Abstract- The research study explores the phenomenon of consumer book buying behavior in COVID-19. The study focuses on Ukrainian reader's taste. We applied a questionnaire and obtained 100 responses. How much do people spend on books per month? What types of books are they buying? What genres are they selecting? Consumer insights play main role in a publisher’s strategies, from acquisitions to pricing and marketing campaigns. The results here indicate book buying habits of Ukrainian readers who participated in the survey in Kyiv «Bukva» bookshop in February 2021.

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GJHSS-H Classification: FOR Code: 899999

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Book Sales and Readership Statistics: Ukrainian Trends 2021

Khrystyna Astapteva

Abstract The research study explores the phenomenon of consumer book buying behavior in COVID-19. The study focuses on Ukrainian reader’s taste. We applied a questionnaire and obtained 100 responses. How much do people spend on books per month? What types of books are they buying? What genres are they selecting? Consumer insights play main role in a publisher’s strategies, from acquisitions to pricing and marketing campaigns. The results here indicate book buying habits of Ukrainian readers who participated in the survey in Kyiv «Bukva» bookshop in February 2021.

Keywords: ukrainian bookstore «bukva», readership statistics, consumer behavior, best sellers in books.

I. INTRODUCTION

In Ukraine books remain an important part of consumers’ daily lives. The current bookstore landscape now includes Yakaboo, Ye Bookstore, BUKVA as well as smaller chains and independent bookstores, such as Bookovka.ua and other.

How much do people spend on books per month? What types of books are they buying? What genres are they selecting? Consumer insights play main role in a publisher’s strategies, from acquisitions to pricing and marketing campaigns. We would like to share highlights from book consumer demographics & buying behaviors review, compiled on the basis of the bookstore chain «Bukva» [«The Letter»] sales in February 2021.

Table 2.1: The number of new titles and reprints published during the 2021

| Types of Publications        | 2021 Number of Titles, Publishing Units | 2021 Number ofCopies, Thousand |
|------------------------------|----------------------------------------|---------------------------------|
| Books and brochures          | 2692                                   | 1679,4                          |
| Dissertation Abstracts       | 1360                                   | 136,0                           |
| Art books                    | 106                                    | 270,0                           |

During the last ten years in Ukraine were done only 3 massive research surveys:

a) Publishing and bookselling in Ukraine: Facts, Trends, Recommendations. Results of a survey carried out in 2012

It presents a summary of the study of the Ukrainian book sector and its main findings and

Conclusions, as well as two expert opinions on it. This is the first time that a study of book publishing and book distribution in Ukraine has been carried out on such a scale. The study is based on years of systematic collection of information by the Ukrainian Association of Book Publishers and Book Sellers (UABB), while the report was commissioned by the Publishers Forum (Lviv) as part of the Book Platform project. The report provides information about the state of the Ukrainian publishing sector from 2002 until 2012 (The information
for 2012 is not presented in all sections, as it had not been processed at the time of the Report’s compilation).

Authors:
- Survey methodology, data collection and report by Oleksandr Afonin;
- Comments on the book sector survey by Rüdiger Wischenbart;
- The book sector survey report – a summary by Myroslava Prykhoda;
- Conclusions and Recommendations by Oleksandra Koval (The Book Platform, 2012).

b) Ukrainian Reading and Publishing Data 2018

The all-Ukrainian big project aimed to represent a state of the modern publishing market, readers’ preferences and, by that, give the objective information that can influence forming the policy of both the cultural institutions and editorial office portfolios of publishers, as well as give a material to present the Ukrainian market abroad in an efficient visual format - infographic presentation. With the research as a basis, where reader’s preferences and the state of the market 2018 was revealed, to create conditions for development of the publishing sphere against the background of the objective and actual data.

Organizers:
- Gutenbergz, a digital publishing house, which unites the story and the interactivity, and creates wonderful stories for mobile devices, cross-platform solutions for the multi-media content, namely for the learning materials in a comfortable and effective format;
- Cultural and publishing project Chytomo, media about the book in all its forms and about reading as a springboard for self-education and realization;
- Razumkov Centre, the leading non-government analytical centre of Ukraine that conducts researches on the state policy, was established in 1994 (Gutenbergz, Cultural and publishing project Chytomo, Razumkov Centre, 2018).

c) Publishing in Ukraine: a review of the sector. Final report 2020.

This research was commissioned by the British Council and authored by Emma Shercliff. Emma is a publishing consultant with over 20 years of experience in the industry. She has worked for publishing houses in Paris, Melbourne, Abuja and London, and for the British Council in Nigeria and Iran.

