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THE IMPACT OF THE DIGITAL ERA ON CONSUMPTION OF LITERATURE

International Business
2023

TIIVISTELMÄ

Tekijä	Emmi Syrjälä
Opinnäytetyön nimi	Digitaalisen aikakauden vaikutus kirjallisuuden kulutukseen
Vuosi	2023
Kieli	englanti
Sivumäärä	54 + 1 liite
Ohjaaja	Peter Smeds

Digitaalinen aikakausi on muuttanut ihmisten suhdetta kirjallisuuden kulutukseen. Muutos on tuonut uusia mahdollisuuksia, kuten äänikirjoja ja e-kirjoja, kuluttaa kirjallisuutta perinteisen painetun kirjan lisäksi. Tutkimuksen tavoitteena on analysoida digitalisaation vaikutusta kirjojen kustantamiseen ja kulutukseen 2010-luvulta lähtien.

Teoreettisessa viitekehyksessä tutkitaan ja vertaillaan erilaisia tapoja, joilla yksilöt voivat kirjallisuutta nykypäivänä kuluttaa. Pohditaan digitalisaation vaikutuksia kirjankustannukseen, esitellään Suomessa saatavilla olevat kirjojen tilauspalvelut ja tuodaan esiin muutoksia kirjamarkkinoiden keskeisissä luvuissa, kuten myynneissä ja hinnoissa. Lopuksi käydään läpi kuluttajien ostokäyttäytymistä, ja annetaan yleiskuva kuluttajien ostopäätöksiin ja ostoprosessiin vaikuttavista tekijöistä.

Digitaalisten formaattien kasvavasta suosiosta huolimatta painetut kirjat ovat edelleen johtava formaatti. Tästä huolimatta myös digitaaliset vaihtoehdot ovat suosituin muoto merkittävälle osalle kuluttajista. Nämä tulokset korostavat molempien formaattien rinnakkaiseloja ja merkitystä kuluttajien keskuudessa. Erot digitalisaation vaikutuksissa havaitaan erityisesti eri ikäryhmien ja siinä mikä oli eniten kulutettu kirjaformaatti välillä.

ABSTRACT

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Title	The Impact of the Digital Era on Consumption of Literature
Year	2023
Language	English
Pages	54 + 1 Appendix
Name of Supervisor	Peter Smeds

The digital era has profoundly transformed how people consume literature. The change has introduced new formats, such as audiobooks and e-books, to consume literature, in addition to the traditional print book format. This research aims to analyse the impact of digitization in book publishing and consumption during the 2010s and after.

In the theoretical framework, various ways in which individuals can consume literature are examined and compared. The impact of digitization in the book publishing industry is explored, and book subscription services available in Finland are introduced. Changes in key figures of the book market, such as sales and prices are presented. Finally, consumer buying behaviour is discussed, providing an overview of factors influencing consumer buying decisions and the buying decision process.

Despite the growing popularity of digital formats, print books are the leading format. Nevertheless, digital formats are still the preferred format to considerable number of consumers. These results emphasize the coexistence and continued significance of both formats amongst consumers. Differences in effects of digitalization are found especially between different age groups, and depending on what was the preferred book format.

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APPENDIX 1 Questionnaire questions

1 INTRODUCTION

The first section will discuss the background and objective of the thesis. The research questions and the possible limitations of the research as well as the structure of the thesis are presented.

1.1 Background and objective

The arrival of the digital era has ushered in a transformative shift in the way individuals engage with information, entertainment, and literature. The traditional landscape of consuming literature, once dominated by printed books and physical libraries, has undergone profound changes with the widespread of digital technologies. This shift has given rise to new platforms, formats, and modes of literary consumption.

The digital era has witnessed the rise of e-books, audiobooks, and online platforms. E-books have become increasingly common, offering readers access to extensive digital libraries at their fingertips. Audiobooks, with their immersive and multitasking-friendly nature, have opened literature to individuals in ways not previously imaginable. Social media platforms have become virtual meeting places for readers, encouraging discussions, recommendations, and the creation of digital book communities.

The objective of this research is to study and analyse the effect of the changes brought by the digitalization of both book publishing and book consumption in the 2010s and after. This is done, by first, in the theoretical framework, establishing an understanding of the current situation, and then conducting a survey where preferences and habits of consumers are measured. By comparing the result of the survey with the established theoretical framework, the goal is to answer the research questions below.

1.2 Research questions

1. Has the preferences of people to consume literature changed with the new options brought by digitalisation?
2. What are the reasons behind the changes in preferences?
3. Has digitalisation encouraged people to consume more literature?

1.3 Limitations

While researching the chosen topic and utilizing survey data for empirical insights, it is essential to acknowledge and address potential limitations to ensure the validity and reliability of the findings. Some possible limitations that may be associated with this thesis are:

The questionnaire may attract a specific demographic group more than others, leading to a biased sample that does not accurately represent the diversity of literature consumers. Participants may provide socially desirable responses, they might overstate or understate their actual reading habits due to perceived societal expectations and that may affect the accuracy of the data. As the study is based on Finnish consumers, findings from the survey might not be universally applicable.

1.4 Structure

The thesis is divided into five sections: introduction, theoretical framework, empirical study, findings, and conclusion.

In the first section is presented background information of the study, objective, and research questions that the study aims to address. Limitations of the research are identified and the structure that the thesis will follow is shared. In section two various methods and channels through which literature is consumed are discussed. The impact of digitalization on the book publishing sector and

consumption are examined. Different e- and audiobook subscription services available in Finnish markets are presented. Aspects such as sales and prices within book markets are also shared. Factors influencing consumer decisions and the buying process are discussed. In section three the approach and techniques used in the empirical study are presented. Details of the design and formulation of the questionnaire are shared as well as the process of gathering the empirical data. Lastly the credibility and reliability of the study are addressed. In the fourth section empirical findings are presented and analysed to offer insights into the survey outcomes. In the fifth and last section key findings of the survey and conclusions obtained from the research are shared.

2 THEORETICAL FRAMEWORK

The second section will discuss the theoretical framework of the thesis. The main concepts related to the topic of the study as well as affecting factors are presented to establish understanding of the current situation.

2.1 Ways to consume literature

In an article written by Virtanen (2023), the executive director of Lukukeskus Emmi Jäkkö highlights the significant differences among individuals in how they process and receive information. According to Jäkkö, in order to increase accessibility, it is crucial to provide a range of options for consuming literature. While some individuals remember and learn through reading, others grasp information more effectively by listening. Nevertheless, engaging in both reading and listening to books not only enhances vocabulary and concentration, but it can have a calming effect on the mind.

Kivimäki (2023) states that due to reading difficulties, such as dyslexia, disabilities, or concentration challenges, it is impossible for a large part of people to read an entire printed work of fiction from cover to cover. Digitization in the book industry can make literature accessible to readers for whom it was previously foreign or impossible. Readers are a diverse group, and the book industry needs to identify different needs and respond to them so that books would be accessible to more and more people.

Currently the main ways of consuming literature are traditional print books, e-books, and audiobooks. Each of them comes with their own benefits and issues.

Many readers love the feel that traditional print books offer. It can be held, pages turned, and going back and forth between the pages is simple. It is also easier to have a feel at what point of a book you are. Traditional print books are a way to focus solely on the object in front of you, and delving into the story of the book can be easier. For some people print books are the first choice out of habit. Books

with pictures are easier to appreciate on print than from a small screen, and some non-fiction books like cookbooks are simply easier to use as physical books. (Investopedia, 2022)

E- and audiobooks can be a more convenient way to consume literature than print books, as especially hardcovers can be difficult to carry around. Digital publications can be accessed by smartphones or tablets, and they offer a way to carry an entire library in the pockets of people, just a few clicks away. While e- and audiobooks can be more affordable than print books and are easier to access and store, electronical devices can run out of battery and they also need internet connection, at least to download the works to use them offline later. Additionally, individuals who already spend extended durations of time in front of computer screens during their workday may find continuing their evenings by reading from device screens less appealing. (McMaken, 2022)

In the 2010s, the popularity of audiobooks exploded with the spread of mobile technologies. Nowadays, more and more books are also published as audiobooks. (Äänikiriapalvelu, n.d.) Demand for audiobooks is being driven by a growing consumer preference as they offer flexibility and convenience. Audiobooks allow people to listen to them while doing other activities, such as exercising, doing housework or shopping. This has led to the increased consumption of books by consumers who previously may not have had the time or inclination to read print books. The growth of digital platforms and subscription-based models has made it easier than ever for consumers to access a wide variety of books. (Market.us, 2023).

2.2 Digitalisation in the book publishing industry

Over the past decade, the publishing industry has experienced a profound transformation, with digital technologies emerging as a significant driver of change. This transformation started due to the spread of digital devices, such as smartphones, tablets, and e-readers. (Tech sense, 2023)

Digitization is changing the book market as digital publication formats bring new distribution channels and audiences to books. Already more than every second book sold in Finland is digital, either an audiobook or a readable e-book. 40% of the money that book sales bring to publishers come from the sale of digital publications. Especially the audiobook market has grown strongly in recent years and new consumers have found their way to literature with audiobooks. Most audiobooks are consumed through subscription services, such as BookBeat and Storytel. (Suomen kustannusyhdistys, n.d.)

Audiobooks and e-books can be accessed by borrowing, buying, or joining a subscription service.

From online bookstores or digital distribution services, such as Adlibris, Suomalainen Kirjakauppa and Google Play Kirjat, consumers can buy e- and audiobooks for themselves to own and use either with the service's own application or on any compatible device. (Äänikirjapalvelu, n.d.)

Most public libraries offer access to digital libraries where it is possible to borrow e- and audiobooks. Access can be gotten to for example Celia, a special library run by the state. Every year, Celia produces books in accessible formats, and approximately 30% of all fiction and non-fiction published in Finland are published there as audio- and braille books. Currently, there are more than 50,000 different audiobooks in their selection, which can be accessed directly online. (Celia, 2023). From Yle Areena, Elisa Kirja and YouTube it is also possible to listen to some audiobooks for free. (Vertailut.com, 2023)

There are several subscription services available in Finnish markets, through which you can read e-books and listen to audiobooks with the service's own application, either by streaming via the internet or offline by first downloading the file to your device. As a subscriber to a book subscription service, you can choose from a variety of books and listen to or read them for a fixed monthly fee instead of having to pay separately for each work you listen to. Book subscription services

work on the same principle as other streaming services, such as Spotify and Netflix, which offer a large selection of different titles and the possibility of listen or read to them for a selected amount of time or even unlimitedly, depending on chosen service and model. (Äänikirjat.fi, n.d.)

2.3 E- and audiobook subscription services in Finland

The subject of interest in this thesis as a distribution channel for e- and audiobooks is paid book subscription services, which have greatly increased in popularity in recent years. In focus are especially the most popular services in Finland: BookBeat, Storytel, Nextory and Elisa Kirja.

