also with changing preferences of consumers, it becomes evident that they're not just inclined to consume products as such, but are more adapted to consuming concepts as per Ariely & Norton(2009). Such concepts could extend to Experiences, places, and people as well.

Loroz & Braig, 2015 in their paper suggested that personalities can not only create attention and interest early on in the decision making process regarding the purchase of the product, but can also be used to create brand loyalty since the human brand engages with the consumer and creates feelings of attachment. This is called human branding.

Bendisch(2013) considers **Identity** as the central figure of attribute that helps differentiate the brand of a human from that of a conventional product. Furthermore, Brand Identity can be defined as the set of associations a strategist aims to create and maintain (Aaker & Joachimsthaler, 2002). From this we can reach a conclusion that building a positive identity about the brand, and in this case, an Author would help develop the awareness as well as interest in consumers.

(Thomson, 2006) suggests that managers must introduce a human brand to the world carefully and deliberately and choose a positioning that is appealing and sustainable over time. Interaction is yet another way to create and strengthen the attachment. (Berman & Sperling, 1994). However in the context of human brands, it is not just the quantity, but also the quality of interaction that matters. It is important for the human brand to be accessible (Thomson, 2006). Direct interaction can be made more effective and efficient through the use of technology. Social media not only increases exposure and reach, but may also encourage '*feelings of autonomy and relatedness by reducing hierarchy, making consumers feel appreciated and understood, and reducing the prominence of economic motives by the human brand'* (Silvera & Austad, 2004).

1.3.2 PERSONALITY BRAND

As per Aaker(1997), consumers create a connection between the personality traits of Authors as normal individuals and utilise that perception in their buying decision of books.

It was also found out by Heding et al.(2009) that consumers identify themselves with the personality that a brand portrays and goes ahead to consumes mostly such kind of products from such brands for laying the foundation and refining their own self and personality.

1.3.3 CELEBRITY BRAND

Celebrity Brand is the brand identity that is created when a celebrity, who is not known for being an author, publishes a book, as per Ekman, Endoff & Samuelson(2022). In their findings, it was found that

books published by people with such a celebrity tag helped create awareness of the book, leading to a positive influence in the buying decision by consumers.

Thomson(2006) in their paper stated that consumers and their need for relatedness and competitve spirit leads them to an incline in attachment towards celebrity brands. As years pass by, celebrity culture has surpassed from just cine artists to politicians, musicians, artists and more; and this creates a blurry line. This essentially meant that anyone could write a book but a celebrity who decides to write a book earns more recognition due to the merit of his field and fame.

1.3.4 BRAND LOYALTY

Brand loyalty refers to the degree of attachment, commitment, and preference that consumers have towards a specific brand. It reflects the strength of the relationship between the brand and its customers, leading to repeat purchases, positive word-of-mouth recommendations, and resistance to switching to competitors' brands.

Brand loyalty in the context of authors and readers refers to the strong attachment, trust, and commitment that readers have towards a specific author's works. It reflects the depth of the emotional connection and positive experiences that readers associate with the author's writing style, storytelling, characters, themes, and overall literary brand. Here are some key points about brand loyalty in the author-reader relationship:

Emotional Connection: Brand loyalty between authors and readers is built on an emotional connection that goes beyond mere appreciation for the author's books. Readers often develop a sense of familiarity, comfort, and resonance with the author's writing voice, themes, and characters, leading to a deeper engagement with their works.

Repeat Readership: Loyal readers of an author tend to be avid consumers of their books, eagerly anticipating new releases and actively seeking out their backlist titles. They prioritize reading books by their favorite author and are less inclined to experiment with unfamiliar authors or genres.

1.3.5 BRAND TRUST

Brand trust is another significant variable that is directly related to building a brand image. Gurviez(2003) in their paper defines Brand Trust as a result of three dimensions, which are credibility, integrity and benevolence.

Credibility as attributed to the brand is the assessment of the brand's ability to meet the terms of the exchange in terms of expected performance, i.e., meet consumer's expectations; and *integrity* is the honesty of its 'claims' in the broadest meaning of the word.

1.3.6 BRAND EXPERIENCE

As per Anni Isotalo and Samu Watanen , an engaging brand experience can be created through seamless interaction between the consumer and the brand, involving the consumer with the brand at the consumer's own will, and ensuring that all the communication efforts as well as the content of each of the brands touch points is consistent. By delivering such brand experiences, positive brand affect can be generated and brand loyalty affected and maintained.

1.4 <u>SIGNIFICANCE OF STUDY</u>

This study will aid Authors in understanding the impact of shedding light on their literary identity and the importance of creating a positive brand value of themselves as an author. It would also assist publishers in understanding the potential of building a brand image of an Author in influencing the purchase preference of readers positively and thereby increasing the readership.

Though there are studies that show how branding helps build brand loyalty, there are few or no studies that show how the brand of an author directly affects book purchasing tendencies and preferences. As a result, this study assists publishers in tapping into newer and more effective branding dimensions with respect to promoting books.

1.5 <u>SCOPE OF STUDY</u>

The scope of the study is to focus on the degree of influence a powerful Author Brand has in purchase preference of books of such authors, by including various factors like brand loyalty, trust, brand experience et al.

The study is conducted mainly focusing on readers, that is, people of different age groups ranging from ardent readers to people who read only particular books that pique their interest. The researcher hopes to collect responses from 100+ consumers to identify the factors that contribute to forming Author Brand.

**1.6 <u>OBJECTIVE</u>**

- To analyse the effect of Author Brand on Book Purchase Preference.

- To understand the Book Purchase Preference of Readers of different demographics.

- To understand the loyalty of consumers towards different author, and how much loyalty influences the readers in making a book purchasing decision.

- To determine the extent of brand trust that is impacted by Author Brand.

1.7 CONCEPTUAL MODEL

Figure 1.7(Conceptual framework)

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┌─────────────────┐        ┌─────────────────┐
│                 │        │                 │
│  BRAND TRUST    │────────│  BRAND LOYALTY  │
│                 │        │                 │
└─────────────────┘        └─────────────────┘
                                    │
                                    │
┌─────────────────┐        ┌─────────────────┐        ┌─────────────────┐
│     BRAND       │        │                 │        │      BOOK       │
│   EXPERIENCE    │────────│  AUTHOR BRAND   │────────│    PURCHASE     │
│                 │        │                 │        │   PREFERENCE    │
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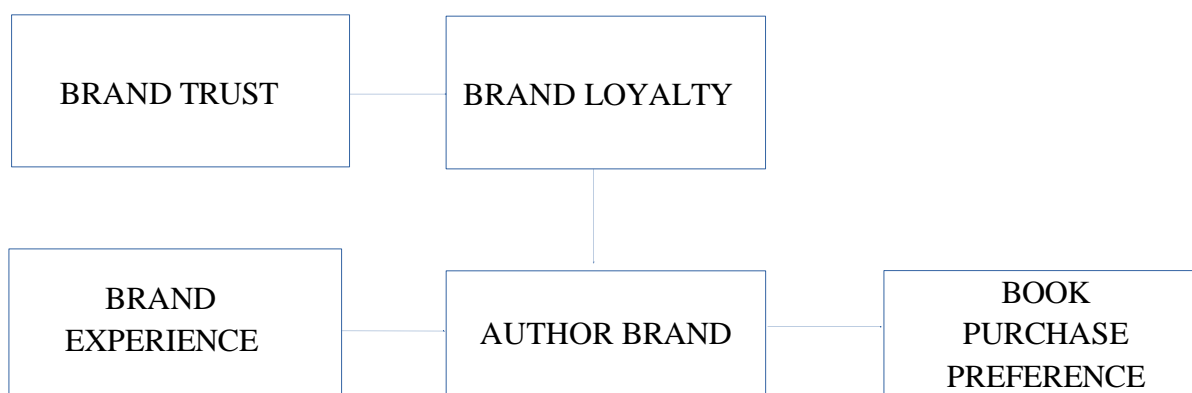
1.8 RESEARCH HYPOTHESIS

H1: Brand Trust influences Brand Loyalty

H2: Brand Loyalty directly impacts Author Brand.

