

Topic: Reasons of Buying a Book

Naseem Agha Hashmi,

Research Scholar, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore, M.P.

Email: naseemhashmi@rediffmail.com Ph. No.: 9303290131

Prof. I. C. Gupta,

Ex Dean, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore, M.P.

Prof. Jayant Sonwalkar,

Vice Chancellor, M.P. Bhoj University, Bhopal, M.P.

Abstract

Books are the integral part of the education system having synchronisation among all the stakeholders. Authors write the books for publishing companies as per the need of syllabus of educational institution. The focus of present research is to identify the reasons of purchasing books by the academicians. Multiple elements lie behind the reasons of buying a book and the recognition of these factors will prove utterly important for the book industry to improve its sales performance. In this research factor analysis was employed to analyse the most important reasons of book buying for academicians, which were found to be- purchasing for personal collection, due to the fondness of reading new books, liking for the author and library enrichment. T-test was also used twice to know the difference in the perception of males and females and government and private institutions for most important reasons of buying books. The present study revealed that significant differences were present among the males and the females for various variables studied for the reasons of book buying but among the organisations. Knowing the reasons behind a purchase will help to target the audience in a more focused and customised manner.

1: INTRODUCTION

1.1 Background

Increasing focus of the government on education sector, is giving rise huge number of academic institutions especially management institutions in India. Management education has

become an integral and most significant part of the education system due to augmented demand in the corporate world. Management institutions are expected to deliver high quality of education to minimise the gap between the institutions' perception and industry's expectation. In order to maintain quality of education, management institution needed academicians who can deliver the quality education. Government and Institutions both are investing the training and development of academicians.

In this training and development process of academicians and students, books play a vital role and the library facility have become a potential strategy for institutions. This gave rise to one of the most promising businesses, the publishing industry. With the rising number of management institutions, more number of books are required to meet the needs of academicians and students. Furthermore, there is digitization of books and now, books are just not needed in hard copy only but also in soft copy, as a result, e books have become prevalent. The incorporation of new technologies in teaching have brought in the use of videos, animation, audio-books, power point presentations etc. while delivering the lecture.

Purchase behaviour is one of the most complex things to predict. As behaviour is dynamic, it is very difficult to understand buying motives. The needs, tastes and preferences of the buyer keep on changing. Companies invest heavily on research of purchase behaviour in order to make their product successful. At times, products fail in spite of research done and test marketing. So it is very necessary to predict buyer responses on product acceptance. If product fails it costs huge to the company as it involves cost of research, manufacturing, design, content, marketing, advertising, and so on. Faculty of Management in all institutions takes decisions to refer books based on different parameters. This decision is taken every year. For this purpose, research is done and the research process is followed. This research aims to examine the factors influencing the purchase intention in book industry. The researchers intend to find out how purchase intention will be affected by Brand Name, Convenience, Product Variety and Price.

Consumers are the pillars for business survival and success. It is necessary to understand following points-

1. Firms must be aware of market wants well in advance.
2. Firms must understand how, when, where, what the buyer wants to buy.
3. Consumer want must be monitored regularly for firm success.

Without understanding of buyer behaviour it becomes difficult for the marketer to respond to the customer's needs. Thus, it is so important for marketer to understand reasons for buyer's purchase decisions.

1.2: Statement of Problem

The importance of studying consumer behaviour lies in its inseparable role it plays in our lives while taking decisions. A person's behaviour directly influences the purchase decision. There are many more stimulations that converge and impact a decision, like advertisements and other marketing strategies. This provides reasons which leads to the introspection of the consumer's behaviour. These introspections help the organisations to understand the concept of the decision making process and thereby improve their marketing to achieve its objectives optimally. Managers of different departments are ardent to comprehend their consumers.

Consumers strongly influence what the product will be, which means that if a product is of no use to the consumer then that product is of no value. Therefore the study of the consumers wants or desires and its behaviour towards different products is of utmost importance to be studied.

What resources are supposed to be used while coming up with a product are also dependent upon the consumer as it is being prepared for them and so if it is not according to their aspiration it will not flourish in the market. For example to make beauty products, organic materials are to be used by the manufacturer as it is the consumers want. People are turning more and more conscious about their skin and therefore prefer organic products over chemical based products. Similarly in every case the resource is reliant on the consumer making the study of consumer behaviour all the more important.