BookBeat is a Swedish based subscription service and is one of Europe's leading streaming services for audiobooks and e-books. It started operations in 2015 and was launched in Finland shortly after in spring 2016. It is owned by Swedish media company Bonnier, one of largest publishing house groups in Europe and is reportedly the most popular book subscription service in Finland. In October 2023 BookBeat has more than 300,000 paying customers in Finland and has a selection of over 800,000 e- and audiobooks. BookBeat has three different subscription options and offers a free trial of 45 days for new customers. (BookBeat, 2023)

Storytel was founded in Sweden in 2005 and currently operates in more than 25 countries. It started operating in Finland in the spring of 2016. Storytel is the largest book subscription service in the Nordic countries, which already has more than 1.5 million users around the world. They have a selection of around 700,000 works, which also include exclusive Storytel original content. Storytel has four different subscription options and offers a free trial of seven days for new customers. (Storytel, 2023)

Nextory was founded in Sweden in 2015, and it came available to use in Finland in the fall of 2018. They offer around 400,000 works, which is limited compared to

its competitors. (Vertailut.com, 2023) Nextory has three different subscription options and offers a free trial of thirty days for new customers. (Nextory, n.d.)

Elisa Kirja is a Finnish book subscription service that started operations in 2010. It offers around 10,000 publications, which is considerably less than its Swedish competitors. (Vertailut.com, 2023) In addition to the subscription service, it is possible to buy individual e- and audiobooks from them. Elisa Kirja has two different subscription options and offers a free trial of thirty days for new customers. (Elisa Kirja, 2023)

These book subscription services have many things in common, and they mostly work on the same principles, but there are also differences. All services offer content to read and listen to. The selections of books available in the services vary in terms of amounts and languages. Storytel and BookBeat are the most comprehensive in terms of content. Differences can be found in user interfaces, pricing models and the length of the free trial period. (Vertailut.com, 2023)

Book subscription services attract new customers to their services by offering a free trial period, which can last from one week to 45 days. After the trial period, customer can either continue using the service by paying the monthly fee or cancel the subscription. According to Hänti (2021) all kinds of free trials usually work well, because they make it possible for a customer to confirm the suitability of the service for them and remove any possible doubts that they may have. By giving the customers a preview of the service, they are more likely to continue to use it even after the trial period ends.

2.4 Book markets

2.4.1 Sales

In the below figures are presented statistics provided by Finnish Publishers Association (FBA) about sales in book publishing industry across different categories. FBA is a non-profit cooperation whose 99 members are Finnish

publishers of books and learning materials. Together they represent about 80% of Finnish book sales. (Finnish Publishers Association, 2023)

Total sales by type of publication 2018–2022

Net sales excluding VAT in millions of euros

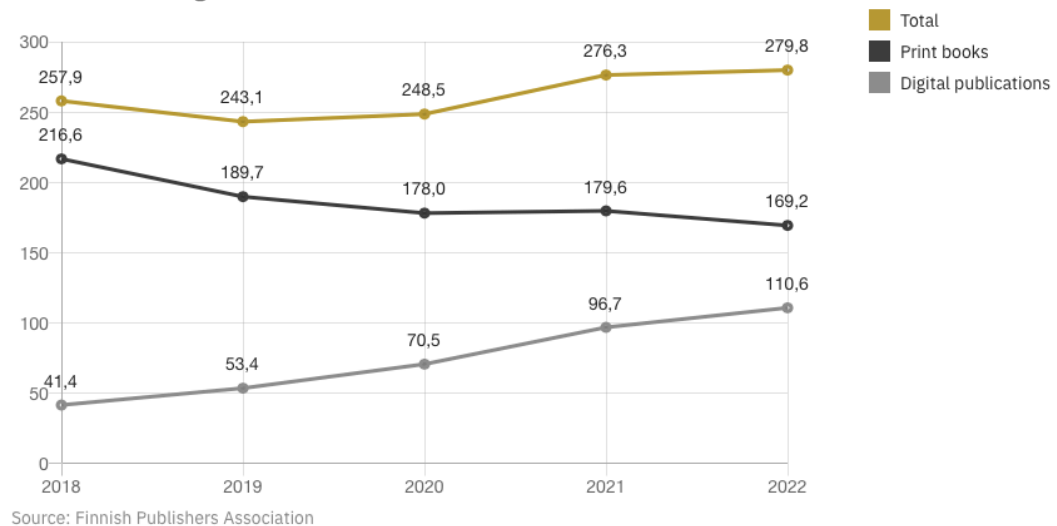


Figure 1 Total sales by type of publication 2018-2022

When looking at total sales by the type of publication, since 2018 until 2022 sales of digital publications are increasing and sales of print books are decreasing. The total sales of publications have been growing from 2019 to 2023 after decreasing minutely in 2019 compared to 2018. In five years, digital publications have gone from accounting just 16% of sales to 40% of sales. (Finnish Publishers Association, 2023) While print books still hold a larger share of total sales, if the current trend will continue in the upcoming years, it is possible that sales of digital publications will bypass the sale of print books.

Total sales of digital publications 2018–2022

Net sales excluding VAT, in thousands of euros

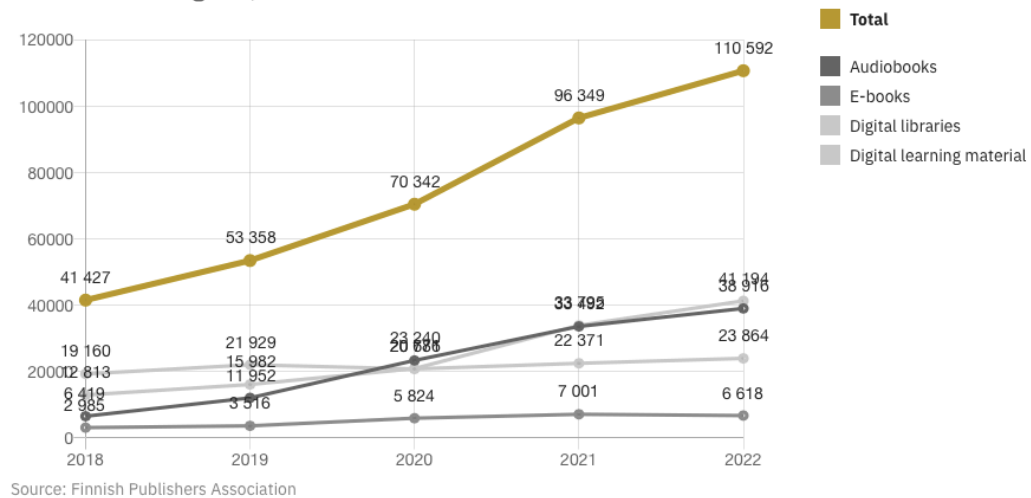


Figure 2 Total sales of digital publications 2018-2022

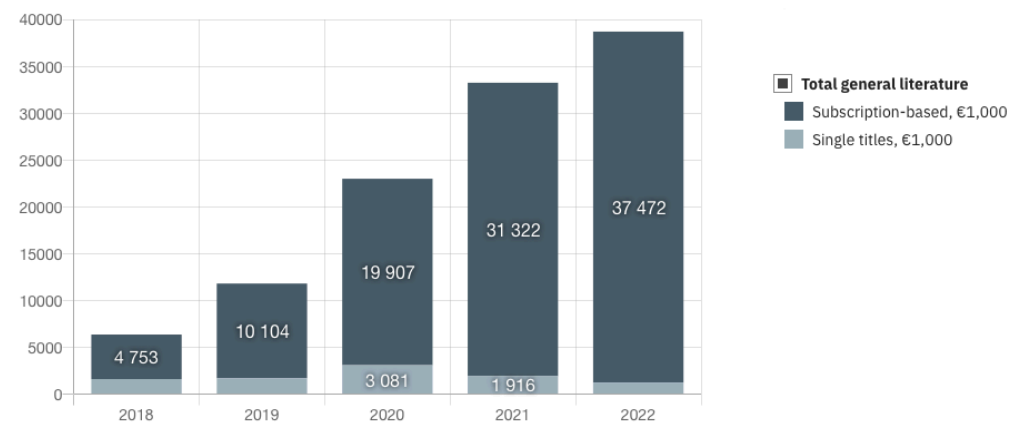
When taking a closer look of the sales of digital publications by format, they are divided into four categories: audiobooks, e-books, digital libraries, and digital learning materials. A digital library is a product that includes the right to read or listen to multiple works or a substantial number of other materials or functions, for example legal or medical databases. (Finnish Publishers Association, 2023). Digital learning material refers to materials for teachers or students that have been published in digital learning environments or as separate e- or audiobook publications. (Finnish Publishers Association, 2023). As the focus of this thesis is on consumer markets, the point of interest is especially in e- and audiobook sales. Of them, audiobooks have the bigger portion of sales since 2020. Audiobooks account for 35% of sales in 2022, while in 2018 they accounted only 7% of sales. In 2022 sales of e-books consist 6% of sales, and their sales have remained steadier in the past five years. (Finnish Publishers Association, 2023)

To get a better understanding where e- and audiobooks are bought, FBA provides data about how much of the sales come from subscription-based sales and how much from per-title sales. Subscription-based pricing involves customers paying for access to a service such as BookBeat or Storytel over a set duration of time for a monthly fee. In this model, a unit sold corresponds to a work that has been

consumed or read to a sufficient extent. Per-title pricing entails customers purchasing a digital copy of a book with a permanent licence for use, from platforms like Adlibris or Suomalainen Kirjakauppa. (Finnish Publishers Association, 2023)

Sales of audiobooks 2018–2022

Net sales excluding VAT, in thousands of euros



Source: Finnish Publishers Association

Figure 3 Sales of audiobooks in Finland in 2018-2022

When looking at the sales of audiobooks, in 2022, 97% of audiobook sales came from subscription-based sales and just 3% from per-title sales. (Finnish Publishers Association, 2023) This data indicates a substantial dominance of subscription-based purchases in the audiobook market and indicates that a vast majority of consumers prefer access models with recurring payments, rather than making individual, one-time purchases for audiobooks.

Sales of e-books 2018–2022

Net sales excluding VAT, in thousands of euros

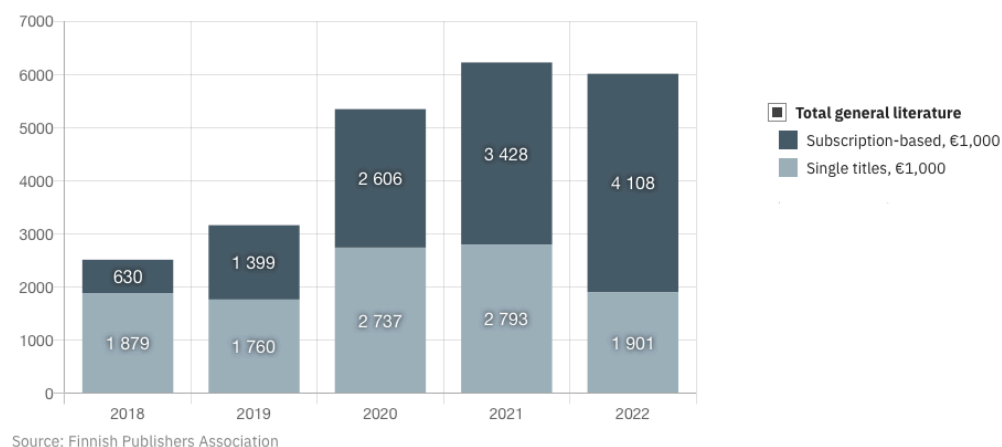


Figure 4 Sales of e-books in Finland in 2018-2022

With e-books the difference between subscription-based and per-title sales is not as extensive, though the data suggests that in 2022, a major part of e-book sales came from subscription-based purchases. 68% of e-book sales were generated through subscription models, indicating a substantial portion of consumers opting for recurring payment plans to access a variety of e-books. In contrast, 32% of e-book sales were from individual per-title purchases, revealing a smaller but still significant portion of the market that prefers making one-time purchases for specific e-books. (Finnish Publishers Association, 2023)

This data highlights the popularity and appeal of subscription-based models in both e- and audiobook markets. A significant portion of consumers favour the convenience and accessibility offered by subscription services as they provide cost-effective access to a broad range of digital books through a recurring payment plan, rather than opting for individual, per-title purchases.