The results of this study should prove useful to both foreign partners as well as Ukrainian institutions, publishers, booksellers, authors, and other actors in this segment. This independent, external view of the field provides a much-needed challenge to entrenched perspectives, with solutions proffered arising from a welcome reconsideration of the challenges facing the sector to the benefit of both stand-alone projects and the broader publishing industry.

Of particular note is the attention given in the study to the undergraduate community and instructors at industry-related university programmes—the wellspring of emerging publishers, managers, agents, mediators, authors, and literary critics soon poised to join the market (Shercliff, E. 2021).

Also during 2018-2020 years there were published some statistic reviews about Ukrainian book business:
- Gerden, E. (2018). Retail Pressures: Ukraine’s Open-Air Bookselling Marketplaces Appear Headed for Closure;
- Stepurin, I. (2019). Book market of Ukraine;
- Gerden, E. (2020). Ukraine Book Business After Lockdowns: An ‘Almost Complete Collapse;
- Rybak, V. (2020). Reading in Ukrainian: The Resurgence of the Ukrainian Book Industry

III. Methodology

The method design consisted of applying an paper form, with eleven statements, based on a 5-point Likert scale (with the options completely disagree = 1, disagree = 2, neutral = 3, agree = 4, and completely agree = 5). The form was applied between January 2021 to February 2021 for customers who visited bookshop «Bukva» [«The Letter»], address location: Ukraine, Kyiv, Arsenalna metro station, Slavy Square [Glory Square], 1, Underpass Arsenal, work time: from 10-00 till 20-00. The author’s questionnaire statements were constructed experimentally and previously tested to detect the perception that the professionals had of the readers about the reading of the visualization. In the pilot study, the following questions were adopted:

- Your gender;
- Your age;
- Your education;
- Which book genre You most often purchase;
- Do You purchase books at online or offline bookstores;
- How often do You purchase a books;
- How often do You visit your local library;
- Do You prefer paper books or e-books;
- How much money are You ready to spend on books;
- Name the life-changing books that shaped your thinking;
- Name the books You’ve recently read.

In total, the questionnaire was applied to 134 people, reaching a return rate of 25.37 %, with 34 responses. Ten were excluded due to incomplete questionnaire. In the end, we worked with 100 responses. In addition to statements and identity, we
also asked about age, profession, and educational background. The items on age and training will be used to analyze the results to test the hypotheses. The average age of those who participated in the questionnaire is 40.8 years, 32 men and 68 women.

The population of the survey consists of persons aged from 13 to 71 who permanently live in Kyiv. Table 3.1 shows a part (without including answers on question «Which book genre You most often purchase») of respondents' answers recorded on a questionnaire form.