1.3: Justification of the Research

Consumer behaviour knowledge is applied in Marketing Management. A sound understanding of the consumer behaviour is essential to the long-term success of any marketing programme. It is the corner stone of marketing concept which stress on consumer wants and needs, target market selection, integrated marketing and profits through the satisfaction of the consumers. Consumer behaviour is also important in non-profit and social organizations. Such organizations are govt. agencies, religious organizations, universities and charitable organizations.

The present research is the practical application of the consumer behaviour theories in book buying behaviour of the academicians. Research is intended to know and understand the most important reasons underlying the book buying behaviour of academicians, difference in male and female perception as well as difference in the perception of academicians of government and private institutions. Problem recognition is an integral part of the consumer decision making process; hence, researcher tried to know investigate the buying motives and differences in perception of the academicians to understand better the behavioural aspect working behind these customers and provide them with better supplies as per their needs. All these dimensions together constitute the entire consumer / academician decision making process while deciding to purchase books

1.4: Research Questions

1. What are the main reasons of buying a book?
2. Can the most important reasons of buying a book, be identified?
3. What is the difference between the two groups (Male & Female) for the reasons of buying a book?
4. What is the difference between the two groups (Government & Private Institute) for the reasons of buying a book?

1.5: Research Objectives & Research Hypotheses

Following Research Objectives and Hypotheses were formulated to address the research questions.

Research Objective-1: To study the reasons of buying a book.

Sub Research Objective-1.1: To identify the most important reasons of buying a book.

Sub Research Objective-1.2: To find out the difference between the two groups (Male & Female) for the reasons of buying a book.

- ❖ **Alternate Hypothesis-1 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Personal collection.
- ❖ **Null Hypothesis-1 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Personal collection.

- ❖ **Alternate Hypothesis-2 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Institute's Library enrichment.
- ❖ **Null Hypothesis-2 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Institute's Library enrichment.

- ❖ **Alternate Hypothesis-3 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Self-study / Knowledge enhancement
- ❖ **Null Hypothesis-3 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Self-study / Knowledge enhancement.

- ❖ **Alternate Hypothesis-4 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books because I am fond of reading new books.
- ❖ **Null Hypothesis-4 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because I am fond of reading new books.

- ❖ **Alternate Hypothesis-5 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the author.
- ❖ **Null Hypothesis-5 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the author.

- ❖ **Alternate Hypothesis-6 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the publisher.
- ❖ **Null Hypothesis-6 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the publisher.

- ❖ **Alternate Hypothesis-7 (H1):** There is significant difference between the two groups

(Male & Female) for the variable- I purchase books to give as a gift.

- ❖ **Null Hypothesis-7 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books to give as a gift.

Sub Research Objective-1.3: To find out the difference between the two groups (Government & Private Institute) for the reasons of buying a book.

- ❖ **Alternate Hypothesis-1 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Personal collection.
- ❖ **Null Hypothesis-1 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Personal collection.
- ❖ **Alternate Hypothesis-2 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Institute's Library enrichment.
- ❖ **Null Hypothesis-2 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Institute's Library enrichment.
- ❖ **Alternate Hypothesis-3 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Self-study / Knowledge enhancement
- ❖ **Null Hypothesis-3 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Self-study / Knowledge enhancement.
- ❖ **Alternate Hypothesis-4 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books because I am fond of reading new books.
- ❖ **Null Hypothesis-4 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books because I am fond of reading new books.
- ❖ **Alternate Hypothesis-5 (H1):** There is significant difference between the two groups

(Government & Private) for the variable- I purchase books because of the liking for the author.

- ❖ **Null Hypothesis-5 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the author.

- ❖ **Alternate Hypothesis-6 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the publisher.

- ❖ **Null Hypothesis-6 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the publisher.

- ❖ **Alternate Hypothesis-7 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books to give as a gift.

- ❖ **Null Hypothesis-7 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books to give as a gift.

2: LITERATURE REVIEW

Jamieson and Bass, 1989, presented in their study that purchase intentions of a consumer are used by marketing managers for the prediction of future sales.

Purchase intentions are inadequate predictors of future consumer behaviour (**Namias, 1959**). This is because intentions are dynamic.

The book market has increased competition due to the use of internet (**Lubiana, Gammon et al., 2004**). The categories sold most online are books and music (**Statista, 2016**).