In addition to sales per format, a point of interest is also the amount of people who are customers of some book subscription service. A study carried out by Taloustutkimus in 2022 reveals that e- and audiobook subscription services were ordered by 21% of Finns. The share had increased by 17% from the previous study that was conducted in 2020, meaning that a larger portion of Finns are choosing

subscription-based models to access electronic books and audiobooks. (Kirjakauppaliitto, 2023)

In the same study it was found that across different background factors, buying and reading or listening to books seems to be more evenly distributed than before, both in terms of printed books and book subscription services. The influence of age, place of residence and level of education on the share of people who bought books has clearly decreased in recent years. The difference between the genders in book purchases has grown instead, women buy and read more books than men, and book subscription services are especially popular among women. (Kirjakauppaliitto, 2023)



Figure 5 Global book sales by format (\$ billion)

From the graph above it can be seen that on a global scale, print books dominate the market with about 77% of the book sales in 2023. However, globally e-books are purchased more than audiobooks unlike in Finland where audiobooks have a bigger share of sales. In the next five years sales of print books is expected to

decrease by 1%. Sales of digital publication on the other hand is expected to be growing, with audiobooks by 13% and e-books by 11%. (Words rated, 2023)

2.4.2 Prices

In general, printed books tend to be more expensive than e- and audiobooks. According to Suomen Kustannusyhdistys, Finland's best-selling book in 2022 across all genres and formats was a children's book "Kani joka tahtoi nukahtaa" by Carl-Johan Forssén Ehrlin and second best-selling book was a fiction book "Hildur" by Satu Rämö. (Suomen kustannusyhdistys, 2023) The table below shows the prices at which the books can be bought from Suomalainen Kirjakauppa.

Table 1 Prices of Finland's best-selling books of 2022 in Suomalainen Kirjakauppa in 2023

	Kani joka tahtoi nukahtaa	Hildur
Print	14.95€	25.95€
E-book	6.95€	14.95€
Audiobook	11.95€	15.95€

When acquiring book subscription services, the consumer compares their prices with other similarly priced content services, such as Spotify or Netflix. The comparison is therefore not only made between services that offer e- and audiobooks, as the streaming services that were already on the market in the past have shaped the pricing of the market to a certain level. The economics of a service starts from how much the consumer is willing to pay per month for the right to listen and read books. The service provider and publisher must then price their product so that there is demand for it. (Suomen kustannusyhdistys, n.d.)

Table 2 Prices of selected book subscription services in Finland in 2023

	Basic	Premium
BookBeat	9.99€ / 20h	16.99€ / 100h
Storytel	9.99€ / 20h	14.99€ / 100h
Nextory	9.99€ / 25h	15.99€ / 100h
Elisa Kirja	9.99€ / 20h	16.99€ / 110h

When thinking about which will be more cost-effective in the long run, especially for frequent readers using a subscription service becomes more affordable than buying e- or audiobooks one by one. Depending on the genre and the author, a fiction book takes around 10 to 12 hours to listen or read. This means that about two books can be consumed with the basic subscription option that costs 10€, while if they were purchased as single titles, together they would cost around 25€. With the 100 hours subscription option it is possible to listen to or read around 6 books with an average price of 16€, but if the same books were to be bought one by one, their price would be approximately 75€, depending on the genre.

When popularity of the services increases among consumers, competition between the service providers is high. In 2023, smaller book subscription services in Finland Supla and Suomalainen Plus quit their own subscription models and joined with bigger ones, Supla with BookBeat and Suomalainen Plus with Storytel. (Mikrobitti, 2023) The bigger subscription services have had to increase their prices as well, for example Storytel increased the unlimited subscription plan price by 35% in 2023, and BookBeat eliminated their unlimited subscription plan altogether and now offer only plans with limited times. Reasons for these changes were announced to be wanting to develop content, ensure that a high-quality service can be developed in an economically sustainable way, and increases in

costs. Reportedly changes in prices did not have a remarkable change in customer numbers among the service providers, although feedback about the changes was received from dissatisfied customers. (Riihinen, 2023)

2.5 Consumer buying behaviour

Kotler et al. (2016) define consumer buying behaviour as the actions of final consumers, referring to individuals and households who acquire products and services for their personal consumption. The combination of these final consumers forms the consumer market.

An individual's desire to buy and the entire buying process are triggered by needs and driven by motives. Needs and motives are shaped by the different characteristics of the buyer and by the activities of marketing companies. A prerequisite for a company's existence and success is that it meets the needs on the market. (Bergström & Leppänen, 2021)

2.5.1 Factors affecting consumer buying decisions

Many factors affect the behaviour of individual consumers and the subsequent purchase decision. Behaviour is guided by the individual's environment, the situation of the surrounding world and society, as well as the actions of companies. Buyers' desire to buy and purchasing ability are also guided by the buyer's personal characteristics. (Bergström & Leppänen, 2021)

According to Kotler et al., (2016), factors affecting buying behaviour can be divided into three main categories: demographic, psychological and social. For the most part companies cannot affect these factors, but they must take them in to consideration when planning their activities.

Buyers' demographic factors refer to identifiable and measurable characteristics of individuals that significantly influence their buying behaviour. These parameters serve as the foundational elements and should be understood as they

are used as a base for market segmentation. Key demographic factors include for example age, gender, occupation, income, location, ethnicity, marital status, and family lifecycle. (Bergström & Leppänen, 2021)

Buyers' psychological factors refer to the internal factors of an individual, including their personal needs, habits, capabilities, and cognitive processes, all of which are reflected in their buying decisions. It's worth noting that psychological factors are intertwined with social factors, as human behaviour is inherently influenced by interactions with others. Conversely, demographic factors also play a role in shaping an individual's personal behaviour and preferences. (Bergström & Leppänen, 2021)

Dibb et al., (2016) divide psychological factors into five categories: attitudes, motives, perception, learning and personality.

Attitudes mean an individual's tendency to relate in a certain way to objects, for example a company or a product. A person's values are reflected in their attitudes. Attitudes can be considered to be created on the basis of information obtained, for example, on the basis of the company's marketing measures, on the basis of experiences, and on the influence of groups and the environment: family, acquaintances, media and culture have an essential influence on the world of attitudes. (Bergström & Leppänen, 2021)

Needs make a person active, but only actual reasons get a person to move and direct their behaviour to a certain activity. Person is not only a being who satisfies their needs, but also a decision-maker who strives for goals. Marketing uses the term purchase motive, which explains why the consumer purchases goods. Purchase motives are influenced by needs, personality, disposable income, and companies' marketing measures. Motives influence buyers' choices when they make buying decisions. Motives affect both the buyer's product choice and brand choice. Like needs, motives can also be classified in different ways, like rational and emotional motives. (Bergström & Leppänen, 2021)

An individual's actions are guided by their unique perception of any given situation. Everyone acquires knowledge through the reception of information around them. This information is then interpreted and processed in different ways, depending on the person. Perception represents the cognitive process through which individuals selectively collect, structure, and interpret information to construct a coherent understanding of their surroundings. (Kotler et al., 2016)

Learning refers to changes in behaviour as a result of information and prior experiences. The outcomes of an individual's actions play a crucial role in shaping the learning process. Behaviours that bring satisfying results are more likely to be repeated. So if the customer is content with their purchase decision, they are more likely to repeat it in the future. If they are not satisfied, they might switch to another brand for their next similar purchase. (Dibb et al., 2016)

Personality encompasses an individual's distinct internal attributes and behaviours that define their uniqueness. This distinct personality is a combination of inherent traits and personal life experiences. Personalities are often characterized by specific qualities, like ambition, extroversion, or competitiveness. Some marketers hold the view that a consumer's personality can indeed impact their choices regarding product types and brands. Consequently, they design advertising campaigns targeting certain types of customers. (Dibb et al., 2016)

Social factors affecting purchasing behaviour are for example word-of-mouth, social media platforms like Instagram or X (formerly Twitter), family, and role or status in different social groups. (Kotler et al., 2016)

2.5.2 Consumer buying decision process

Dibb et al. (2016) state that a major part of buying behaviour is the decision-making process used in making purchases. The consumer buying decision process includes five stages:

1. problem recognition

2. information search
3. evaluation of alternatives
4. purchase
5. post purchase evaluation

It is crucial to remember that while it is important to understand all the stages of the decision-making process, it is possible that it is not always followed all the way through. Firstly, not all decision-making processes lead to a purchase, even though the sequence suggests so. A consumer has the option to discontinue the process at any point of the process. Secondly, the five stages of the decision-making process are not always followed. Customers can change the sequence of stages, go back and forth between specific stages, and some stages might be bypassed. Individuals involved in extensive decision-making typically progress through all stages, while those engaged in limited decision-making and routine response patterns may skip specific phases, moving directly from problem recognition to making a purchase. (Dibb et al., 2016)

In the first stage, problem recognition, a consumer recognizes a problem or a need. These might be internal or external. Internal needs are based on basic needs, such as hunger or lack of a needed product. External needs on the other hand can arise from seeing advertisements or after having a discussion with someone, and a desire to make a purchase awakens from that. (Kotler et al., 2016)

The second stage is when consumer starts looking for information about the available options. Consumers can obtain information from several sources, such as friends and family, advertisements, displays or mass media. By acquiring enough awareness and knowledge, consumer can eliminate alternatives and narrow the options to choose from. (Kotler et al., 2016)

In the third step, evaluation of alternatives, consumer compares the different options available. In some cases, logical thinking and careful consideration is used to while in other decisions are made relying on intuition and purchase is made on

impulse. Consumer can make the evaluation by themselves or look for external opinions, for example from friends or salesperson. Buying decisions can be based on just one attribute or on several, in which case importance of attributes is weighed by the consumer. (Kotler et al., 2016)

Fourth step is the purchase decision. After the customer has ranked the available options in the evaluation of alternatives, purchase decision is made to buy the preferred option. Two factors can come between the purchase decision and purchase intention before the final choice. First is attitude of others, a person close to the customer can influence the buyer's decision and change their choice of preferred option. Second is unexpected situational factor, in which an unexpected event, such as shift in economy or prices, changes the purchase decision. (Kotler et al., 2016)

The fifth and final stage is the post-purchase behaviour. After the purchase, customer is either satisfied or dissatisfied with their decision, based on their expectations and perceived performance of the purchase. If the purchase does not meet the expectations, customer is disappointed. If it meets or even exceeds the expectations, customer is satisfied. Satisfied customers are the key to building profitable customer relationships, as they are more likely to buy products again, talk favourable of the company to others and buy less from competing companies, all of which are important for any company's operations. (Kotler et al., 2016)

3 EMPIRICAL STUDY

The third section will discuss the research methodology that was chosen for the study and all the significant factors that were considered when planning and constructing the research, such as the questionnaire construction, data collection and reliability and validity of the research.