Table 3.1: Respondents' answers recorded on a questionnaire form

| Id | Gender | Age | Education | Do You Purchase Books At Online Or Offline Bookstores | How Often Do You Purchase A Books | How Often Do You Visit Your Local Library | Do You Prefer Paper Books Or E-Books | How Much Money Are You Ready To Spend On Book Per One Time | Life-Changing Book That Shaped Your Thinking | Book, You've Recently Read |
|----|--------|-----|-----------|-------------------------------------------------------|----------------------------------|----------------------------------------|-------------------------------------|----------------------------------------------------------|-----------------------------------------------|---------------------------------|
| 1  | F      | 13  | Secondary school | Offline                                               | No determinable frequency       | Never, really                          | Paper books                          | $5-20 Dollars                                          | Dandelion Wine by Ray Bradbury            | «The Glass Children» Kristina Ohlsson |
| 2  | F      | 14  | Secondary school | Offline                                               | Four times per year             | Never, really                          | E-books                             | $5-20 Dollars                                          | Gray Matter: Stuff That Got Me To Thinking by Charlie Gray | Stephen King                      |
| 3  | F      | 14  | Secondary school | Online ; Offline                                       | Once per year                   | Never, really                          | Paper books                          | $30-50 Dollars                                          | Mastermind: How To Think Like Sherlock Holmes by Maria Konnikova | Maria Konnikova, Arthur Conan Doyle |
| 4  | F      | 14  | Secondary school | Online                                               | Once per year                   | Yearly                                 | Paper books                          | $5-20 Dollars                                          | At a High Price Mikhail Kotsyubynsky       | Charlie and the Chocolate Factory by Dahl Roald |
| 5  | F      | 14  | Secondary school | Online ; Offline                                       | Four times per year             | Never, really                          | Paper books, e-books                  | $5-20 Dollars                                          | The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life by Mark Manson | Arthur Conan Doyle                     |
| 6  | M      | 14  | Secondary school | Offline                                               | Once per year                   | Monthly                                | Paper books                          | $5-20 Dollars                                          | Warriors by Erin Hunter                    | Warriors by Erin Hunter                 |
| 7  | M      | 14  | Secondary school | Offline                                               | Once per year                   | Never, really                          | E-books                             | $5-20 Dollars                                          | The Fault in Our Stars by John Green       | The Fault in Our Stars by John Green     |
| 8  | F      | 15  | Secondary school | Online ; Offline                                       | No determinable frequency       | Monthly                                | Paper books                          | $30-50 Dollars                                          | The Little Prince by Antoine de Saint-Exupéry | A Thousand Boy Kisses by Tillie Cole     |
| #  | Gender | Age | Education Level | Access | Frequency | Format | Price Range | Authors/Books |
|----|--------|-----|-----------------|--------|-----------|--------|-------------|--------------|
| 9  | F      | 15  | Secondary school | Offline | Once per year | Never, really | Paper books | $5-20 Dollars | Interpersonal intelligence. Interact productively with others by Mikhail Ivanov (Smart Reading Publishing) |
| 10 | F      | 15  | Secondary school | Online  | Once per week | Monthly E-books | $5-20 Dollars | The Rules of Management by Richard Templar |
| 11 | F      | 16  | Secondary school | Offline | Once per month | Never, really Paper books | $5-20 Dollars | Looking for Alaska by John Green |
| 12 | F      | 16  | Secondary school | Offline | Four times per year | Yearly E-books | $5-20 Dollars | One Flew Over the Cuckoo's Nest by Ken Kesey |
| 13 | M      | 17  | Higher (Bachelor degree) | Offline | Four times per year | Never, really Paper books | $5-20 Dollars | The Catcher in the Rye by J. D. Salinger |
| 14 | F      | 17  | Higher (Bachelor degree) | Offline | Once per year | Yearly Paper books | $50-100 Dollars | Atlas Shrugged by Ayn Rand |
| 15 | F      | 18  | Higher (Bachelor degree) | Offline | Once per month | Monthly Paper books | $30-50 Dollars | A Clockwork Orange by Anthony Burgess |
| 16 | F      | 18  | Higher (Bachelor degree) | Online | Four times per year | Never, really E-books | $30-50 Dollars | Encyclopedia of Relative and Absolute Knowledge by Bernard Werber |
| 17 | F      | 18  | Higher (Bachelor degree) | Offline | Four times per year | Monthly Paper books | $30-50 Dollars | Flowers for Algernon by Daniel Keyes |
| 18 | F      | 18  | Higher (Bachelor degree) | Offline | Once per week | Monthly Paper books | $5-20 Dollars | Atlas Shrugged by Ayn Rand |
| 19 | F      | 18  | Higher (Bachelor degree) | Offline | Once per month | Never, really Paper books | $5-20 Dollars | Illusions: The Adventures of a Reluctant Messiah by Richard Bach |
| 20 | M      | 19  | Higher (Bachelor degree) | Offline | Once per year | Yearly Paper books | $30-50 Dollars | Nineteen Eighty-Four by George Orwell |