According to a survey by **Leitão et al. 2018**, 78% of respondents believe that reading books is important, and 61% of respondents read due to personal liking.

Demographic reasons of book buying were also found in various studies like **Eurostat (2016)** and **Pew Research Center (2015)**, which state that women are more fond of reading and buying books over men.

Attractive books covers draw more customer attention, and hence influence the buying behaviour (d'Astous et al., 2006 & Eisler, 2005).

Synopsis was another feature identified as factor affecting the purchase decision of a customer. It was found to ignite interest in the minds of the customer to discover the books content (Carneiro, 2005).

Kamphuis, 1991 talks about the effect of the author's name on the book purchase decision of the customers. Likewise **Clement et al., 2007** compares a famous author to a famous brand name.

Many studies revealed that the recommendations of friends and family as well as social media recommendations significantly impact the sales of books. (**Rioux, 2012; Carneiro, 2005; Kamphuis, 1991; Nielsen, 2016**).

Bestseller lists has been recognised as a controlling factor for book buying behaviour. (**Adams and Heath, 2007; Sorensen, 2007**)

3: RESEARCH DESIGN

This research is a survey, designed to study the reasons of buying a book and explore the most important reasons of buying a book. Further, the study also focussed on finding the difference between the groups (Male & Female) and their reasons of buying a book as well and (Government & Private Institute) and their reasons of buying a book. For this purpose a survey was conducted with the help of the questionnaires and schedules using five point-Likert scale such as strongly agree-1, agree-2, neutral-3, disagree-4, and strongly disagree-5 to collect information /data using quota sampling technique. The target population, to which researcher would like to draw inferences, comprises the academicians in Uttar Pradesh, India; which can be said as the universe of the study. The total Sample size was of 620 academicians. The respondents were segregated as per their gender, type of institution i.e. Government & Private and their designation namely- Assistant Professors, Associate Professors, Professors & Heads of the Departments and Deans and Directors. For the analysis of the data, IBM SPSS Statistics 25 version software was used to perform Factor analysis and T Test.

4: DATA ANALYSIS & INTERPRETATION

4.1 Factor Analysis: Identifying Most Important Reasons of buying book

Factor Analysis was performed to determine the most Important Reasons of buying books.

Table- 4.1 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.650
Bartlett's Test of Sphericity	Approx. Chi-Square	3733.085
	Df	21
	Sig.	.000

Adequacy of the data is tested on the basis of results the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity (homogeneity of Variance) provided in above table. The KMO measure of sampling adequacy is **0.650** which indicates the present data is suitable for factor analysis. Similarly, Bartlett's test of sphericity is significant ($p < 0.001$); that explains existence of sufficient correlation between variables to proceed with the analysis.

Table- 4.2 Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.422	48.883	48.883	3.422	48.883	48.883	3.240	46.287	46.287
2	2.280	32.565	81.448	2.280	32.565	81.448	2.461	35.161	81.448
3	.545	7.791	89.239						
4	.331	4.733	93.972						
5	.261	3.732	97.704						
6	.092	1.309	99.014						
7	.069	.986	100.000						

Extraction Method: Principal Component Analysis.

Interpretation: In above table, output lists the eigen values associated with each linear component (factor) before extraction, after extraction and after rotation. Before extraction,

Output has identified 7 linear components within the data set. After extraction and rotation, the most important factor 1 explained 48.883% of total variance & factor 2 explained 32.565% of total variance that can be extracted. As evident from the above table (Total Variations Explained) it was found that from the total 7 components (Important Reasons of buying books), 1st factor is most important and can be extracted.