3.1 Research methodology

The basic categorization of research approaches is between qualitative and quantitative research. (Kananen, 2015). In quantitative research the goal is to numerically describe something, a change in something or an effect on something. In qualitative research on the other hand the goal is to understand individual or group actions through the qualities attributed to them by people, such as desires, values, and beliefs. (Vilkka, 2015)

For this research a quantitative research approach was chosen. In quantitative research, the obtained research data is in numerical form and the results are presented as numbers and then interpreted and explained in writing. Figures are also compared against each other to understand how different aspects are related to each other or differ from one another. Quantitative research answers questions such as how many, how much, and how often. (Vilkka, 2007)

Quantitative data is usually collected by a questionnaire, interview, or systematic observation. (Hirsjärvi et al, 2009). For this research a questionnaire method was chosen. It involves gathering standardized information from a group of individuals. Key characteristics of the method include selecting a sample from a specific population, collecting data, and structuring the information obtained from each participant. The collected data is then utilized to describe, compare, and explain the selected phenomena. (Vilkka, 2007)

These methods were chosen as quantitative research is effective in measuring trends, patterns, and statistical relationships. Its suitability lies in its ability to

identify and quantify specific patterns, in this case reading habits and preferences in reading formats. The approach also permits comparative analysis between different background factors and actions. A questionnaire is an effective way to collect responses and data is gathered from a diverse and large sample. This allows providing a comprehensive perspective on the subject which means that the findings from the research enable statistical generalization, offering insights applicable to a broader population. Quantitative research is also a way to objectively measure and analyse the chosen topic, reducing bias and subjectivity.

3.2 Questionnaire construction

The questionnaire was created in Microsoft Forms. It was decided to be constructed in both Finnish and English to make it available to answer to more participants. All required questions were multiple-choice, but two open-ended questions were added as optional questions in case people wanted to further explain their choices and thoughts.

At the beginning there were background questions, asking age, gender, and main occupation to determine the demographics of the respondents. The rest of the questions were divided into three sections. First was to ask about reading habits, second about preferences with print and e-/audiobooks, and last section about buying books and experiences and opinions about book subscription services.

Before the questionnaire was published for data collection, it was tested with a few respondents to ensure that it was understandable and easily answerable. Questions were clarified and options added according to any issues and suggestions that occurred. Some questions were also added to get more comprehensive data. After the questionnaire was approved by the thesis supervisor, data collection started.

3.3 Data collection

The target group of the questionnaire was Finnish consumers from all backgrounds. Replies were wanted from both who had and had not read books in the past 12 months, as well as from both who had and had not consumed e- and audiobooks or been a customer of a book subscription service. Opinions were gathered to get insights and better understanding of people's preferences and opinions from both sides.

Data was collected by sharing the link to the questionnaire in social media, like Facebook and Instagram and messaging services like WhatsApp by the author and friends and family of the author. Replies were gathered by asking people to fill in the questionnaire and asking them to share the link to it further to people who might be willing to fill it.

Data was collected over a one-week period, and 142 replies were received. All replies were read and reviewed on the questionnaire platform, as well as Excel to further evaluate and analyse the data. Graphs and tables were created based on the collected data, and some of them have been included in the fourth section of this thesis as visual aid to make the data easily understandable and comparable.

3.4 Reliability and validity

The overall credibility of research is formed based on two crucial factors: reliability and validity. Research is deemed credible when it effectively mirrors the population of a study and minimizes random errors in its measurements. To achieve good credibility, it is necessary that the population is represented accurately and that precision in data collection was ensured. (Vilkka, 2007)

Validity means the capability of the researcher to measure its intended phenomena accurately. It evaluates how well a researcher has translated theoretical concepts into everyday language and measurements. High validity

implies that the study avoids misrepresenting concepts or introducing systematic errors. (Vilkka, 2007)

Reliability in research refers to the ability to consistently produce systematic results. It assesses the stability of results across repeated measurements, emphasizing the repeatability of research findings. Reliable research gives corresponding outcomes if the same study would be conducted again, regardless of who conducts it. (Vilkka, 2007)

While these issues have been taken into consideration while conducting the study, there are some possible factors that might affect the validity and reliability of this study. While high response rate was achieved, to enhance the uniformity of the findings a more diverse group could have been achieved in terms of age groups, gender and number of books consumed by respondents. The questionnaire was a standardized one so all respondents with similar actions were asked the same questions to acquire consistent results. However, due to anonymity of the questionnaire respondents could potentially provide inconsistent or inaccurate information.

4 FINDINGS

The fourth section will present the results of the questionnaire and analyse them in relation to the other questions and the theoretical framework.

4.1 Part 1

The first three questions of the questionnaire were background questions. Age, gender identity and occupation were asked about to establish the demographics of the respondents.

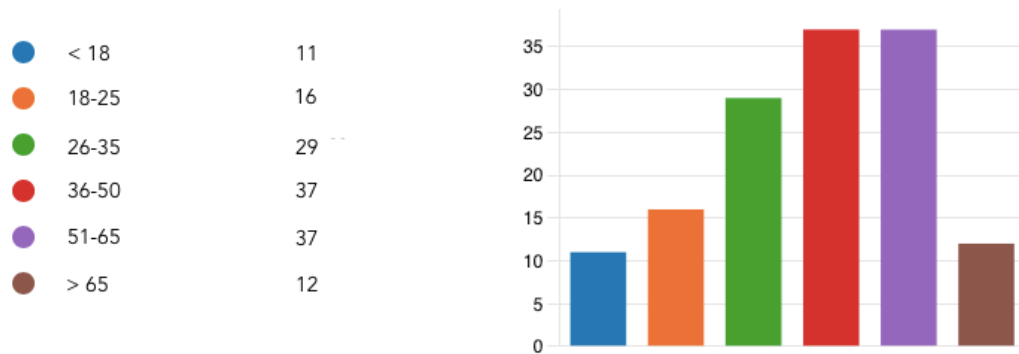


Figure 6 Age distribution of respondents.

The two most prominent age groups were individuals aged 36-50 and 51-65, each consisting of 26% of the respondents. The third-largest group was people aged 26-35, accounting for 20% of respondents, followed by those aged 18-25 at 11% of respondents. Respondents over the age of 65 accounted for 9%, while the smallest group consisted of individuals under 18 with 8%.



Figure 7 Gender identity of the respondents.

94 of the respondents stated that they were women (66%) and 45 that they were men (32%). Two persons preferred not to say their gender, and one person reported their gender as other.

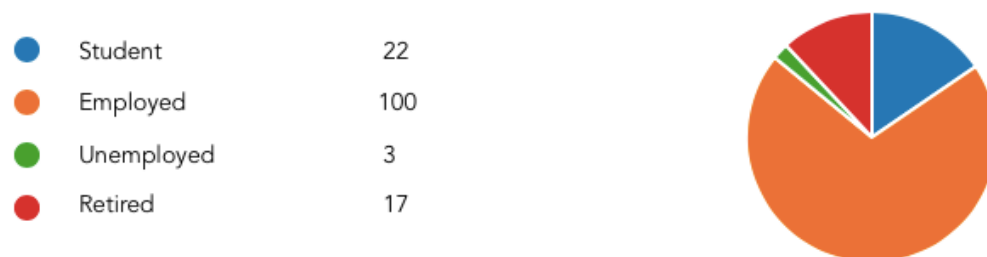


Figure 8 Main occupation of respondents.

The majority, 70% of the respondents were employed, followed by 16% who were students. 12% of individuals were retired and 2% were unemployed.

4.2 Part 2

Next section of the questionnaire was focused on the reading history and habits of the respondents.

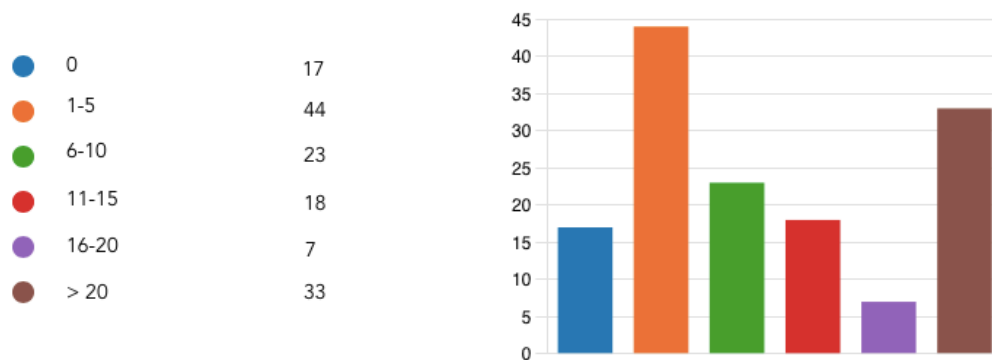


Figure 9 Approximately how many books have you read/listened to in the past 12 months?

A majority of the respondents, 31% had consumed 1-5 books in the past 12 months. Second most answered option was over 20 books with 23% of respondents. 16% had consumed 6-10 books, 13% 11-15 books and 5% 16-20 books. 12% of the respondents had not consumed any books in the past 12 months.

A table was generated to analyse the reading or listening amounts between the two major represented genders. Of the respondents that did not read or listen to any books in the past 12 months, a slight majority were men. Among those who reportedly read or listened between one and ten books, the difference between genders is not extensive, although the share of women is slightly bigger. However, among the people who read or listened over ten books in the past 12 months, it is clear that a bigger share of them were women, which indicates that women tend to consume more books than men.

Table 3 Gender/amount of books read

	Women	Men
0	47%	53%
1-5	56%	44%

6-10	59%	41%
11-15	84%	16%
16-20	71%	29%
> 20	91%	9%

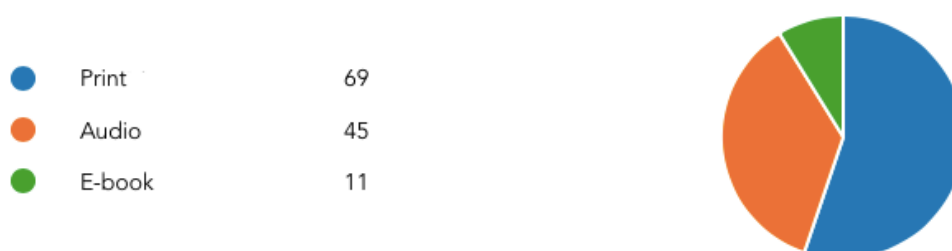


Figure 10 Of these, the majority of them were in which format?