| 21 | F      | 19  | Higher (Bachelor degree) | Offline | Once per month | Never, really Paper books | $5-20 Dollars | Ulysses by James Joyce |
| No. | Gender | Year | Education Level | Reading Frequency | Reading Format | Spending | Favorite Books |
|-----|--------|------|----------------|------------------|---------------|---------|---------------|
| 22  | F      | 19   | Higher (Bachelor degree) | Once per month | Paper books | $5-20 | Big Magic: Creative Living Beyond Fear by Elizabeth Gilbert |
|     |        |      |                    |                  |               |         | Lolita by Vladimir Nabokov |
| 23  | F      | 19   | Higher (Bachelor degree) | Once per month | Paper books | $50-100 | In simple words. How to understand your emotions by Mark Livin; Shantaram by Gregory David Roberts; Pollyanna by Eleanor H. Porter, A Little Life by Hanya Yanagihara |
|     |        |      |                    |                  |               |         | |
| 24  | F      | 19   | Higher (Bachelor degree) | Once per year | Paper books | $50-100 | Emotional Intelligence: Why It Can Matter More Than IQ by Daniel Goleman|
|     |        |      |                    |                  |               |         | The Man Who Laughs by Victor Hugo |
| 25  | F      | 20   | Higher (Bachelor degree) | Once per month | Paper books | $50-100 | Consciousness and civilization by Merab Mamardashvili |
|     |        |      |                    |                  |               |         | Know Thyself by Vladimir Bibikhin |
| 26  | F      | 20   | Higher (Bachelor degree) | Four times per year | Paper books | $30-50 | The Man Who Mistook His Wife for a Hat and Other Clinical Tales by Oliver Sacks |
|     |        |      |                    |                  |               |         | How to Win Friends & Influence People by Dale Carnegie |
| 27  | F      | 20   | Higher (Bachelor degree) | Once per month | Paper books | $30-50 | The Man Who Mistook His Wife for a Hat and Other Clinical Tales by Oliver Sacks |
|     |        |      |                    |                  |               |         | Gone with the Wind by Margaret Mitchell |
| 28  | M      | 20   | Higher (Bachelor degree) | Four times per year | Paper books | $50-100 | 45 tattoos personality. The rules of my life by Maxim Batyrev |
|     |        |      |                    |                  |               |         | How to Be the Parent You Always Wanted to Be by Adele Faber |
| 29  | M      | 20   | Higher (Bachelor degree) | Four times per year | Paper books | $30-50 | Caligula and Three Other Plays by Albert Camus |
|     |        |      |                    |                  |               |         | The Myth of Sisyphus by Albert Camus |
| 30  | F      | 21   | Higher (Bachelor degree) | Once per month | Paper books | $50-100 | We Are Our Brains: A Neurobiography of the Brain, from the Womb to Alzheimer's by Dick Swaab |
|     |        |      |                    |                  |               |         | The Fault in Our Stars by John Green |
| 31  | F      | 21   | Higher (Bachelor degree) | Once per month | Paper books | $30-50 | Me Before You by Jojo Moyes |
|     |        |      |                    |                  |               |         | The Fault in Our Stars by John Green |
|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 32 | F | 21 | Higher (Bachelor degree) | Offline | Once per month | Never, really | Paper books | $50-100 Dollars | The Effective Executive: The Definitive Guide to Getting the Right Things Done by Peter Drucker | The Effective Executive: The Definitive Guide to Getting the Right Things Done by Peter Drucker |
| 33 | F | 21 | Higher (Bachelor degree) | Offline | Once per month | Never, really | Paper books | $50-100 Dollars | Inferno by Dan Brown | In bed with your husband. Notes of the mistress. Wives must read! by Nika Nabokova |
| 34 | F | 22 | Higher (Bachelor degree) | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | The Catcher in the Rye by J. D. Salinger | A Woman Like Her by Marc Levy |
| 35 | F | 23 | Full higher education | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | Breaking The Habit of Being Yourself: How to Lose Your Mind and Create a New One by Joe Dr. Dispenza | Rich Dad Poor Dad by Robert Kiyosaki |
| 36 | M | 23 | Full higher education | Offline | Once per year | Yearly | Paper books | $30-50 Dollars | The Bible | All Quiet on the Western Front by Erich Maria Remarque |
| 37 | M | 23 | Full higher education | Online | Once per month | Monthly | Paper books | $5-20 Dollars | How to Win Friends and Influence People by Dale Carnegie | The Air Seller by Alexander Belayev |
| 38 | F | 24 | Full higher education | Offline | Once per month | Never, really | Paper books, e-books | $30-50 Dollars | At the Mountains of Madness by H. P. Lovecraft | The Passengers by John Marrs |
| 39 | F | 24 | Full higher education | Offline | Once per year | Never, really | Paper books | $5-20 Dollars | Do Androids Dream of Electric Sheep? by Philip K. Dick | Eight White Nights: A Novel by André Aciman |
| 40 | M | 24 | Full higher education | Online; Offline | Once per year | Never, really | Paper books | $30-50 Dollars | Emotional Intelligence by Daniel Goleman | Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff |
| No. | Gender | Age | Education Level | Access Method | Frequency | Format | Price Range | Title and Author(s) |
|-----|--------|-----|----------------|---------------|-----------|-------|-------------|---------------------|
| 41  | M      | 24  | Full higher education | Offline | Once per year | Yearly | Paper books, e-books | $30-50 Dollars | For Whom the Bell Tolls by Ernest Hemingway |