Figure-4.1: Scree Plot

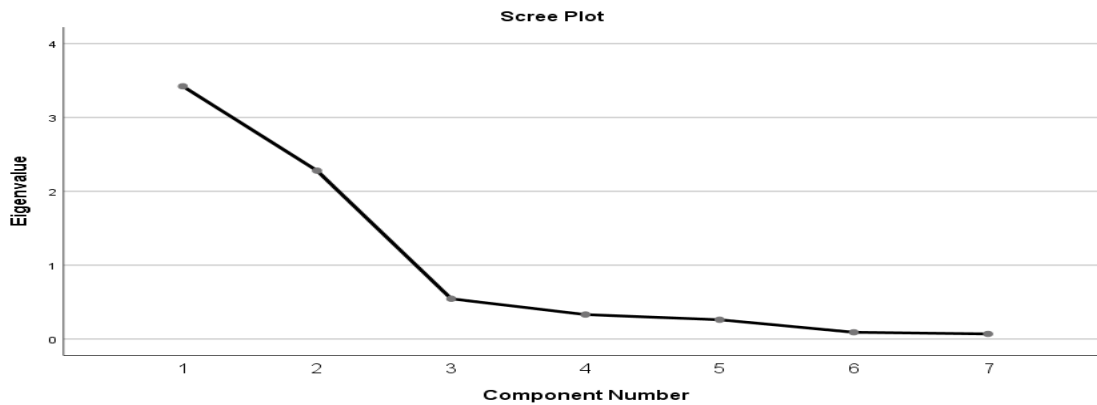


Table- 4.3 Rotated Component Matrix^a

Rotated Component Matrix ^a		
	Component	
	1	2
I purchase books for Personal collection	.938	.178
I purchase books because I am fond of reading new books	.886	.004
I purchase books because of the liking for the author	.821	.441
I purchase books for Institute's Library enrichment	.762	-.443
I purchase books for Self-study / Knowledge enhancement	.280	-.892
I purchase books because of the liking for the publisher	.174	.866
I purchase books to give as a gift	.460	.702
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Findings: Most Important Reasons of buying book

In the present study Factor Analysis exhibits the rotated factor loading for the statements (Variables) of most Important Reasons of buying.

Looking at table of Rotated Component Matrix, we find out that-

Factor -1 includes following **4** variables

1. I purchase books for Personal collection
2. I purchase books because I am fond of reading new books
3. I purchase books because of the liking for the author
4. I purchase books for Institute's Library enrichment

Factor -2 includes following **3** variables

1. I purchase books for Self-study / Knowledge enhancement
2. I purchase books because of the liking for the publisher
3. I purchase books to give as a gift

T-Test: Difference between the perception of Male & Female respondents for 'Reasons of buying book'

- ❖ **Alternate Hypothesis-1 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Personal collection.
- ❖ **Null Hypothesis-1 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Personal collection.

- ❖ **Alternate Hypothesis-2 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Institute's Library enrichment.
- ❖ **Null Hypothesis-2 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Institute's Library enrichment.

- ❖ **Alternate Hypothesis-3 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books for Self-study / Knowledge enhancement
- ❖ **Null Hypothesis-3 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books for Self-study / Knowledge enhancement.

- ❖ **Alternate Hypothesis-4 (H1):** There is significant difference between the two groups

(Male & Female) for the variable- I purchase books because I am fond of reading new books.

- ❖ **Null Hypothesis-4 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because I am fond of reading new books.
- ❖ **Alternate Hypothesis-5 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the author.
- ❖ **Null Hypothesis-5 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the author.
- ❖ **Alternate Hypothesis-6 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the publisher.
- ❖ **Null Hypothesis-6 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books because of the liking for the publisher.
- ❖ **Alternate Hypothesis-7 (H1):** There is significant difference between the two groups (Male & Female) for the variable- I purchase books to give as a gift.
- ❖ **Null Hypothesis-7 (H0):** There is no significant difference between the two groups (Male & Female) for the variable- I purchase books to give as a gift.

Table- 4.18 Group Statistics

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
I purchase books for Personal collection	Male	310	4.23	.893	.051
	Female	310	4.06	.650	.037
I purchase books for Institute's Library enrichment	Male	310	3.31	.860	.049
	Female	310	2.71	.904	.051
I purchase books for Self-study / Knowledge enhancement	Male	310	4.80	.449	.025
	Female	310	4.35	.618	.035
I purchase books because I am fond of reading new books	Male	310	4.09	.911	.052
	Female	310	3.91	.819	.047

I purchase books because of the liking for the author	Male	310	3.41	1.003	.057
	Female	310	3.38	.823	.047
I purchase books because of the liking for the publisher	Male	310	2.27	1.268	.072
	Female	310	2.75	1.161	.066
I purchase books to give as a gift	Male	310	3.23	1.083	.061
	Female	310	3.75	1.247	.071