People who replied that they had consumed books were asked to specify in what format the majority of the books that they had consumed were. 55% had consumed mostly print books, 36% audiobooks and 9% e-books. This corresponds to the statistics of FPA where printed books were the best-selling format of books, audiobooks the second, and e-books the third. (Finnish Publishers Association, 2023)

To achieve a better understanding about consumption of literature per format, replies to in what format most books were consumed were compared to the age of respondents. In the below table is shown what percentage of age groups had consumed mostly print books and what mostly digital formats.

Table 4 Age/format of books read

	Print	Digital formats
< 18	45%	65%

18-25	31%	69%
26-35	30%	70%
36-50	53%	47%
51-65	75%	25%
> 65	83%	17%

The findings underscore a noticeable trend where the choice of reading formats varies across different age groups. A generational shift is evident, particularly with the growing preference for digital formats among younger age groups. A considerable majority of individuals between ages 18 and 25 and 26 to 35, as well as those under the age of 18, exhibit a clear inclination towards consuming literature in digital formats. In contrast, individuals aged 36 to 50, 51 to 65, and those above 65 demonstrate a preference for traditional print books. In essence, the results underscore a shift in reading habits, influenced by generational differences. While younger individuals embrace the convenience and accessibility of digital formats, older age groups continue to hold onto the traditional feel and familiarity associated with print books.

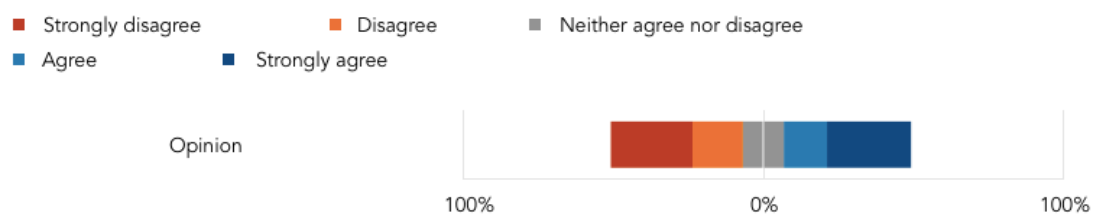


Figure 11 Have options brought by digitalization encouraged you to consume more books?

After stating in what format respondents consumed most of their books, they were asked about if options brought by digitalisation, like audiobooks and e-books, have encouraged them to consume more books. 28% of respondents

strongly agreed and 14.4% agreed, making the part of people who had felt a positive affect up to 42.4%. 13.6% of respondents did not agree or disagree. 16.8% of respondents disagreed and 27.2% strongly disagreed, so together 44% of respondents did not feel that digitalisation had encouraged them to consume more books.

To understand the distribution better, replies to this question were compared to answers given in the question where respondents were asked in what format they had mostly consumed books.

Of the 56 respondents that had consumed most of their books in digital format, 82% had replied that they agree or strongly agree that options brought by digitalisation has encouraged them to consume more books. 14% had replied that they disagree or strongly disagree, and 4% replied that they did not agree or disagree.

Of the 69 respondents that had consumed most of their books as print books, 68% disagreed or strongly disagreed that options brought by digitalisation had encouraged them to consume more books. 10% agreed or strongly agreed. 22% did not agree or disagree.

This implies that there is a clear difference of the impact of digitalization on the reading habits of individuals based on their preference for print books or digital formats like e-books and audiobooks. For those who mostly read print books, digitalization seems to have had a limited influence on their reading habits and the number of books they consumed have remained relatively unchanged despite the availability of digital options. In contrast, for individuals who primarily consume e-books or audiobooks the effects of digitalization have been more noticeable. They have experienced an increase in their reading habits, and they link this increase in literature consumption to the options brought by digitization.

4.3 Part 3

In the third section of the questionnaire people were asked about their experiences and preferences with print books and e-/audiobooks.



Figure 12 Have you read/ listened to e-/audiobooks in the past 12 months?

A slight majority, 61% of respondents had listened to audiobooks or read e-books in the past 12 months while 39% had not. This shows that while the most read format among the respondents was print books, many people are willing to give the digital formats at least a try.

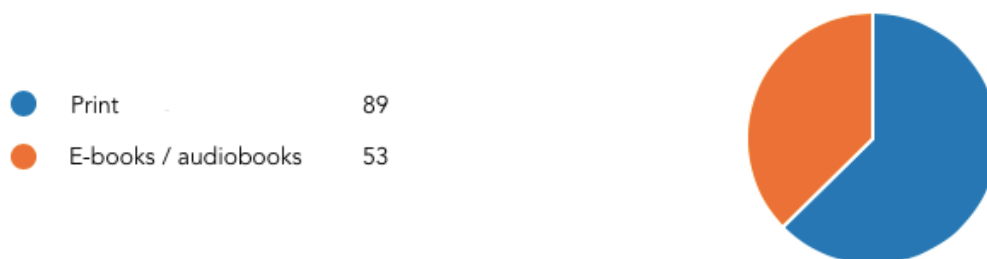


Figure 13 Do you prefer print books or e-/audiobooks?

When asking if respondents preferred print or e-/audiobooks, 63% preferred print books and 37% preferred e-/audiobooks.

Although the majority of people had consumed books in digital format at least once in the past year, print books are still the preferred format over the digital options to many. This shows that while digital formats are increasing in popularity, for now they are not replacing traditional print books. However, digital formats are still the preferred format to considerable number of respondents. These

results emphasize the coexistence and continued significance of both formats among consumers.

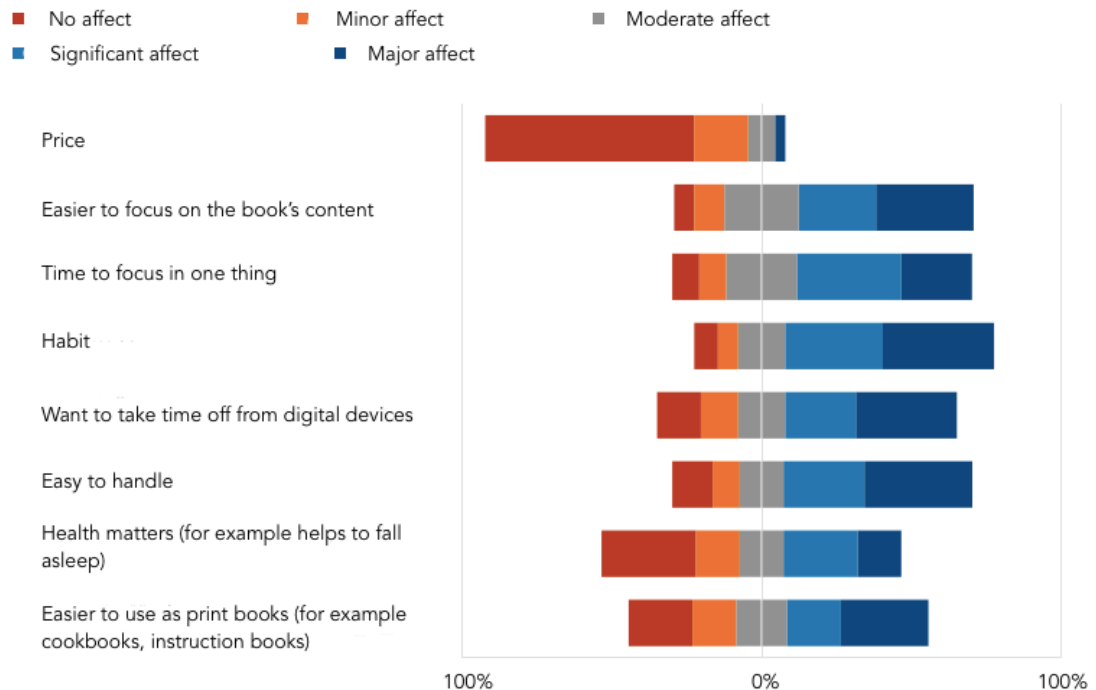


Figure 14 How much mentioned factors affect that you prefer print books?

Based on the preferred format, respondents were asked how much different factors affect that they prefer their chosen format. Eight factors were asked about: price, ability to focus on content, wanting to take time to focus on one thing at a time, habit, taking time off digital devices, manageability, health matters and usability.

Three factors where respondents agreed or strongly agreed that it made them prefer print book were habit (69.7%), the fact that print books are easier to handle (63%) and due to it being easier to focus on the content of the book. (58.4%).

Three options that reportedly affected the least were price (87.7%), affects to health (46.1%) and the fact that book is easier to handle as a physical copy (35.9%).

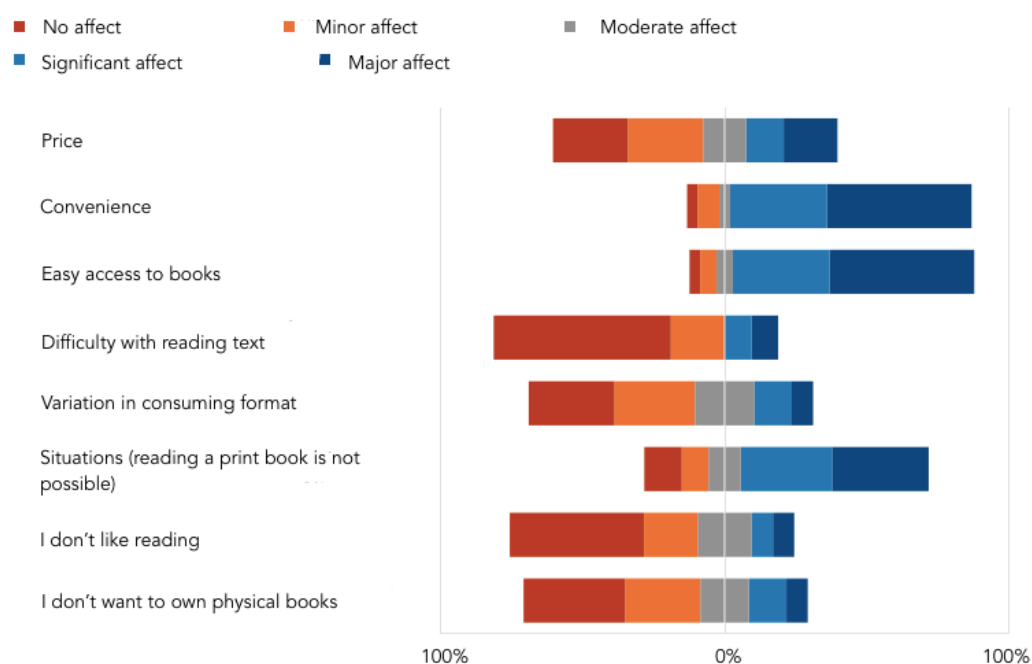


Figure 15 How much mentioned factors affect that you prefer e-/audiobooks?

People who preferred e- or audiobooks were asked a similar question, with eight different factors to evaluate. These were price, convenience, easy access to books, difficulties with reading, changing consuming format, situational factors so when reading a print book is not possible, not liking reading and not wanting to own physical books.