H3: There is a significant association between Brand Experience and Author Brand.

H5*:* Book Purchase Preference is directly influenced by Author Brand.

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables business les one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities,, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same.

Researchers generally use primary and secondary data to collect data. Primary data is collected from main sources through interviews, surveys, experiments, etc. It is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs, whereas secondary data

means data collected by someone else earlier. Government publications, websites, books, journal articles, internal records, etc are the sources of secondary data.

Here, the tool used by researcher for the primary data collection to understand impact of Author Brand on Book Purchase Preference was through questionnaires. These questionnaires were filled by respondents through Google forms.

Secondary data in research was used to find about the significant relationships between sub variables such as Celebrity Branding, Human Brand and more, and also to understand more about the profile of Book Publishing Industry comprehensively. All secondary data related information has been collected from previously done research papers, and credible research articles.

1.9.2 SAMPLING

1.9.2.1 Population

A population is a group of elements that share some or all of their characteristics. The population size is determined by the number of elements in the population. In this survey, the population comprises of the readers or people who generally read books, across the globe.

1.9.2.2 Sampling Technique

There are two types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Randomization is used in probability sampling techniques to ensure that every element of the population has an equal chance of being represented in the selected sample. Probability sampling techniques include simple random, systematic, stratified random, cluster, and multi stage sampling. The non-probability sampling technique is more dependent on the researcher's ability to select sample elements. The results of this type of sampling may be accused of bias, and extrapolation to the population may be extremely difficult. Non-probability sampling techniques include convenience, purposive, quota, and snowball sampling.

The researcher has used convenience sampling technique to collect data on time and to avoid low response rate.

1.9.3 TOOLS USED FOR DATA COLLECTION

The questionnaire is carefully designed by the researcher to meet the research requirements. The questionnaire is divided into three sections. The first section concentrates on the respondent's demographics and book purchase preferences. The second section includes questions about Author Brand, and the third section includes questions about Brand Experience, Brand Loyalty, and Brand Trust.

The questionnaire mainly consists of Likert scales ranging between 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, and 5 – Strongly Agree. A rating scale has been used to measure Brand Trust called Three dimensional Brand Trust scale. There is also use of ratio and nominal scales in the questionnaire.

1.9.4 DATA ANALYSIS TECHNIQUES

Entire data has been analysed using IBM SPSS Statistics Data Editor(Version 20) software. The tools used for analysis in SPSS for this research are as follows:

1. Regression

2. Correlation Test

3. Anova

1.10 LIMITATIONS OF STUDY

Conducting a research carries is own set of a creative restrictions, but some of the limitations the researcher faced during the process of the study was:

1. Time constraints.
2. Finding out people who read books or who like reading books was difficult as different people had varying hobbies.
3. Collecting data from respondents of varying professions and age groups where they have different priorities was pivotal to understanding more about book purchasing preferences but it was difficult to find respondents from different demographics, who have a habit of reading.
4. One of the major constraint – Findings of the survey are based on the assumptions that the respondent has given correct response.

CHAPTER 2

INDUSTRY ANALYSIS

2.1 INDUSTRY PROFILE

2.1.1 BOOK PUBLISHING INDUSTRY AROUND THE WORLD

As per the IBIS World Report(2023), due to evolving customer preferences and unstable economic conditions international book publishers have experienced fluctuations in sales and revenue. Physical print publications were delayed by the epidemic because it interrupted supply networks and made publishers work at reduced capacity. Publishers were spared a large reduction in sales because internet sellers could still deliver books straight to customers' doorsteps while physical book-stores were closed. Nevertheless, limited profitability forced smaller publishers who couldn't keep up to close their doors. Book publishers had to contend with rising paper costs as the pandemic's impacts subsided, which led to an increase in the prices they charged customers. Nevertheless, there was a continued increase in reading activity, and customers were seen visiting actual book-stores. Revenue for international book publishing has increased overall.

2.1.2 BOOK PUBLISHING INDUSTRY IN INDIA

A 2015 book market report by Nielsen India estimated the Indian book market to be worth $3.9 billion (€4.7 billion) and growing by around 20% each year.

The book publishing industry in India is a dynamic and diverse sector that reflects the country's rich literary heritage and growing market potential. Some of the key factors that relates to the industry are mentioned in detail below.

- **Market Size and Growth**: India is one of the largest and fastest-growing book markets globally. According to various reports, the Indian book publishing industry was valued at around $6.5 billion in 2020 and is expected to continue growing at a steady pace.

- **Languages and Diversity**: India is a multilingual country with 22 officially recognized languages and a plethora of regional languages and dialects. This linguistic diversity is reflected in the publishing industry, with books being published in languages such as Hindi, English, Tamil, Bengali, Malayalam, Telugu, Marathi, and many more. Recently there has been an increase in consumption of books in regional languages ad vernacular cultures with the increasing focus given to promote regional languages in India by Government and other prominent organizations in India.

- **Genres and Themes**: The Indian publishing industry covers a wide range of genres and themes, including fiction, non-fiction, poetry, academic publications, children's books, religious and spiritual texts, self-help and motivational books, history, politics, and more. Fiction, especially in regional languages, historical fiction, and mythology-based fiction, is quite popular among readers.

- **Traditional vs. Digital Publishing**: While traditional publishing remains dominant, digital publishing has witnessed significant growth in recent years. E-books, audiobooks, and online platforms for self-publishing have become increasingly popular, catering to the tech-savvy and digitally inclined readership.

- **Major Players in the Publishing Industry** : The Indian publishing industry is home to several major publishing houses such as Penguin Random House India, HarperCollins India, Hachette India, Bloomsbury India, and others. These companies publish books across various genres and languages, catering to different segments of the market.

- **Regional Publishing**: Regional language publishing plays a vital role in India's publishing landscape. States like West Bengal, Tamil Nadu, Maharashtra, and Kerala have vibrant regional publishing industries that produce a wide range of literature in their respective languages.