Table- 4.19 Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I purchase books for Personal collection	Equal variances assumed	133.367	.000	2.571	618	.010	.161	.063	.038	.284
	Equal variances not assumed			2.571	564.960	.010	.161	.063	.038	.284
I purchase books for Institute's Library enrichment	Equal variances assumed	2.435	.119	8.559	618	.000	.606	.071	.467	.746
	Equal variances not assumed			8.559	616.511	.000	.606	.071	.467	.746
I purchase books for Self-study / Knowledge enhancement	Equal variances assumed	91.979	.000	10.410	618	.000	.452	.043	.366	.537
	Equal variances not assumed			10.410	563.837	.000	.452	.043	.366	.537
I purchase books because I am fond of reading new books	Equal variances assumed	27.745	.000	2.643	618	.008	.184	.070	.047	.321
	Equal variances not assumed			2.643	611.228	.008	.184	.070	.047	.321

I purchase books because of the liking for the author	Equal variances assumed	27.312	.000	.350	618	.726	.026	.074	-.119	.171
	Equal variances not assumed			.350	595.277	.726	.026	.074	-.119	.171
I purchase books because of the liking for the publisher	Equal variances assumed	.205	.651	-4.923	618	.000	-.481	.098	-.672	-.289
	Equal variances not assumed			-4.923	613.246	.000	-.481	.098	-.672	-.289
I purchase books to give as a gift	Equal variances assumed	6.404	.012	-5.572	618	.000	-.523	.094	-.707	-.338
	Equal variances not assumed			-5.572	606.076	.000	-.523	.094	-.707	-.338

Interpretation & Findings

From the above analysis, it was found that the values of asymptotic significance comes out to be more than 0.05 in case of **one variable- (I purchase books because of the liking for the author)**, hence, it can be seen that there is no significant difference between the two groups (**Male & Female**). So, it can be concluded that **Alternate Hypothesis 5 is rejected** and **Null Hypotheses 5 is accepted**.

It was found that the value of asymptotic significance comes out to be less than 0.05 in case of **five variables- (I purchase books for Personal collection, I purchase books for Institute's Library enrichment, I purchase books for Self-study / Knowledge enhancement, I purchase books because I am fond of reading new books, I purchase books because of the liking for the publisher & I purchase books to give as a gift)**, hence, it can be seen that there is significant difference between the two groups (**Male & Female**). So, it can be concluded that **Alternate Hypotheses 1,2,3,4,6 and 7 are accepted** and **Null Hypotheses 1,2,3,4,6 and 7 are rejected**.

T-Test: Difference between the perception of respondents of Government Institution and Private Institution for 'Reasons of buying book'

- ❖ **Alternate Hypothesis-1 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Personal collection.
- ❖ **Null Hypothesis-1 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Personal collection.

- ❖ **Alternate Hypothesis-2 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Institute's Library enrichment.
- ❖ **Null Hypothesis-2 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Institute's Library enrichment.

- ❖ **Alternate Hypothesis-3 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books for Self-study / Knowledge enhancement
- ❖ **Null Hypothesis-3 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books for Self-study / Knowledge enhancement.

- ❖ **Alternate Hypothesis-4 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books because I am fond of reading new books.
- ❖ **Null Hypothesis-4 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books because I am fond of reading new books.

- ❖ **Alternate Hypothesis-5 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the author.
- ❖ **Null Hypothesis-5 (H0):** There is no significant difference between the two groups

(Government & Private) for the variable- I purchase books because of the liking for the author.

- ❖ **Alternate Hypothesis-6 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the publisher.
- ❖ **Null Hypothesis-6 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books because of the liking for the publisher.

- ❖ **Alternate Hypothesis-7 (H1):** There is significant difference between the two groups (Government & Private) for the variable- I purchase books to give as a gift.
- ❖ **Null Hypothesis-7 (H0):** There is no significant difference between the two groups (Government & Private) for the variable- I purchase books to give as a gift.

Table- 4.20 Group Statistics

Group Statistics					
	Type of Institution	N	Mean	Std. Deviation	Std. Error Mean
I purchase books for Personal collection	Government Institution	200	4.20	.787	.056
	Private Institution	420	4.12	.783	.038
I purchase books for Institute's Library enrichment	Government Institution	200	3.10	.951	.067
	Private Institution	420	2.97	.921	.045
I purchase books for Self-study / Knowledge enhancement	Government Institution	200	4.66	.477	.034
	Private Institution	420	4.53	.627	.031
I purchase books because I am fond of reading new books	Government Institution	200	4.01	1.030	.073
	Private Institution	420	4.00	.785	.038
I purchase books because of the liking for the author	Government Institution	200	3.44	.849	.060
	Private Institution	420	3.38	.948	.046
I purchase books because of the liking for the publisher	Government Institution	200	2.41	1.148	.081
	Private Institution	420	2.55	1.277	.062
I purchase books to give as a gift	Government Institution	200	3.49	1.098	.078
	Private Institution	420	3.49	1.241	.061