| 42  | F      | 25  | Full higher education | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | Gone with the Wind by Margaret Mitchell |
| 43  | F      | 25  | Full higher education | Offline | Four times per year | Yearly | Paper books | $5-20 Dollars | Flowers for Algernon by Daniel Keyes |
| 44  | F      | 25  | Full higher education | Offline | Four times per year | Yearly | Paper books | $5-20 Dollars | Conversations D’Un Enfant Du Siecle by Frédéric Beigbeder |
| 45  | M      | 25  | Full higher education | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | Churchill: A Life by Martin Gilbert |
| 46  | F      | 27  | Full higher education | Online; Offline | Once per year | Never, really | E-books | $5-20 Dollars | The Ringing Cedars of Russia series by Vladimir Megre |
| 47  | F      | 27  | Full higher education | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | Crime and Punishment by Fyodor Dostoevsky |
| 48  | M      | 27  | Full higher education | Offline | Once per month | Never, really | Paper books | $50-100 Dollars | Exodus by DJ Stalingrad |
| 49  | M      | 27  | Full higher education | Online; Offline | Four times per year | Yearly | Paper books | $30-50 Dollars | I am Maya Plisetskaya by Maya Plisetskaya |
| 50  | F      | 28  | Full higher education | Offline | Once per month | Never, really | Paper books | $5-20 Dollars | Nineteen Eighty-Four: A Novel by George Orwell |
| 51  | F      | 28  | Full higher education | Offline | Four times per year | Yearly | Paper books | $50-100 Dollars | The Woman in the Dunes by Kōbō Abe |
| 52  | F      | 28  | Full higher education | Online; Offline | Four times per year | Yearly | Paper books | $50-100 Dollars | The Bible Risehip necklace by Irina Savka |
|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
|   |   |   |   |   |   |   |
| 53 | M | 28 | Full higher education | Offline | Four times per year | Never, really | Paper books | $5-20 Dollars | Man's Search for Meaning by Viktor Frankl |
| 54 | F | 29 | Full higher education | Offline | Four times per year | Never, really | E-books | $5-20 Dollars | The City by Valerian Pidmohylny |
| 55 | M | 29 | Full higher education | Offline | Four times per year | Never, really | Paper books, e-books | $5-20 Dollars | Escape from Camp 14: One man's remarkable odyssey from North Korea to freedom in the West Reprints by Blaine Harden |
| 56 | M | 29 | Full higher education | Offline | Four times per year | Never, really | Paper books | $30-50 Dollars | The Lord of the Rings by J. R. R. Tolkien |
| 57 | F | 30 | Full higher education | Offline | Once per month | Never, really | Paper books | $30-50 Dollars | The Catcher in the Rye by J. D. Salinger |
| 58 | F | 30 | Full higher education | Online | Four times per year | Never, really | E-books | $30-50 Dollars | Cassandra's Path, or Adventures with Macaroni by Julia Voznesenskaya |
| 59 | F | 31 | Full higher education | Offline | Once per year | Never, really | Paper books | $30-50 Dollars | Apply Your Problem Solving Know How by Dale Carnegie |
| 60 | F | 31 | Full higher education | Offline | Four times per year | Never, really | Paper books | $30-50 Dollars | Crime and Punishment by Fyodor Dostoevsky |
| 61 | F | 31 | Full higher education | Offline | Four times per year | Never, really | Paper books | $50-100 Dollars | My Grandmother Asked Me to Tell You She's Sorry by Fredrik Backman |
| 62 | F | 31 | Full higher education | Online; Offline | Once per month | Never, really | Paper books, e-books | $5-20 Dollars | The Rosy Crucifixion by Henry Miller |
| Book ID | Gender | Age | Education Level | Access | Frequency | Reading Habits | Book Format | Price Range | Book Title |
|---------|--------|-----|----------------|--------|-----------|---------------|-------------|-------------|------------|
| 63      | F      | 32  | Full Higher Education | Online | Once per month | Never, really | Paper books | $30-50 Dollars | The Dolphin Way: A Parent's Guide to Raising Healthy, Happy, and Motivated Kids-Without Turning into a Tiger by Shimi K. Kang |
| 64      | F      | 32  | Full Higher Education | Online | Once per month | Monthly Paper books | $30-50 Dollars | Confessions of an Advertising Man by David Mackenzie Ogilvy |
| 65      | F      | 32  | Full Higher Education | Offline | Once per year | Never, really Paper books | $5-20 Dollars | The Master and Margarita by Mikhail Bulgakov |
| 66      | F      | 33  | Full Higher Education | Offline | Once per month | Never, really Paper books | $50-100 Dollars | Atlas Shrugged by Ayn Rand |
| 67      | F      | 33  | Full Higher Education | Offline | Four times per year | Never, really Paper books | $30-50 Dollars | Garden of Gethsemane by Ivan Bahrianyi |
| 68      | M      | 33  | Full Higher Education | Online | Once per year | Never, really E-books | $30-50 Dollars | Hands-On Reactive Programming in Spring 5 by Oleh Dokuka, Igor Lozynskyi |
| 69      | M      | 33  | Full Higher Education | Offline | Four times per year | Yearly E-books | $50-100 Dollars | Thus Spoke Zarathustra by Friedrich Nietzsche |
| 70      | M      | 33  | Full Higher Education | Offline | Four times per year | Never, really Paper books | $50-100 Dollars | A Brief History of the Universe by J.P. McEvoy |
| 71      | M      | 33  | PhD in History | Offline | Four times per year | Weekly Paper books | $5-20 Dollars | The Diary of a Bookseller by Shaun Bythell |
| 72      | F      | 35  | Full Higher Education | Online | Once per week | Never, really Paper books, E-books | $50-100 Dollars | Breaking the Habit of Being Yourself by Dr. Joe Dispenza |
| 73      | M      | 35  | Full Higher Education | Online | Four times per year | Never, really E-books | $50-100 Dollars | The Book of Mirdad by Mikhail Na’ima |