- **Literary Festivals and Events**: India hosts numerous literary festivals and events, such as the Jaipur Literature Festival, Kolkata Literary Meet, Chennai Book Fair and others, which provide platforms for authors, publishers, and readers to engage, discuss, and promote literature. Kerala Literature festival was hosted recently in the month of January in the state of Kerala, which had positive results with respect to generating interest in various books among the consumers and also in introducing to the consumers who are non readers a concept that "Reading is Cool"

- **Government Initiatives**: The Indian government has launched various initiatives to support the publishing industry, including subsidies for book exports, promoting indigenous publishing in regional languages, and initiatives to encourage reading habits among the youth. M.A Sikhander(2019) in his paper explained that every member nation, including India, saw great success during the 1972 International Book Year. The concept of the "Books for All" initiative was declared by UNESCO as part of the Programme of Action (PoA) and disseminated to member countries in the form of booklets. The National Book Trust of India launched the first-ever World Book Fair at Windsor Place in New Delhi as a part of IBY. The German-built

pavilion brought in a sizable crowd of young readers and gave the average Indian citizen a once-in-a-lifetime experience. Mrs. Indira Gandhi, the Indian prime minister at the time, paid a personal visit to the book fair. Currently, the National Book Trust is hosting

- **Future Trends**: The future of the Indian publishing industry is likely to be influenced by digital advancements, increasing demand for diverse and inclusive literature, collaborations with international publishers, the rise of self-publishing authors, and efforts to bridge the gap between traditional and digital formats.

2.1.3 Challenges faced by the Industry

According to a Reuters poll, India's inflation hit an 18-month high of 7.5% in April due to rising food and fuel prices.

For both English and regional languages, publishers from all over the nation claim that they have been dealing with a severe paper shortage and increased manufacturing costs for a few months now. They are therefore compelled to raise the price of books. As per a 2007 release by the Federation of Indian Publishers (FIP), almost 80% of books published in India are published in Indian languages.

Less than $5 (€4.80) is spent by the average Indian on a single book published in their language. However, information regarding the precise quantity of books published is lacking.

The "Indian Literature and Publishing Sector," a report released by the British Council in February, details the difficulties that the Indian publishing industry faces. Researchers reported in the paper that half of the titles published in India were either in Hindi or English, according to a 2007 study conducted by the Federation of Indian Chambers of Commerce and Industry (FICCI).

According to the FICCI study, approximately 90,000 titles are released annually. Because no regular studies were conducted, researchers for the British Council report noted the "sporadic" tracking of the industry. The Indian book market is expected to be about $3.9 billion (,, 4.7 billion) and rising by approximately 20% annually, according to a 2015 Nielsen India analysis on the book business.

Prior to the epidemic, the Delhi-based publishing house Rajkamal Prakashan published between 200 and 250 novels annually. These days, they only release 72–100 volumes year, including translations of works written in English. It was clarified that the pandemic presented a challenge to book distributors, or those in charge of distributing new books to stores, and that as a result, book distribution channels

have been significantly disrupted.

Book production is getting more and more expensive, according to Satabdi Mishra, co-founder of Walking BookFairs in the eastern state of Odisha, because of "the price hike in printing and transport services."

2.1.3.1 Readers in Decline

One of the five major publishing firms in the nation, Hachette India's managing director Mr. Thomas Abraham stated that Indians read more for practical purposes than for pleasure. New releases typically fare well with readers in the US and the UK. However, Abraham stated that *"it's the exact opposite" in India. Most people read a lot of older books, such as those written by Agatha Christie or Enid Blyton.* A number of publishing houses were forced to do rid of so-called experimental or mid-list novels, which are not high priority since they only appeal to a particular market, due to a combination of shifting reading patterns and rising publishing expenses.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 RESPONDENTS PROFILE

Table 3.1 Frequency of respondents based on age and qualification.

QUALIFICATION		AGE	
		COUNT	PERCENTAGE
Student (40%)	15-23	46	36.5%
	24-32	4	3.2%
	33-41	0	0.0%
	42-50	0	0.0%
	Above 50	0	0.0%
Working Professionals (46.4%)	15-23	4	3.2%
	24-32	28	22.2%
	33-41	12	9.5%
	42-50	10	7.9%
	Above 50	4	3.2%
Entrepreneurs (1%)	15-23	0	0.0%
	24-32	3	2.4%
	33-41	0	0.0%
	42-50	2	1.6%
	Above 50	2	1.6%
Not Employed (1%)	15-23	1	0.8%
	24-32	1	0.8%
	33-41	2	1.6%
	42-50	3	2.4%
	Above 50	0	0.0%
Retired (0.02%)	15-23	0	0.0%
	24-32	0	0.0%
	33-41	0	0.0%
	42-50	0	0.0%
	Above 50	3	2.4%
TOTAL		125	100%

Table 3.1 showing demographic details of the respondents

Among the total 125 respondents, 40.80% of them are students, out of which 46 people are between the age groups of 15-23 years and the remaining 4 are between the ages 24-32.

48.3% of the sample size were Working Professionals, and number of people who weren't employed as well as Entrepreneurs contributed to 5.6% of the total sample size. Finally, 2.4% of the respondents were people who were retired.
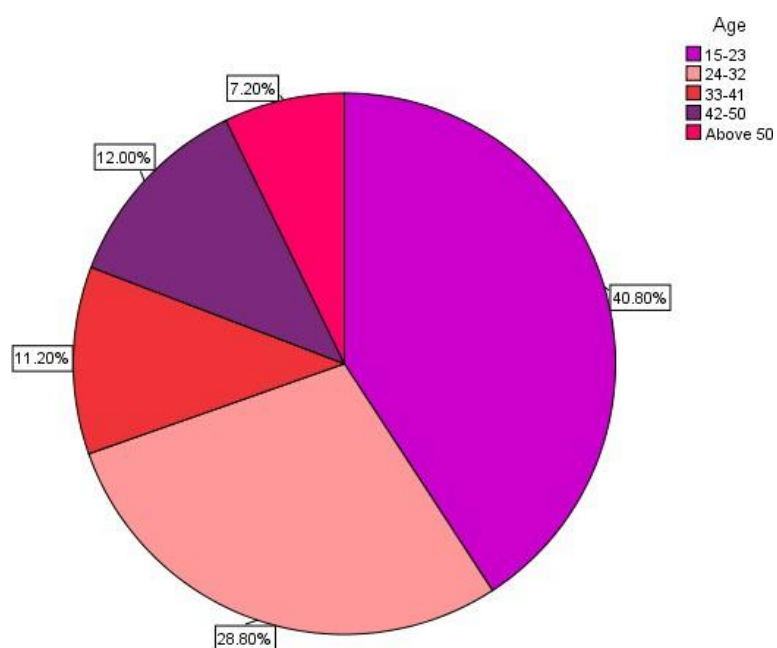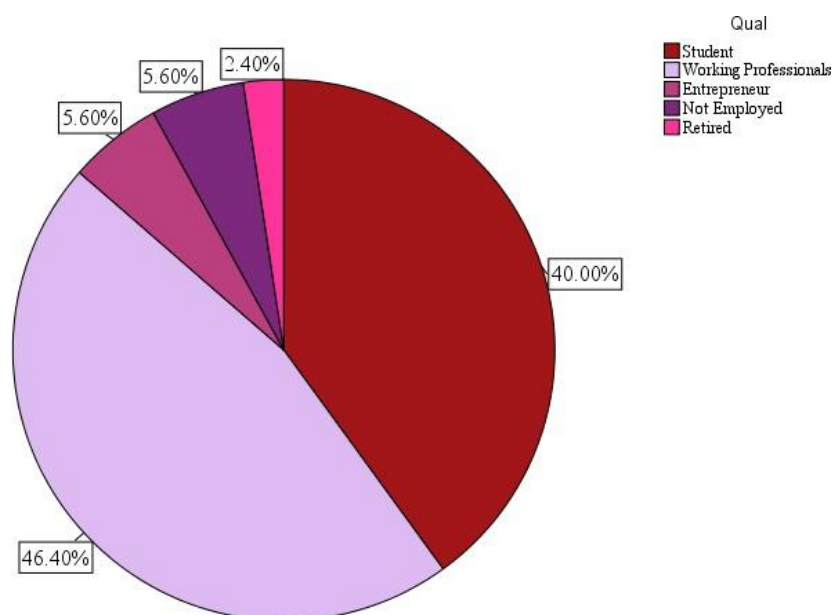
Figure 3.1.1. Pie-chart depicting Age Percentage.