Of these, the two most affecting factors were convenience and easy access to books, in both 84.9% of respondents agreed or strongly agreed. The third most affecting factor was situational factors with 66.1%.

The factors that had the least affect were difficulties with reading (81.2%), not liking reading (66.1%) and not wanting to own physical books (62.2%).

After asking about how much certain factors affect their preferences, respondents were asked to tell more about their choices if they wanted to. 22 replies were shared, both in favour of printed books and e-/audiobooks. Below are selected some of the replies written by the respondents.

"Listening to audiobooks doesn't work for me. If I listen to a book, nothing stays in my mind and I forget what I heard, unlike I would when I read a real book. I can't get even halfway through listening to a book when I've already forgotten the beginning and would have to start again. I can immerse myself in a print book just like I would if I was watching a movie."

"A printed book will last at least a hundred years. There is no information about the preservation of audiobooks."

"My reading style is to go back and review what I've previously read. With a print book I can find the place quickly, with audiobooks and e-books it is almost impossible. My ability to concentrate is bad in audiobooks, I get lost in my own thoughts, but the audiobook doesn't stop, it keeps going. Reading an e-book is fast, but the thoughts remain very superficial, I don't remember what I read as well as when reading from a print book."

"Here, I would have preferred that I like both equally."

"It's nice to listen to audiobooks, but it's nicer to read a print book, because then you're not dealing with digital devices."

"I would rather read printed books; I like it when you can immerse yourself in the world of a book. In a family with children, however, time is on the cards, and I use the trips to work in the car to listen to books so I can get even a part of the experience of reading books despite the rush."

"In a print book, you can easily skip ahead if there is a too long and boring description of, for example, landscapes."

"All literature is fine, but print is better as a source material (for a senior researcher)."

"I was against audiobooks at first because I am a strong supporter of print books. After trying an audiobook, I fell in love with it. It has a different function than a

print book. While listening to an audiobook, I can do other things: go for a run, do housework, work in the yard, drive a car. Doing the dishes is also nice this way. Both ways (print book and audiobook) play an important part in my life."

"For the price of less than one book, you can listen to many books in a month. Queuing for a popular book in a library can take a really long time, so easy availability to books influences why I prefer audiobooks. However, I would not like all books as audiobooks. For example, knitting pattern books and other instruction books are indispensable as print books. After all, they contain drawings, patterns, etc. that an audiobook cannot replace. For the reader of the audiobook, it is of great importance, the reader should not get too excited, but just read, that the reader themselves can create their own image of the book and the landscape, time, etc. described in the book."

Many of the replies were related to being able to concentrate better when reading printed books and that navigating within the book is easier with printed books. Many also said that they would not have time to read books, so audiobooks are a good way to incorporate more literature in their lives.

4.4 Part 4

In the fourth and last part people were asked about their buying history, with print books and e-/audiobook subscription services.

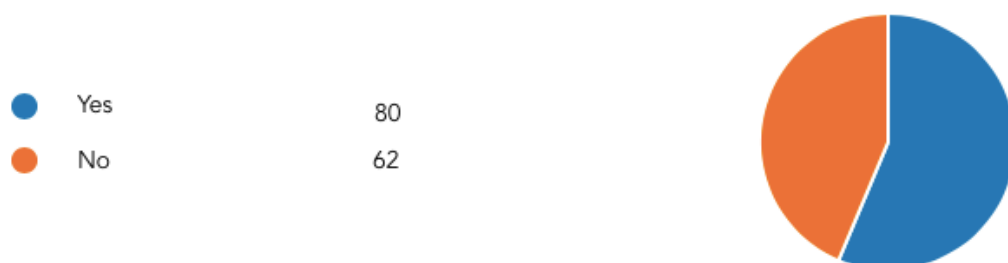


Figure 16 Have you bought print books in the past 12 months?

All respondents were asked if they had bought print books in the past 12 months. A slight majority of 56% had bought while 44% had not.

Of the people who had purchased print books, 79% stated that they preferred print books over e-/audiobooks. However, still 21% of those who had purchased books preferred the digital options, but still bought print books as well. This can tell about the consumers who consume books in both formats.

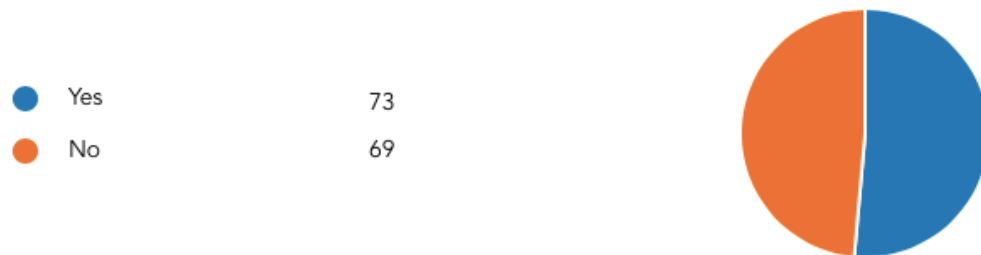


Figure 17 Have you had a subscription to an e-/audiobook service in the past 12 months?

All respondents were also asked if they had had a subscription to any book subscription service in the past 12 months. A slight majority of 51% had, while 49% had not. As the study conducted by Taloustutkimus found that 21% of Finns had had a subscription to some service (Kirjakauppaliitto, 2023), in this study the share of people who had one was larger.

On closer inspection, of the 86 respondents who replied to have consumed e- or audiobooks in the past 12 months, 81% of them said that they had a subscription to a book service. As the data from FBA state that 97% of audiobook sales and 68% of e-book sales come for subscription services (Finnish Publishers Association, 2023) the replies of this survey correspond well with those statistics.

Of the 73 respondents who had had a subscription 21% were men and 78% women. This result is similar to the finding from the study conducted by Taloustutkimus, as it stated that book subscription services are especially popular among women. (Kirjakauppaliitto, 2023)

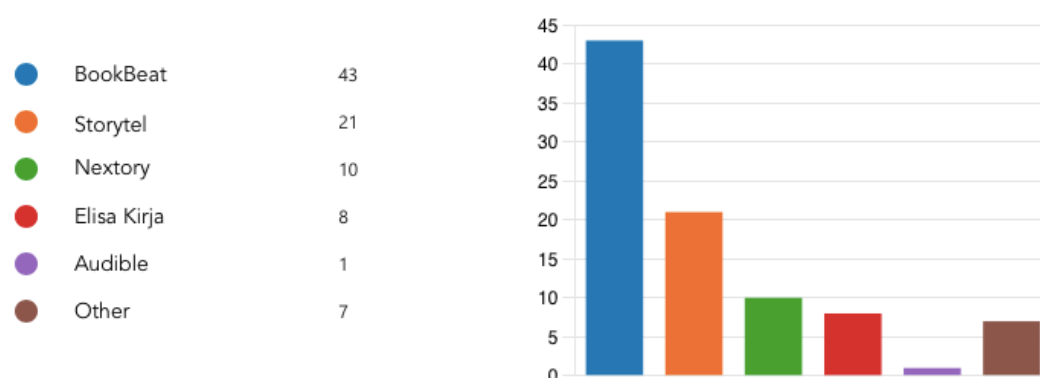


Figure 18 What service?

People who had a subscription to a service were asked what service they had used. The most popular was BookBeat with 59% of the respondents. Next was Storytel with a slice of 29% of the replies, Nextory with 14% and Elisa Kirja 11%. One person had replied to have used Audible. In addition to the given options, 7 people replied to having used some other service. Among these were Supla, Podimo, Ellips, Kindle Unlimited and Pikikirjasto.

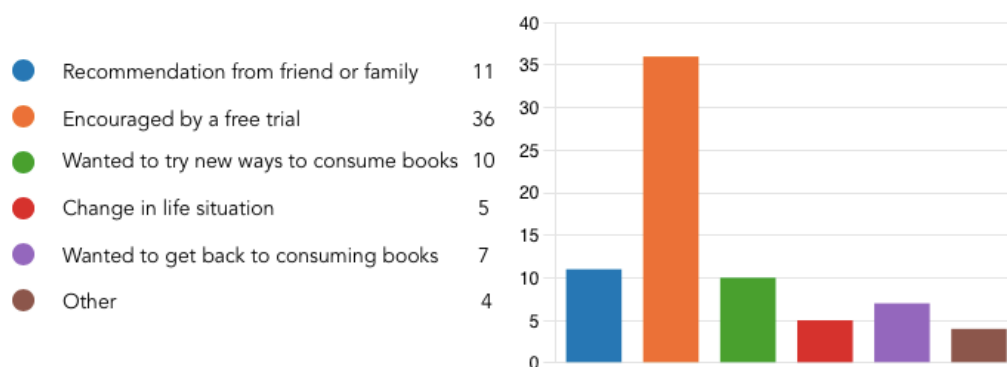


Figure 19 Why did you initially sign up as a subscriber?

In addition to asking what service they had been subscribed to, people were asked about why they initially signed up for a book subscription service.

A majority of 49% replied to having been encouraged by a free trial, followed by 15% of people who signed up because of recommendations from friend or family members. 14% wanted to try new ways to consume books, 10% wanted to get

back to reading or listening to books and 7% had a change in their life situation as a reason why they signed up. 4 people replied “other”, they were able to specify their reason, below replies were shared:

“A print book was not available.”

“I wanted to listen to podcasts, but I ended up listening to books”.

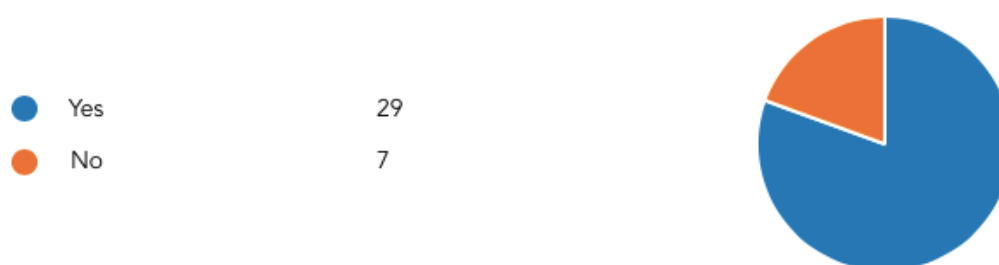


Figure 20 Did you continue the subscription after the free trial?

People who replied to have joined the service encouraged by the free trial, were asked if they continued the subscription after it. A majority of 81% people had, while 19% had not.

These results support the statement made by Hänti (2021) that free trials work well. They attract numerous customers, and they are likely to stay as paying customers even after the free trial ends.



Figure 21 Did you make the purchase decision in advance or was the subscription an impulse purchase?

People were also asked if the purchase decision was made in advance or was it an impulse purchase. 67% had made the decision in advance and while 33% had not.

40% of the respondents who said that they wanted to try new ways to consume literature had made the purchase decision impulse. 39% of the people who replied that they were encouraged by a free trial and 36% of them who had received a recommendation from a friend or family had made the purchase decision on impulse. Only 14% of people who wanted to get back to consuming more books and none of the respondents who had made the purchase due to change in their life, such as having more time available, had made the purchase on impulse.