**Notes:**
- **Gender:** M for Male, F for Female
- **Age:** 20 to 40 years old
- **Education Level:** Full Higher Education
- **Access:** Online, Offline
- **Frequency:** Once per month, Monthly, Once per year, Four times per year, Yearly, Weekly
- **Reading Habits:** Never, really
- **Book Format:** Paper books, E-books
- **Price Range:** $5-20, $30-50, $50-100
- **Authors:** Various authors mentioned in the book titles.
| #  | Gender | Age | Education | Read Frequency | Format | Price | Books |
|----|--------|-----|-----------|----------------|--------|-------|-------|
| 74 | M      | 35  | Full higher education | Once per year | Online | Never, really | Paper books | $5-20 | Reality Transurfing 1: The Space of Variations by Vadim Zeland |
| 75 | F      | 36  | Full higher education | Once per month | Online | Never, really | Paper books | $5-20 | In Search of the City of the Gods Volume III - In the Arms of Shambhala by Ernst Muldašev |
| 76 | F      | 39  | Full higher education | Once per year | Online | Yearly | Paper books | $30-50 | Words that Ring Through Time: The Fifty Most Important Speeches in History and How they Changed Our World by Terry Golway |
| 77 | F      | 40  | Full higher education | Four times per year | Online | Never, really | Paper books | $30-50 | Nineteen Eighty-Four by George Orwell |
| 78 | F      | 40  | Full higher education | Four times per year | Online | Never, really | Paper books | $30-50 | The Thirteenth Tale by Diane Setterfield |
| 79 | M      | 40  | Full higher education | Four times per year | Online | Never, really | Paper books | $50-100 | Marketing Warfare by Al Ries, Jack Trout |
| 80 | M      | 41  | Full higher education | Once per year | Online | Never, really | E-books | $5-20 | Light in August by William Faulkner |
| 81 | M      | 41  | Full higher education | Once per month | Online | Never, really | Paper books | $30-50 | Eneyida by Ivan Kolyarevsky |
| 82 | F      | 44  | Full higher education | No determinable frequency | Online | Never, really | Paper books | $50-100 | The Adventures of Huckleberry Finn by Mark Twain |
| 83 | F      | 44  | Full higher education | Four times per year | Online | Never, really | Paper books | $30-50 | Men Are from Mars, Women Are from Venus by John Gray |
| 84 | F      | 44  | Full higher education | Four times per year | Online | Never, really | Paper books | $30-50 | One Hundred Years of Solitude by Gabriel García Márquez |
| #  | Gender | Age | Full higher education | Online | Frequency | Paperback/e-book | Price      | Title                                                                 | Author                                                                 |
|----|--------|-----|------------------------|--------|-----------|------------------|------------|----------------------------------------------------------------------|------------------------------------------------------------------------|
| 85 | F      | 45  | Full higher education  | Offline | Once per year | Never, really   | Paper books | $30-50 Dollars             | Kiss That Frog!: 21 Great Ways to Turn Negatives into Positives in Your Life and Work | Brian Tracy                                                               |
| 86 | F      | 46  | Full higher education  | Offline | Once per year | Never, really   | Paper books | $50-100 Dollars             | No Excuses!: The Power of Self-Discipline                               | Brian Tracy                                                               |
| 87 | F      | 49  | Full higher education  | Offline | Once per year | Never, really   | Paper books | $50-100 Dollars             | Black: The History of a Color                                            | Michel Pastoureau                                                        |
| 88 | M      | 53  | Full higher education  | Offline | Once per week  | Never, really   | Paper books | $30-50 Dollars             | Jo confesso                                                             | Giuseppe Parini                                                          |
| 89 | M      | 54  | Full higher education  | Offline | Once per month | Yearly          | Paper books | $30-50 Dollars             | Think and Grow Rich                                                     | Napoleon Hill                                                             |
| 90 | M      | 54  | Full higher education  | Offline | Four times per year | Monthly       | Paper books | $5-20 Dollars              | Everything is in your hands                                            | Oleksandr Shovkovskyi                                                   |
| 91 | M      | 57  | Full higher education  | Offline | Once per week  | Never, really   | Paper books | $50-100 Dollars             | The Complete Essays of Michel de Montaigne by Michel de Montaigne       | Edward N. Luttwak                                                        |
| 92 | F      | 57  | Full higher education  | Offline | Once per month | Yearly          | Paper books | $5-20 Dollars              | Still Me by Jojo Moyes                                                  | Jojo Moyes                                                               |
| 93 | F      | 58  | Full higher education  | Offline | Once per month | Monthly         | Paper books | $30-50 Dollars             | The Woman Who Borrowed Memories                                        | Tove Jansson                                                             |
| 94 | M      | 59  | Full higher education  | Offline | Once per month  | Never, really   | Paper books | $50-100 Dollars             | BaZi- The Destiny Code: Your Guide to the Four Pillars of Destiny by Joey Yap | Jin Peh                                                                   |
|    |        |     |                        |        |            |         |            |                        | Pep's City: The Making of a Superteam by Lu Martin, Pol Ballus         |                                                                        |
|    |        |     |                        |        |            |         |            |                        | Plato, Not Prozac!: Applying Eternal Wisdom to Everyday Problems by Lou Marinoff PhD |                                                                        |
|    |        |     |                        |        |            |         |            |                        | The Curious Case of Benjamin Button by Francis Fitzgerald               |                                                                        |
|    |        |     |                        |        |            |         |            |                        | The Giver of Stars by Jojo Moyes                                       |                                                                        |
|    |        |     |                        |        |            |         |            |                        | The Complete Essays of Michel de Montaigne by Michel de Montaigne       | Edward N. Luttwak                                                        |
|    |        |     |                        |        |            |         |            |                        | The Winter of Starlight by Jojo Moyes                                  |                                                                        |