*Figure 3.1.2. Pie-chart depicting the qualification percentage*

3.2 <u>GRAPHICAL REPRESENTATIONS</u>

3.2.1 Frequency of Reading

Table 3.2.1 Frequency of reading among respondents.

		Count	Percentage
Frequency of readership	I am an ardent reader(one or more books per week)	9	7.2%
	I read frequently (once or more times a week)	36	28.8%
	I read occasionally(reads once a month)	32	25.6%
	I read only when a book interests me	48	38.4%

Figure 3.2.1 showing the graphical representation of table 3.2.1 in percentages.
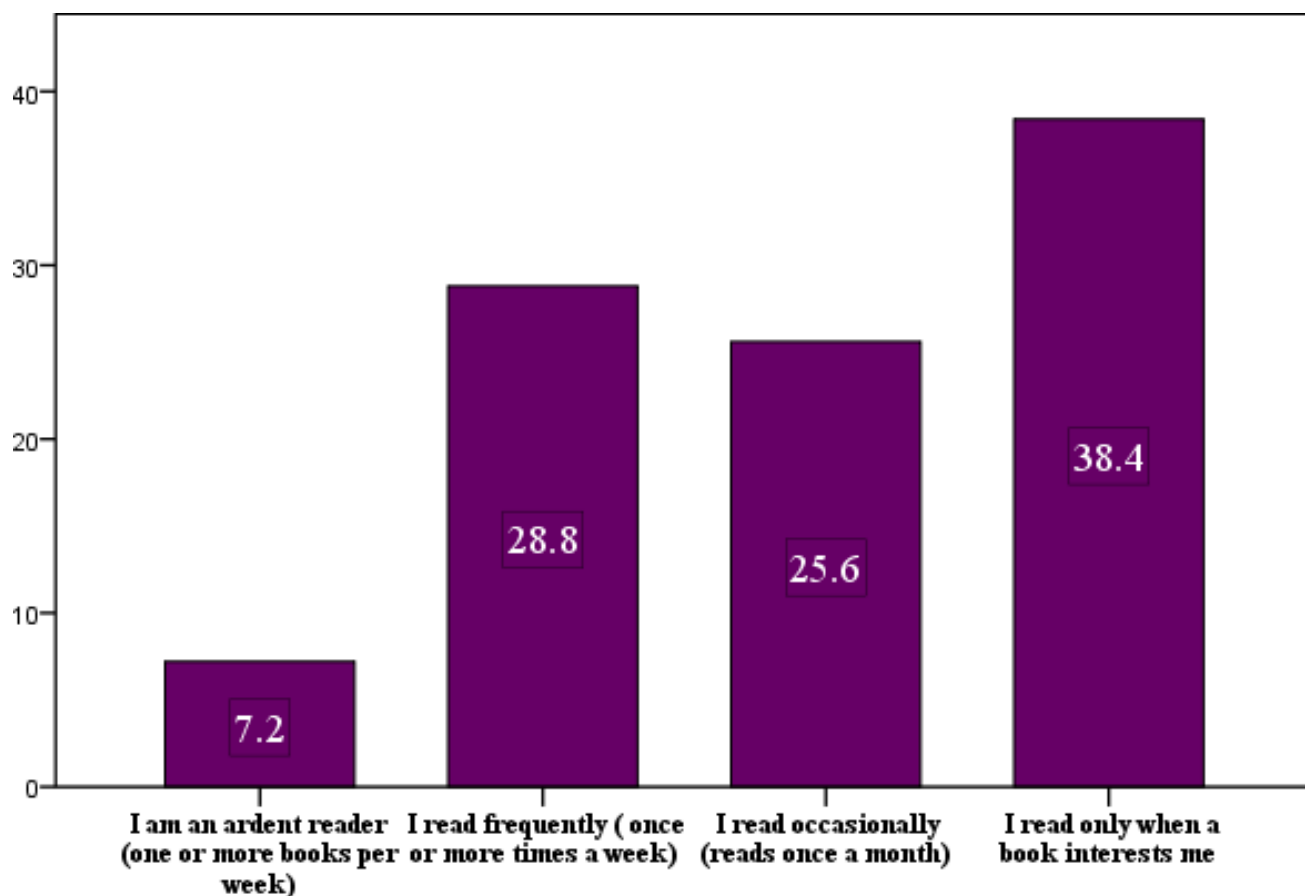

Out of the total 125 respondents, the majority that is, 38.4% of readers are people who read only when a book interests them, while 28.8% and 25.6% respondents are frequent & occasional readers respectively.

3.2.2 Author Brand

Table 3.2.2(a) showing the importance of positive factors about authors in their decision to buy a book.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
An author being on the list of "Top Selling Authors"	2.4%	8.0%	26.4%	38.4%	24.8%
An author having received literary awards	4.8%	22.4%	28.8%	33.6%	10.4%
Author popular for their controversial opinions	8.0%	17.6%	36.0%	28.0%	10.4%
Author's life story	3.2%	20.0%	34.4%	28.8%	13.6%