In cases where the customer had already recognised the need, such as wanting to get back to consuming books, it is clearly more likely that the purchase decision was made in advance. In situations where customers were attracted by free trial and the purchase is not based on actual need and the purchase is more likely made on impulse.

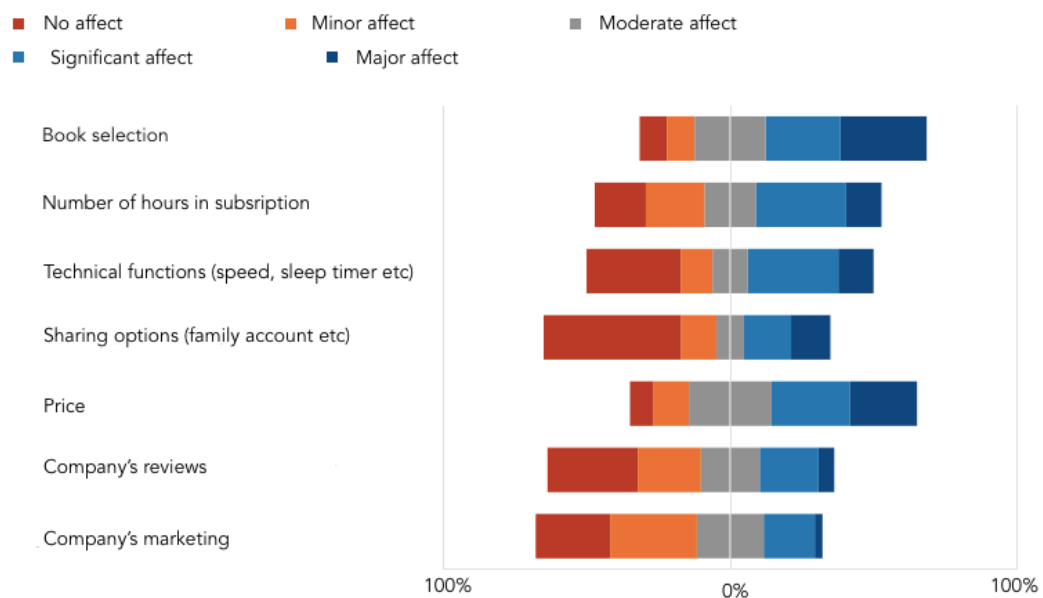


Figure 22 How much the below features of the service influenced/influences your purchase decision?

Respondents were asked to evaluate how much the eight given factors affected their purchase decision when choosing a book subscription service. Options given were book selection, number of hours in subscription, technical functions, sharing options, price, reviews gotten by the company and marketing of the company.

If calculating together the of agree and strongly agree, of the features the most affected book selection (56.1%), price (50.7%) and technical functions (43.8%).

The least affecting factors in contrast were sharing options (60.2%), marketing of the company (56.1%) and reviews gotten by the company (53.5%)

This suggests that customers place a higher importance on the internal qualities of the service like book selection and the price, while external factors such as marketing and reviews have comparatively less influence on their choices. This suggests that service providers should focus especially on the offered content and offer good price-quality ratio in order to do well in this competitive market.

Respondents were also asked to share in that situations they usually listen to audiobooks. 55 replies were shared, most common answers were while doing housework (25), in a car or public transportation, especially on the way to work (22), on walks or while exercising (19) and when going to sleep (14). Audiobooks were also listened to while doing things like knitting, taking care of the garden or being at the stable, relaxing, waiting, in the evenings in general and when being at home alone. In these replies especially the ability to listen to audiobooks while doing other things is highlighted.

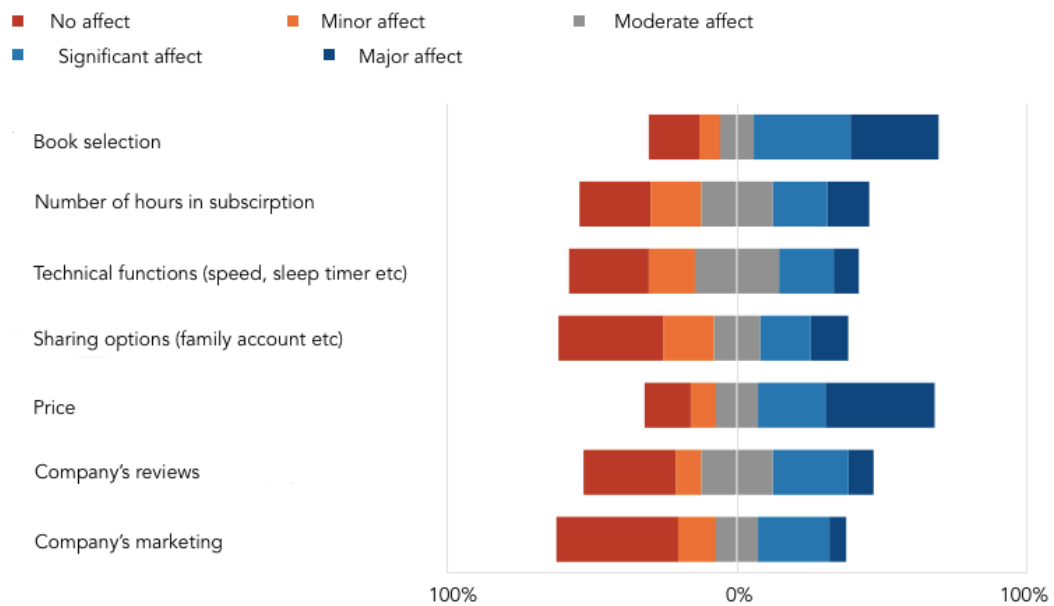


Figure 23 How much would the below features of the service influence your purchase decision if you were to get one?

People who had not had a subscription were also asked that if they were to get one, what features would influence their purchase decision the most.

While the two most affecting factors were the same as for people who were customers already, book selection (63.7%) and price (60.9%), for them the reviews of company was the third most affecting feature with 34.8% of respondents agreeing or strongly agreeing. This suggests that social factors like word-of-mouth plays a large part in attracting new customers.

The least affecting factors were marketing of companies (55%), sharing options, such as ability to have family account (53.6%), and number of hours in subscription (42%).

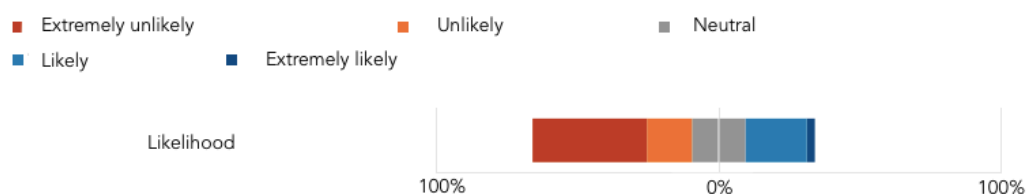


Figure 24 How likely are you to get a subscription to an e-/audiobook service in the future?

People who did not have had a subscription were asked how likely they are to get one in the future. 56.6% of respondents stated that they are unlikely or extremely unlikely to get one, 18.8% were neutral on the matter and 24.6% were likely or extremely likely.

On a closer look, of the 39 people who replied that they are extremely unlikely or unlikely to get a subscription, 21% had not consumed any books in the past 12 months, and 77% stated that most of the books they consumed were in print format. Only one person who stated that they had consumed one to five books and preferred audiobooks also stated that they are extremely unlikely to get a subscription in the future. Of the people who replied that they are likely or extremely likely to get a subscription, a clear trend could not be found within the background factors. Respondents evenly represented all options of preferred format and different amounts of books consumed, as well as those who had not consumed any books.

The last two questions in the questionnaire were about customer satisfaction with the book subscription services.

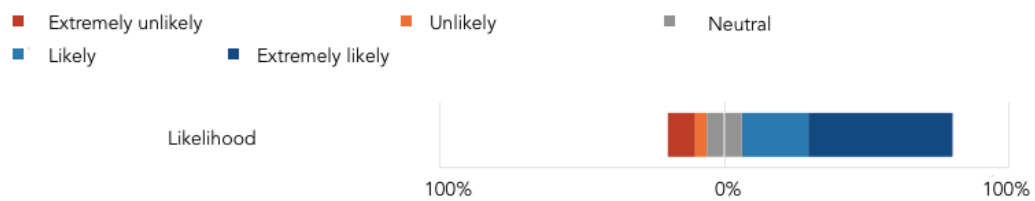


Figure 25 How likely are you to continue your audio/e-book subscription service in the future?

People who had had a subscription to an e-/audiobook subscription service were asked how likely they are to continue it in the future. 50.7% was extremely likely and 23.3% likely. Of the respondents 4.1% answered that they are unlikely to continue their subscription and 9.6% extremely unlikely. If people who strongly agreed and agreed are calculated together and are interpreted as satisfied customers, 74% of respondents have been satisfied. Similarly taking people who strongly disagreed and disagreed and are interpreted as unsatisfied customers, they add up to 13.7%. 12.3% of answered that they were neutral on the matter.



Figure 26 How likely are you recommend e-/audiobook services to a friend?

Lastly people were asked how likely they are to recommend an e-/audiobook service to a friend. A majority, 37% was extremely likely to and 35.6% likely. 2.7% unlikely and 11% extremely unlikely. If the same principle as above is used to interpret customer satisfaction, 72.6% were satisfied and 13.7% unsatisfied. 13.7% of respondents were neutral on the matter.

The survey results clearly indicate a high level of satisfaction among the respondents regarding their experience with book subscription services. In both questions, a majority of the participants either agreed or strongly agreed with the

statements, reflecting a consensus among the respondents. The positive experiences do not talk only about the satisfaction of current customers but also implies about the potential for positive word-of-mouth referrals, which can contribute to the growth and success of these services.

5 CONCLUSION

This thesis set out to find out how digitalisation has impacted book publishing and consumption especially during the 2010s and after. In the theoretical framework ways to consume literature were studied and key figures of sales and prices in the publishing industry were examined. A questionnaire was conducted in order to see if the opinions and preferences of literature consumers differ from the theoretical findings.

Readers often appreciate the tactile experience of traditional print books, enjoying the ease of handling, feel of page-turning, and the tangible sense of progress within the book. Additionally, the physical format enhances the focus on the content making it easier to delve into the story and allows individuals to take time off digital devices which in today's world belong to most moments in our days.

The digital formats offer accessibility through smartphones or tablets, allowing users to have entire libraries at their fingertips. Growing demand for especially audiobooks is fuelled by consumer preferences for flexibility and convenience, allowing individuals to listen to books while engaging in various activities. This shift has broadened book consumption, particularly among those who may not have previously found the time or interest to read print books, facilitated by the ease of access provided by digital platforms and subscription-based models.

With the empirical research, answers to all presented research questions were obtained, and the findings in the survey support the findings of the theoretical framework.

It was found that print books are the most consumed and preferred format to a majority of people. However, it is important to not overlook the fact that for a considerable number of people digital formats are the preferred option.