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### IV. Results and Discussion

Demographic Information about respondents can be seen on the Figure’s 1-3. On a gender basis, women are the more avid book readers, per the study, being 36% more likely than men to have read a book in the prior 6 months (68% vs. 32%).

Separately, the results show that the more highly educated the respondents, the more likely they are to have read a book, with a similar positive correlation evident with income. Due to results of questionnaire, 65% respondents have Master’s degree, 22% have bachelor degree, 12% have secondary education, 1% has a PhD degree.

*Usually education depends on age:* all respondents older than 23 years have Master’s degree. Over 80% of respondents have at least some college education, if not a degree.

As we can see from the table, much book readers are 20-40 year old (52.6%), less –13-20 year old (24.7%), 40-60 year old (17.3%) and the smallest group consists of 60-71 year old respondents (5.2%).

Poll.

Results show us that the largest pieces of the pie come from readers whose book-buying budge amounts to 30-50$ per once purchase (42%), 33% respondents ready to pay once for the book 50-100$, and only 25% are the richest – they can pay 50-100$ per book. So, respondents with a high financial level more often bought books than respondents with a low financial level.

| No. | Gender | Age | Education Level | Purchase Frequency | Reading Frequency | Book Cost | Books Purchased | Authors/Books |
|-----|--------|-----|-----------------|--------------------|------------------|-----------|----------------|---------------|
| 95  | M      | 61  | Full higher education | Offline | Four times per year | Never, really | Paper books | $30-50 Dollars | The Bible |
| 96  | F      | 64  | Full higher education | Offline | Four times per year | Monthly | Paper books | $30-50 Dollars | Thoughts on Art and Life by Leonardo da Vinci |
| 97  | M      | 64  | Full higher education | Offline | Once per month | Monthly | Paper books | $30-50 Dollars | A Year in Provence by Peter Mayle |
| 98  | F      | 65  | Full higher education | Online | Once per month | Never, really | Paper books | $50-100 Dollars | Three Comrades by Erich Maria Remarque |
| 99  | F      | 70  | Full higher education | Offline | Once per month | Never, really | Paper books | $5-20 Dollars | Some Buried Caesar/The Golden Spiders (Nero Wolfe) by Rex Stout |
| 100 | F      | 71  | Full higher education | Offline | Four times per year | Never, really | Paper books | $30-50 Dollars | The God Equation: The Quest for a Theory of Everything by Michio Kaku |
Figure 1: Result of the questionnaire. Demographic Information about respondents. Gender.