*Figure 3.2.2(a) showing the graphical representation of the table 3.2.2 (a)*
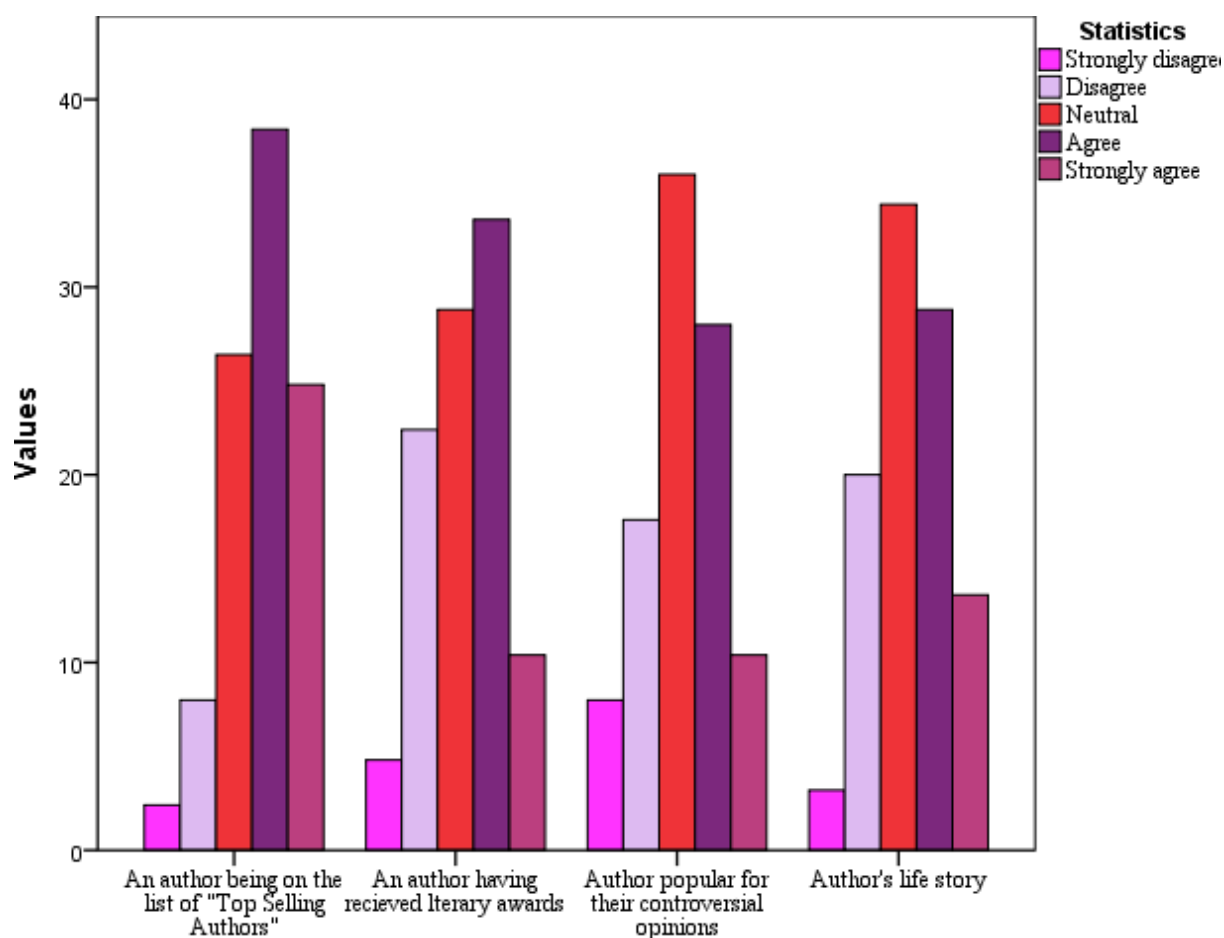
This figure shows that majority of respondents, that is, 38.4% 'Agree' that when it comes to buying a book, an author being on the list of Top Selling Authors.

33.6% of respondents 'Agree' that an author having received literary awards is an 'Important' factor while buying a book, while the majority, that is, 36% of readers think that an author popular for their controversial opinion is 'Neutral' factor in the book buying decision making process. 13.6% of readers 'Strongly Agree' that an Author's life story is an importance factor to be considered while buying a book.

Table 3.2.2(b) showing the of agree-ability of readers to negative factors of the author while choosing to buy a book.

	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
Negative persona of authors in general convince me to not buy the book	7	5.6%	26	20.8%	39	31.2%	40	32.0%	13	10.4%
I feel like books of lesser known/ unknown authors are better than popular authors	5	4.0%	14	11.2%	59	47.2%	35	28.0%	12	9.6%
Authors who share opinions on social matters that are different from mine would mostly write a biased book and I wouldn't care to read it	12	9.6%	38	30.4%	47	37.6%	22	17.6%	6	4.8%

Figure 3.2.2(b) depicting the table 3.2.2(b).
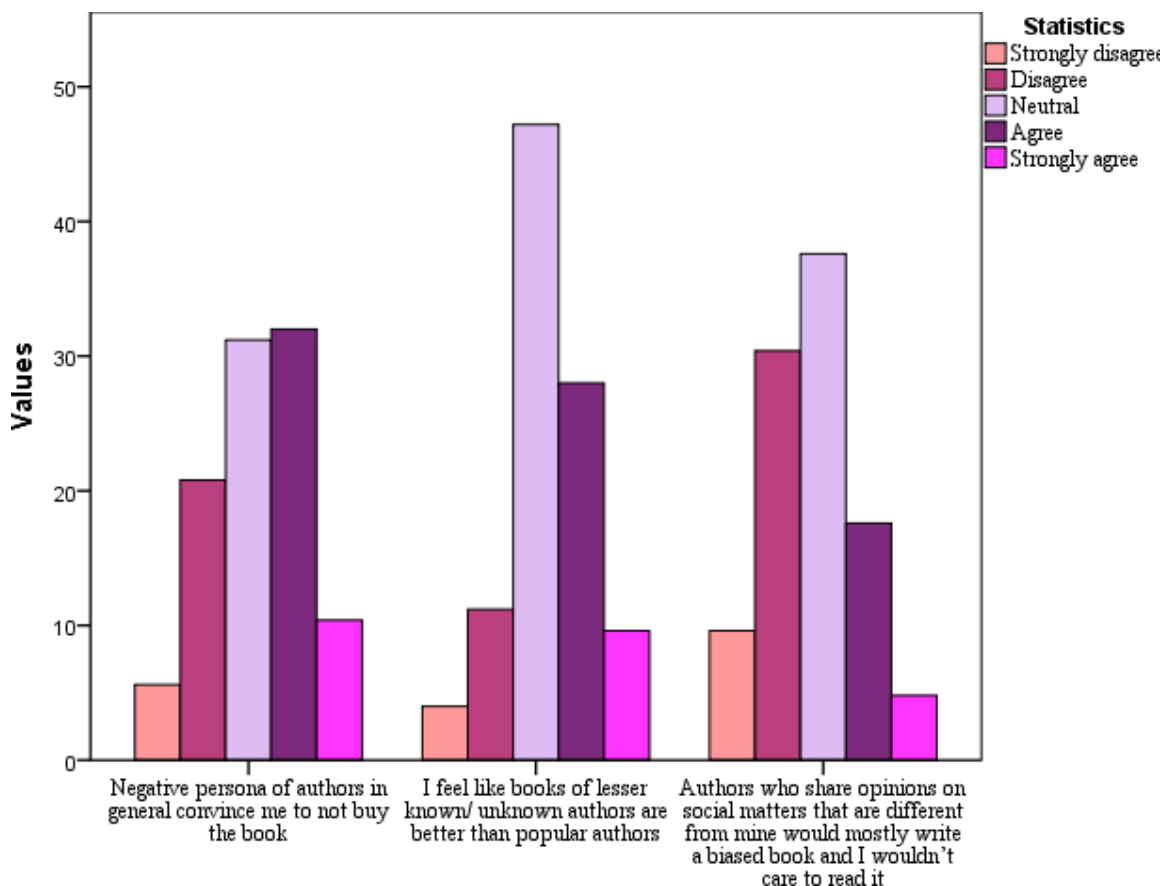
Out of 125 respondents, the majority, that is, 40 readers 'Agree" to the factor that negative personality of an author convinces them to not buy a book, whereas in the question whether they think that books of unpopular

authors are better than those of popular authors, most of them, that is 47.2% are 'Neutral' about their opinion.

In the question whether the respondents consider an author who has opinions different from their's on social matter writing a biased book, 47 readers have returned a 'Neutral' response, whereas 38 readers have 'Disagreed' to such a viewpoint.