Table – 4.21 Independent Samples Test

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I purchase books for Personal collection	Equal variances assumed	.597	.440	1.092	618	.275	.074	.067	-.059	.206
	Equal variances not assumed			1.090	389.442	.277	.074	.068	-.059	.206
I purchase books for Institute's Library enrichment	Equal variances assumed	4.390	.037	1.667	618	.096	.133	.080	-.024	.290
	Equal variances not assumed			1.648	380.445	.100	.133	.081	-.026	.292
I purchase books for Self-study / Knowledge enhancement	Equal variances assumed	30.778	.000	2.478	618	.013	.124	.050	.026	.222
	Equal variances not assumed			2.726	500.545	.007	.124	.046	.035	.213
I purchase books because I am fond of reading new books	Equal variances assumed	35.723	.000	.067	618	.947	.005	.075	-.142	.152
	Equal variances not assumed			.061	312.918	.952	.005	.082	-.157	.167
I purchase books because of the liking for the author	Equal variances assumed	7.818	.005	.810	618	.418	.064	.079	-.091	.219
	Equal variances not assumed			.842	433.186	.400	.064	.076	-.085	.213
I purchase books because of the liking for the publisher	Equal variances assumed	5.435	.020	-1.362	618	.174	-.145	.106	-.354	.064
	Equal variances not assumed			-1.414	431.503	.158	-.145	.102	-.346	.056

I purchase books to give as a gift	Equal variances assumed	5.106	.024	-.030	618.618	.976	-.003	.103	-.205	.199
	Equal variances not assumed			-.031	437.657	.975	-.003	.098	-.197	.190

Interpretation & Findings

From the above analysis, it was found that the values of asymptotic significance comes out to be more than 0.05 in case for **six variables- (I purchase books for Personal collection, I purchase books for Institute’s Library enrichment, I purchase books because I am fond of reading new books, I purchase books because of the liking for the author, I purchase books because of the liking for the publisher & I purchase books to give as a gift)**, hence, it can be seen that there is no significant difference between the two groups (**Government & Private**). So, it can be concluded that all **Alternate Hypotheses 1,2,4,5,6 and 7 are rejected** and all **Null Hypotheses 1,2,4,5,6 and 7 are accepted**.

It was found that the value of asymptotic significance comes out to be less than 0.05 in case of **one variables- (I purchase books for Self-study / Knowledge enhancement)**. So, it can be concluded that all **Alternate Hypotheses 3 is accepted** and all **Null Hypotheses 3 is rejected**.

5: CONCLUSION & DISCUSSION

The research conducted on the aforementioned topic revealed some interesting aspects of reasons of buying books. The results of factor analysis for most important reasons of buying a books for the academicians showed that the academicians bought books for maintaining personal collection. It is indeed a very interesting and realistic finding, as academicians are supposed to have their personal collection for books for quenching their thirst for reading new books. Likeness for a particular author and enriching institute’ s library were found to be the other most important reasons of book buying among the academicians. Moreover, buying books to enhance one` s knowledge, to give it as a gift and buying it because of the likeness for the publisher were also among the most important reasons of buying a book and stood at the second place. The results were so obvious and realistic as books are a source of knowledge and pleasure to those who understand the power of knowledge and thus academicians are by profession and passion the devotees of knowledge. Therefore, they not only purchase books for their enhancement but also to give it as a present and brighten the

path of others and also enrich the library of their institute with quality content.

Further the results of the T test revealed that in finding the difference between male & female 's perception towards reasons of buying a book, it can be deduced that for all the above mentioned reasons of buying a book, there was a significant difference in the male and female 's perception except for the likeness of the author. As such likeness for the author stood as a gender neutral reason of buying a book because both the readers irrespective of their gender developed a sense of liking for the author and buys books as per it. While coming to the difference in perspective of academicians of government and private institute, for all the variables except buying books to enhance one`s knowledge, there seemed to be no significant difference in their perspective. It pinpoints a fascinating reason that could be the underlying reason of the difference between the quality of teaching in government and private institutes.

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