Figure 2: Result of the questionnaire. Demographic Information about respondents. Age.

Source: Author’s elaboration
The results on Figure 5 show us that the overwhelming majority of readers (75%) prefer to purchase books offline, in a bookstore. Online book shopping is the prerogative of 15% respondents. Both – online & offline bookstores chose 10% of the survey respondents.
By answering on the following question «how often they purchase books», 35% respondents pointed to four times per year, 34% respondents purchase books once per month, 22% once per year, 6% once per week and 3% respondents chose «no determinable» (Figure 6).

Residents buy printed books (74%) slightly more often than e-books (12%). Both – printed and e-book buy only 14% residents (Figure 7).

Answering the question how often they borrow books from a library, 14,1% of respondents answered that they visit library every month, 17,2% every year and 68,7% never used library services and resources (Figure 8).

13-20 years old 40-60 years old people more often than those from other groups bought borrowed books from a library. School and college students more often than others downloaded books for free, and also borrowed them from a school library.

**Figure 5**: Result of the questionnaire. Statistical data about publishing preferses of respondents. Book shopping.

**Figure 6**: Result of the questionnaire. Statistical data about publishing preferses of respondents. Frequency of book purchasing.

*Source: Author’s elaboration*
Figure 7: Result of the questionnaire. Statistical data about publishing preferences of respondents. Paper book vs e-book.

Source: Author’s elaboration

Figure 8: Result of the questionnaire. Statistical data about publishing preferences of respondents. Library visiting.

As we can see on Figure 10, the most popular among Ukrainian readers are such nonfiction genres: Self-Help/Personal Development (15.2%), Motivational/ Inspirational (14.3%). During the last year 8% of respondents read Health & Fitness, Education & Teaching books. The most unpopular genres among respondents are Religion & Spirituality (1.5%) and Law & Criminology (0.9%). It should be noted that the level of
popularity of various genres differs significantly among different groups of respondents. In particular, the popularity of different genres among young and old respondents is quite different. The picture of fiction genre popularity looks this way (Figure 11): Adventure (20.1%), Fantasy (15%), Historical Fiction and Romance (13.9%), Detective & Mystery (13.3%), Dystopian (8.6%), Science Fiction (5.9%), Horror (5.6%), Children’s Fiction (5.4%), Thriller (4.2%), Young Adult (3.7%).

When answering the open-ended questions «Which life-changing books that shaped your thinking?» and «Which book you’ve recently read?» 6 times respondents named John Green, 4 times respondents named George Orwell, 3 times respondents named Dale Carnegie, Daniel Keyes, Erich Maria Remarque, J. D. Salinger, Jojo Moyes, Peter Mayle; 2 times respondents named Albert Camus, Antoine de Saint-Exupéry, Arthur Conan Doyle, Ayn Rand, Bernard Werber, Brian Tracy, Daniel Goleman, Diane Setterfield, Erin Hunter, Frédéric Beigbeder, Fredrik Backman, Fyodor Dostoevsky, Gregory David Roberts, Joe Dispenza, John Gray, Margaret Mitchell, Neil Gaiman, Peter Drucker, Richard Templar, Tove Jansson. So, John Green was among the top (Figure 12).
V. CONCLUSION

Based on the data and discussion above, the conclusions are as follows. Books are easy to access without leaving home. It’s important fact considering coronavirus outbreak. The results of this study show, first, how COVID-19 has changed reading habits. The COVID-19 crisis forced Ukrainian bookstores and libraries to close across the country, which has ignited an online book-shopping. According to a survey conducted in February 2021, 74% of respondents in Kyiv prefer printed books. During the quarantine, Kyiv bookstores acted as book delivery points. Readers still preferred to order books offline, in book delivery points.

Second, Ukrainian libraries are still unpopular. Right now COVID-19 is the biggest challenge facing libraries today, but other problems await too. New tools of information technology have absolutely changed the role of library. But the Ukrainian government is not giving «desired priority» to their library industry while allocating funds.

Third, most part of readers chose Russian-language books. Also they prefer foreign authors to Ukrainian authors.

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