3.2.3 Brand Loyalty

Table 3.2.3 that shows the scale of loyalty of readers towards their favourite author.

		Count	Percentage
	1(Very Weak)	6	4.8%
	2	5	4.0%
	3	36	28.8%
Scale of Loyalty towards their favourite author:	4	47	37.6%
	5	23	18.4%
	6	5	4.0%
	7(Very Strong)	3	2.4%
	TOTAL	125	100%

Figure 3.2.3 depicting the graphical representation of the table 3.2.3.
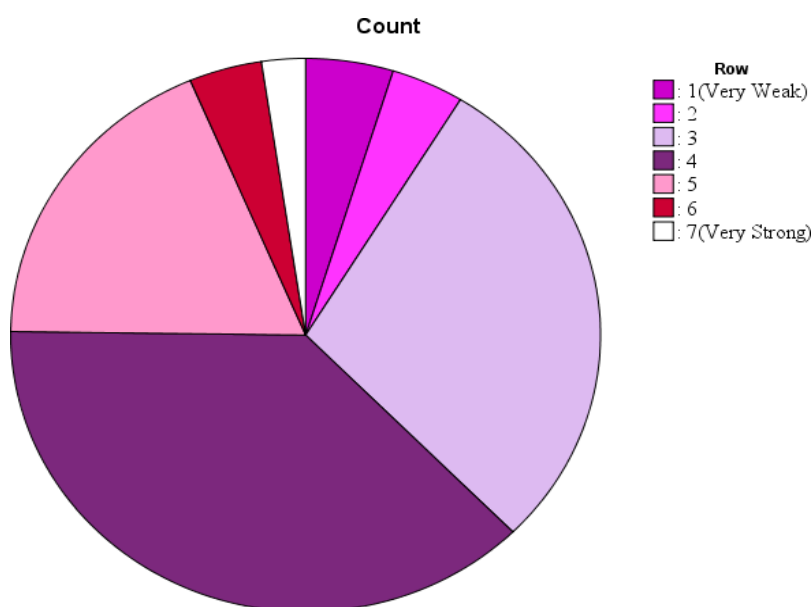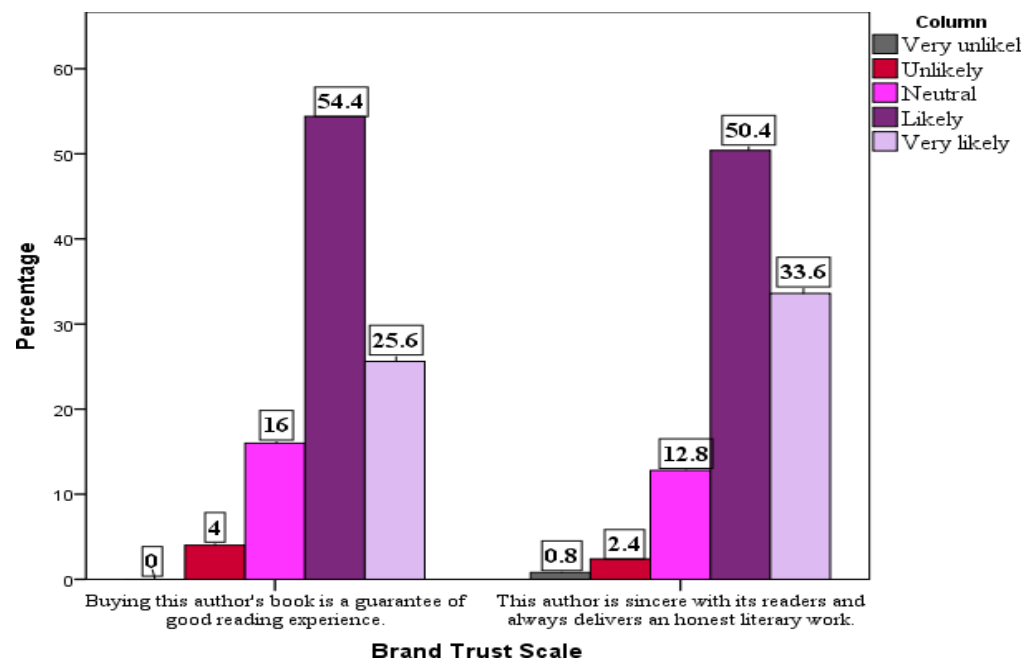

Out of the 125 respondents, 2.4% readers had very strong loyalty towards their favourite author, whereas the majority, that is, 47 readers rated the loyalty they possess towards their favourite author a "4' rating.

3.2.4 Brand Trust

Table 3.2.4 shows the measure of trust readers have towards authors with respect to a) a good reading experience of their books and b) delivering an honest literary work.

		Count	Percentage
a)Buying this author's book is a guarantee of good reading experience.	Very unlikely	0	0.0%
	Unlikely	5	4.0%
	Neutral	20	16.0%
	Likely	68	54.4%
	Very likely	32	25.6%
b)This author is sincere with its readers and always delivers an honest literary work.	Very unlikely	1	0.8%
	Unlikely	3	2.4%
	Neutral	16	12.8%
	Likely	63	50.4%
	Very likely	42	33.6%

Figure 3.2.4 depicting graphical representation the table 3.2.4.

Out of the 125 respondents, 54.4% of readers think it is 'Likely' that they would buy a book if they trust   an author's book to be a good reading experience, and similarly, 50.4% of readers would buy a book over the trust they have over an author to deliver an honest literary work.

3.3 HYPOTHESIS TESTING

3.3.1 Test of Association between Brand Trust and Brand Loyalty

Simple linear regression analysis was conducted to evaluate the extent to which Brand Trust could predict Brand Loyalty. A significant regression was found (F(1),(123)=(7.340),p=(0.008)). The R Square was 0.056 indicating that Brand Trust explained approximately 5.6% of the variance in Brand Loyalty.

The regression equation is Brand Loyalty = 1.771+ 0.262(Brand Trust)

That is, as Brand Trust increases by 1 unit, the Brand Loyalty is increased by approximately a factor of 0.26. Confidence intervals indicated that we can be 95% certain that the slope to predict Brand Loyalty from Brand Trust is between 0.071 and 0.454.

Table 3.3.1 showing the association between Brand Trust and Brand Loyalty.

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3.579	1	3.579	7.340	.008ᵇ
1	Residual	59.971	123	.488		
	Total	63.550	124			

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant), Brand Trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.237ª	.056	.049	.69826

a. Predictors: (Constant), Brand Trust

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.771	.399		4.433	.000	.980	2.562
	Brand Trust	.262	.097	.237	2.709	.008	.071	.454
Dependent Variable: Brand Loyalty								

HENCE, HYPOTHESIS H1 HAS BEEN ACCEPTED.

3.3.2 Test of Association between Brand Loyalty and Author Brand

Simple linear regression analysis was conducted to evaluate the extent to which Brand Loyalty could predict Author Brand. A significant regression was found ($F(1),(123)=(9.452),p=(0.003)$).
The R Square was 0.01 indicating that Brand Loyalty explained approximately 5.6% of the variance in Author Brand.

The regression equation is Author Brand = 2.613+ 0.262(Brand Loyalty).
That is, as Brand Loyalty increases by 1 unit, the Author Brand is increased by approximately a factor of 0.26. Confidence intervals indicated that we can be 95% certain that the slope to predict Author Brand from Brand Loyalty is between 0.093 and 0.430.

Table 3.3.2 showing the regression test for Brand Loyalty and Author Brand.

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4.347	1	4.347	9.452	.003ᵇ
1	Residual	56.561	123	.460		
	Total	60.908	124			

a. Dependent Variable: Author Brand
b. Predictors: (Constant), Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267ª	.071	.064	.67812

a. Predictors: (Constant), Brand Loyalty

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constan)	2.613	.249		10.492	.000	2.120	3.106
	BL	.262	.085	.267	3.074	.003	.093	.430

a. Dependent Variable: Author Brand

HENCE, HYPOTHESIS H2 HAS BEEN ACCEPTED.

3.3.3 Test of Association between Brand Experience and Author Brand

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables. This particular type of analysis is useful when a researcher wants to establish if there are possible connections between variables Pearson correlation was conducted to evaluate the relationship between Brand Experience and Author Brand.

Table 3.3.3 showing the regression test for Brand Experience and Author Brand.

Correlations

		Author Brand	Brand Experience
Author Brand	Pearson Correlation	1	.121
	Sig. (2-tailed)		.178
	N	125	125
Brand Experience	Pearson Correlation	.121	1
	Sig. (2-tailed)	.178	
	N	125	125

As the significance level $\alpha > 0.05$, there is no significant relationship between Brand Experience and Author Brand.

HENCE, HYPOTHESIS H3 IS REJECTED.

3.3.4 Test of Association between Author Brand and Book Purchase Preference

Simple linear regression analysis was conducted to evaluate the extent to which Author Brand could predict Book Purchase Preference.
A significant regression was found (F 1,123 = 6.348, p= 0.013). The R^2 was 0.049, indicating that Author Brand explained approximately by 4.9% of the variance in Book Purchase Preference.

The regression equation is: Book Purchase Preference = 1.163+ 0.383(Author Brand).

That is, as Author Brand increases by 1 unit, the Book Purchase Preference is increased by approximately a factor of 0.383. Confidence intervals indicated that we can be 95% certain that the slope to predict Author Brand from Brand Loyalty is between 0.082 and 0.684.

Table 3.3.4 showing the regression test for Author Brand and Book Purchase Preference.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.938	1	8.938	6.348	.013[b]
	Residual	173.190	123	1.408		
	Total	182.128	124			

a. Dependent Variable: Book Purchase Preference

b. Predictors: (Constant), Author Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.222[a]	.049	.041	1.1866

a. Predictors: (Constant), Author Brand

Coefficients							
Model	Unstandardised Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant) NewABP	1.163	.416		2.798	.006	.340	1.986
	.383	.152	.222	2.519	.013	.082	.684
Dependent Variable: Book Purchase Preference							

HENCE, HYPOTHESIS H4 HAS BEEN ACCEPTED.

CHAPTER 4

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 LIST OF FINDINGS

- Table 3.1 shows the demographic details of respondents. From the table, we can conclude that majority of the respondents belong to the age group of 15-23 years, and that most respondents are students and working professionals.

- Table 3.2.1 shows the frequency with which readers read books in a week, thereby classifying them into rare, occasional, frequent and ardent readers. From the table we could conclude that majority of the respondents were rare readers, who read only when interest strikes them.

- From Table 3.2.2(a) it can be concluded that majority readers agree that an author who's name is on the bestselling lists or who have won literary awards are a significant factor while purchasing a book, whereas from Table 3.2.2(b) it can be concluded that respondents are generally neutral or agree that negative factors about the author of a book(negative persona, opposing views etc.) deter them from buying the book.

- Table 3.2.3 shows the scale of loyalty respondents have towards their favourite author, from a measure of 1 to 7 where 1 is disloyal reader and 7 is a highly loyal reader. Most respondents had a 4-point scale of loyalty towards their favourite author.

- Table 3.2.4 depicts the Brand Trust that readers place on their preferred book authors. It showed that most readers find it likely to like the experience of reading a book if invokes , or feelings of curiosity/interest, or the need to think a lot creatively.

- Table 3.3.1 shows that there is a significant positive association between Brand Trust and Brand Loyalty, which leads to the point that if authors build a trust over their readers, it could develop a set of loyal readers.

- Table 3.3.2 concludes that there is a strong, positive influence of Brand Loyalty in building an Author Brand for an Author. This finding can be used by authors to build a strong identity among readers by increasing loyalty.

- From Table 3.3.3 it could be concluded that there is NO significant relation between Brand Experience and Author Brand, as the significance level falls above 0.05.

- Finally, Table 3.3.4 shows that Author Brand is positively related to Book Purchase Preference, which proves that if an author has a strong Author Brand, it can lead to strengthening in the book purchase preference of the reader.

4.2 SUGGESTIONS

- Identifying the key elements that constitute to building a positive Author Brand would make the process of familiarizing an author to readers simpler. It could help the author as well as the publisher in understanding what works best in building Author Brand and how it differs for each author.

- Developing different strategies for building an Author Brand. Brand for an author is significant in developing the book purchase preferences favorably, and so finding out what kind of strategies (like Author Readings, Book discussions, Author Interview Panels or a combination of any of these and more) works best for each upcoming author is an important decision, which if implemented well would help pivot sales.

- Use the research findings to tailor marketing and promotion efforts for the author's books. Highlight the unique aspects of the author's brand in promotional materials, book descriptions, and author biographies. Leverage endorsements, testimonials, and positive reviews to reinforce the author's credibility and appeal to target readers.

- Engagement of the author with the target audience, based on the genre and type of literature they represent would help shed light on the author among readers as well, and would also increase the Word of Mouth. Engage with readers through surveys, websites, and social media interactions to gather feedback on the author's brand perception and audience's book purchase preferences. Use this feedback to refine branding strategies and create content that resonates with readers.

- In the era of brands working together, publishers collaborating on different platforms to highlight an upcoming author, or authors coming closer to have interesting collaborations like Live Discussions, even writing a book together, are some of the methods through which an author can gain popularity as well as recognition, by piggybacking on an entity that is already well established among the readers.

4.3 CONCLUSION

As we come to the end of the research "Author Brand and its impact on Book Purchase Behaviour", the important question that outlines the publishing industry which is how to market books and authors reaches a positive conclusion. Brands are often marketed in order to develop a positive reputation, but in this research, the research has aimed to give Brands a human concept, in contrast with the product concept with which brands are always highlighted. By considering the Author as a brand, this research underscores the significant impact that author branding has on readers' decisions to purchase books. A strong and favorable author brand, characterized by factors such as writing style, genre specialization, personal branding efforts, and reader engagement, plays a crucial role in shaping reader preferences and influencing buying behavior.

Today's era consists of a budding potential reader who are rapidly transitioning from reading books as a past-time to consuming online sources of engagement and entertainment. With gratification being hand delivered almost instantly at the touch of a screen nowadays, it becomes highly crucial to inculcate the sense of delayed gratification, that is, *Trust,* over a product giving a good experience When it comes to reading a book, developing a brand trust is similarly of pivotal role. The trust that a reader has over an author to deliver a good reading experience is not something that can be built within a fortnight and hence requires careful planning and strategising on the Author's part.

Another challenge that arises for an upcoming author are the cut-throat competitions they face from other authors of their same genre and writing style who might have already developed a strong base of readers. This is where the picture of brand awareness, that is, familiarising an author to the attention of readers who like reading from the same genre in which the author writes, becomes important. Also, differentiation and creating features about an author that leads to unique value proposition would place them apart from other authors. Contributions to their chosen genre or niche are more likely to attract and retain readers who resonate with their brand. This could most certainly lead to a positive Word of Mouth impact that would surely override an advertising for an Author.

Similar to Brand Trust, Brand Loyalty plays an invaluable role in shaping the perceptions of readers about an Author in their minds. But akin to various other aspects, building loyalty is also something that takes publishing of several books by the same author that does not disappoint the readers and delivers an equally and even more greater reading experience. Constant delivering of promises that an author makes helps him build more loyal readers and this leads to great recognition, identity, and Author Brand building among readers.

Authors with well-established brands may experience higher book sales, increased visibility in the industry, opportunities for media coverage and awards, and potential for long-term career growth.

Effective author branding can also open doors to partnerships, collaborations, and additional revenue streams. Therefore, if publishers and authors put greater creative efforts to building the identity and recognition of upcoming authors in our country and thereby building a positive Author Brand, it promises a twofold benefit: that is, harnessing a better generation of young minds who have an interest in reading books and involves themselves in literary activities; and at the same time, it would bring out great writers who stay unread by readers all over the world, and the potentials untapped only due to the reasoning that their voice could go unheard.

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ANNEXURE

1. What is your name? *

_____

2. How old are you?

15 to 23
24 to 32
33 to 41
42 to 50
Above 50

3. Qualification

Student
Working Professionals
Entrepreneur
Not Employed
Retired

4. How often do you read books?

I am an ardent reader (one or more books per week)
I read frequently (once or more times a week)
I read occasionally (reads once a month)
I read only when a book interests me.

5. On an average how many hours do you spend reading per week?

Less than one hour
1 to 3 hours
3 to 5 hours
5 to 10 hours
More than 10 hours

6. What type of materials do you prefer reading?

Fiction

Nonfiction

Magazines/newspapers

Blogs/Online articles

7. What is your motivation to read?

Entertainment

Knowledge Acquisition

Relaxation

Personal Development

Academic requirements

8. What are the two most important factors that would influence your decision to   purchase a book?

Title/ physical appearance of the bookstores

Author familiarity/ reputation

Recommendations from others

Interesting reviews/summary of the bookstores

9. How do you usually discover new books?

Recommendations from friends and family

Online book reviews

Best Seller Lists

Social Media recommendations

Book store display

10. Have you ever participated in literary events, such as book fairs/author readings/book clubs etc.?

Yes

No

I used to but not anymore.

I would like to but haven't had the opportunity.

11. Below are some factors about authors of books. Rate the importance of *
these factors while choosing to buy a book.

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disgree
An author being on the list of "Top Selling Authors"	◯	◯	◯	◯	◯
Author having received literary awards	◯	◯	◯	◯	◯
Author popular for their controversial opinions	◯	◯	◯	◯	◯
Author's life story	◯	◯	◯	◯	◯

12. Rate the following statements based on your perception about authors: *

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disgree
Negative persona of authors in general convinces to not buy the book.	○	○	○	○	○
I feel like books of lesser known/unknown authors are better than popular authors.	○	○	○	○	○
Authors who share opinions on social matters that are different from mine would mostly write a biased book and I wouldn't care to read it	○	○	○	○	○

13. Who is your favorite author? *

_____

14. How often do you buy books from your favorite author? *

Never   1   2   3   4   5   Always

15. Rate on a scale of 1(very weak) to 5(very strong) the loyalty you have towards your favourite author*:

Very weak   1   2   3   4   5   Very strong

16. How much does your favorite author compare to your **Ideal Author** on a scale of 1 to 5? *

Very far from my ideal author   1   2   3   4   5   Very close to my ideal author

17. How likely are you to buy a book solely based on the author's name, without knowing much about the book itself? *

( ) Very Likely

( ) Likely

( ) Neutral

( ) Unlikely

( ) Very Unlikely

18. Have you ever become a fan or loyal follower of an author, leading you to buy multiple books by the same person? *

( ) Yes

( ) No

19. Please rate the following criteria on a scale of 1 (very accurate) to 5(very inaccurate) to indicate your preference for enjoying the experience of reading a specific author's book. *

Mark only one oval per row.

|	1(Very Accurate)	2	3	4	5(Very Inaccurate)
Reading A's book induces feelings and sentiments in me.	◯	◯	◯	◯	◯
I engage in a lot of thinking when I read A's books.	◯	◯	◯	◯	◯
A's books stimulates my interest and curiosity	◯	◯	◯	◯	◯

20. How likely is it for you to buy a book based on the following perception of its author? *

Mark only one oval per row.

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely
"Buying this Author's book is a guarantee of good reading experience".	⬭	⬭	⬭	⬭	⬭
"This author is sincere with it's readers and always delivers an honest literary work".	⬭	⬭	⬭	⬭	⬭

21. Assuming you have not read both the books, which book would you choose, if given a choice to purchase either one of them? *
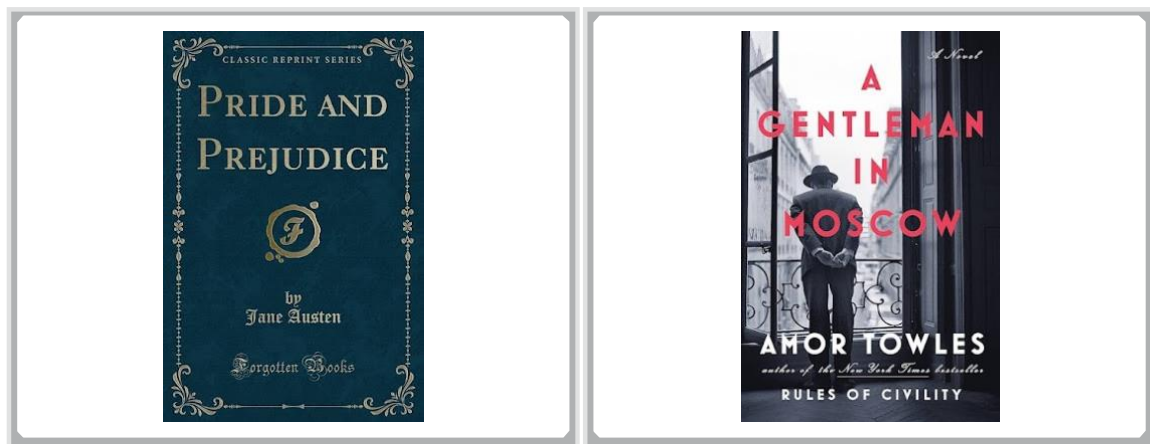
Pride and Prejudice, by Jane Austen

A Gentleman in Moscow, by Amor Towles

⬭   ⬭

22. Why did you choose this book? *

◯ Book cover/title seems interesting.

◯ I recognize the author of the book.

◯ I have heard a lot about this book.

◯ Other:_____