The reason for the preferred literature format was asked about in the required multiple-choice questions and in an open-ended question, in which respondents

could share further thoughts. Print books were preferred because of habit, ability to concentrate in the content of the book better, because they are easier to handle and because navigating within the book is easier. The main reasons for preferring digital options were found to be convenience, easy access to books, ability to consume literature in situations where reading a physical book is not possible, for example while doing other things. While in the multiple-choice questions respondents had to choose between what format they preferred, in the open-ended questions some people shared that they prefer different formats equally and consume books in all mentioned formats. These replies also brought beneficial information about the studied topic, as they show that for many consumers it is not either or, but that different formats fit different situations.

When respondents were asked about have options brought by digitalization like audiobooks and e-books encouraged them to consume more books, the overall result was that for a majority of people they had not. However, when the results were looked into in more detail, a clear difference was found. Of respondents who consumed literature mostly in digital format, a clear majority felt that the new formats have encouraged them to consume more literature, while people who preferred print format the affect has been limited.

These findings highlight the ongoing co-existence of both print and digital formats, and the importance of availability of different options, to ensure that people with various needs and preferences find ways to consume literature in ways that fit them the best.

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APPENDICES

APPENDIX 1 Questionnaire questions

Taustakysymykset
Background questions

1. Ikä
Age * 

☐ < 18


☐ 18-25

☐ 26-35

☐ 36-50

☐ 51-65

☐ > 65


2. Sukupuoli
Gender * 

☐ Nainen / Woman

☐ Mies / Man

☐ Muu / Other

☐ En halua sanoa / Prefer not to say

3. Pääasiallinen toiminta
Your main occupation * 

☐ Opiskelija / Student

☐ Työllinen / Employed

☐ Työtön / Unemployed

☐ Eläkeläinen / Retired

Lukutottumukset Reading preferences



4. Kuinka monta kirjaa olet arviolta lukenut/kuunnellut viimeisen 12:kk aikana?

Approximately how many books have you read/listened to in the past 12 months? *



- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ 11-15
- ☐ 16-20
- ☐ > 20

5. Digitalisaation tuomat vaihtoehdot (äänikirjat, e-kirjat) voisivat kannustaa sinua kuluttamaan kirjoja tulevaisuudessa
Options brought by digitalization (audiobooks, e-books) could encourage you to consume books in the future

*

Täysin eri
mieltä /
Strongly
disagree

Eri mieltä /
Disagree

Ei samaa
eikä eri
mieltä /
Neither
agree nor
disagree

Samaa
mieltä /
Agree

Täysin
samaa
mieltä /
Strongly
agree

Mielipide /
Opinion




5. Näistä kirjoista suurin osa oli missä muodossa?

Of these, the majority of them were in which format? *




- ☐ Printti / Print
- ☐ Ääni / Audio
- ☐ E-kirja / E-book

6. Digitalisaation tuomat vaihtoehdot (äänikirjat, e-kirjat) ovat kannustaneet sinua kuluttamaan enemmän kirjoja
Options brought by digitalization (audiobooks, e-books) have encouraged you to consume more books * 

	Täysin eri mieltä / Strongly disagree	Eri mieltä / Disagree	Ei samaa eikä eri mieltä / Neither agree nor disagree	Samaa mieltä / Agree	Täysin samaa mieltä / Strongly agree
Mielipide / Opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


Printtikirjat vs äänikirjat/e-kirjat Print vs audiobooks/e-books



6. Oletko kuunnellut/lukenut ääni-/e-kirjoja viimeisen 12:kk aikana?
Have you listened/read audio/e-books in the past 12 months? * 

☐ Kyllä / Yes

☐ Ei / No

7. Pidätkö enemmän printti- vai ääni-/e-kirjoista?
Do you prefer print or audio/e-books? * 

☐ Printti / Print

☐ Ääni-/e-kirjat / Audio/e-books

8. Kuinka paljon allaolevat ominaisuudet vaikuttavat siihen, että pidät enemmän printtikirjoista?
How much do the features below affect the fact that you like print books more?



	Ei mitään vaikutusta / No affect	Hieman vaikutusta / Minor affect	Kohtalaisest i vaikutusta / Moderate affect	Paljon vaikutusta / Significant affect	Hyvin paljon vaikutusta / Major affect
Hinta / price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpompi keskittyä kirjan sisältöön / Easier to focus on book's content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aikaa keskittyä yhteen asiaan / Time to focus in one thing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tottumus / Habit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halu viettää aikaa erossa digilaitteilta / Want to take time off from digital platforms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppo käsitellä / Easy to handle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Terveysvaikut ukset (esim. auttaa nukahtamaan) / Health matters (for example helps to fall asleep)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Helpompi
käyttää
printtikirjana
(esim. keitto-,
harraste-,
tietokirjat) /
Easier to have
as print book
(non-fiction
books)


☐☐☐☐☐

8. Kuinka paljon allaolevat ominaisuudet vaikuttavat siihen, että pidät enemmän ääni-/e-kirjoista?
How much do the features below affect the fact that you like audio/e-books books more?


* 

	Ei mitään vaikutusta / No affect	Hieman vaikutusta / Minor affect	Kohtalaisest i vaikutusta / Moderate affect	Paljon vaikutusta / Significant affect	Hyvin paljon vaikutusta / Major affect
Hinta / price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kätevyys / convenienc e	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppo saatavuus kirjoihin / Easy access to books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaikeudet tekstin lukemisessa / Difficulty with reading text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lukutavan vaihtelu / Variation in reading formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tilanteet (kun fyysisen kirjan lukeminen ei ole mahdollista) / Situations (when reading a print book is not possible)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En pidä lukemisesta / I don't like reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En halua omistaa fyysisiä kirjoja / I don't want to own physical books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Kerro enemmän jos haluat
Tell more if you want to 

Kirjoita vastaus

11. Oletko ostanut printtikirjoja viimeisen 12 kuukauden aikana?
Have you bought print books in the past 12 months? * 

☐ Kyllä / Yes

☐ Ei / No

12. Teitkö ostopäätöksen etukäteen vai oliko se heräteostos?
Did you make the purchase decision in advance or was it an impulse purchase?

* 

☐ Ostopäätös oli tehty etukäteen / Purchase decision was made in advance

☐ Heräteostos / Impulse purchase

12. Onko sinulla ollut tilaus ääni-/e-kirja palveluun viimeisen 12 kuukauden aikana?
Have you had a subscription to a audio/e-book service in the past 12 months? *

☐ Kyllä / Yes

☐ Ei / No

13. Jos hankkisit ääni-/e-kirjapalvelun, kuinka paljon allaolevat palvelun ominaisuudet vaikuttaisivat ostovalintaasi?

How much the below features of the service would influence your purchase decision the most if you were to get one?

* ☐

	Ei mitään vaikutusta / No affect	Hieman vaikutusta / Minor affect	Kohtalaisest i vaikutusta / Moderate affect	Paljon vaikutusta / Significant affect	Hyvin paljon vaikutusta / Major affect
Kirjavalikoima / book selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tilauksen tuntimäärä / Number of hours in subscription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tekniset
ominaisuudet
(nopeuden
säätö,
unijastin yms)
/ Technical
functions
(speed, sleep
timer)

☐ ☐ ☐ ☐ ☐

Jakomahdolli
suudet
(perhetili
yms) /
Sharing
options
(having a
family
account etc.)

☐ ☐ ☐ ☐ ☐

Hinta / price

☐ ☐ ☐ ☐ ☐

Yrityksen
saamat
arvostelut /
Company's
reviews

☐☐☐☐☐

Yrityksen
markkinointi
/ Company's
marketing

☐☐☐☐☐

14. Kuinka todennäköisenä pidät että hankit tilauksen ääni-/e-kirjapalveluun tulevaisuudessa?
How likely are you to get a subscription to a audio/e-book service in the future?

* 

Erittäin
epätoden-
näköisenä/
Extremely
unlikely

Epätoden-
näköisenä /
Unlikely

Neutraali /
Neutral


Todennäköi-
senä /
Likely

Erittäin
todennä-
köisenä /
Extremely
likely

Todennäköisy-
ys /
Likelihood

☐☐☐☐☐

13. Mikä palvelu?

What service? * 

Valitse enintään 6 vaihtoehtoa.

☐ BookBeat

☐ Storytel


☐ Nexstory

☐ Elisa Books

☐ Audible


☐ Muu

14. Miten alunperin päädyit ääni-/e-kirjapalvelun asiakkaaksi?

Why did you initially sign up for a book subscription service? * 

- ☐ Tutun suosituksesta / Recommendation from friend or family
- ☐ Ilmaiskokeilun kannustamana / Encouraged by a free trial
- ☐ Halusin kokeilla uusia tapoja kuluttaa kirjoja / Wanted to try different ways to consume books
- ☐ Muutos elämäntilanteessa (esim. enemmän aikaa lukea/kuunnella kirjoja) / Change in life situation (for example more time to read/listen books)
- ☐ Halu palata kirjojen lukemisen/kuuntelun pariin / Wanted to get back to reading/listening to books
- ☐ Muu

15. Jatkoitko palvelun tilaamista ilmaiskokeilun jälkeen?

Did you continue the subscription after the free trial? * 

- ☐ Kyllä / Yes
- ☐ Ei / No

16. Teitkö ostopäätöksen etukäteen vai oliko tilaus heräteostos?

Did you make the purchase decision in advance or was the subscription an impulse purchase?

* 

- ☐ Ostopäätös oli tehty etukäteen / Purchase decision was made in advance
- ☐ Heräteostos / Impulse purchase

16. Kuinka paljon allaolevat palvelun ominaisuudet vaikuttivat/vaikuttavat ostoalintaasi?

How much the below features of the service influenced/influences your purchase decision?

* 

	Ei mitään vaikutusta / No affect	Hieman vaikutusta / Minor affect	Kohtalaisest i vaikutusta / Moderate affect	Paljon vaikutusta / Significant affect	Hyvin paljon vaikutusta / Major affect
Kirjavalikoima / book selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tilauksen tuntimäärä / Number of hours in subscription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tekniset ominaisuudet (nopeuden säätö, unijastin yms) / Technical functions (speed, sleep timer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jakomahdollisuudet (perhetili yms) / Sharing options (having a family account etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hinta / price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yrityksen saamat arvostelut / Company's reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksen markkinointi / Company's marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Millaisissa tilanteissa yleensä kuuntelet äänikirjoja?
In what situations do you usually listen to audiobooks?



Kirjoita vastaus

18. Kuinka todennäköisenä pidät että jatkat ääni-/e-kirjapalveluun tilausta myös tulevaisuudessa?
How likely are you to continue your audio/e-book subscription service in the future?

* 

	Erittäin epätoden- näköisenä/ Extremely unlikely	Epätoden- näköisenä / Unlikely	Neutraali / Neutral	Todennäköi- senä / Likely	Erittäin todennä- köisenä / Extremely likely
Todennäköisyys / Likelihood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Kuinka todennäköisesti suosittelet ääni-/e-kirjapalveluita ystävällesi?
How likely are you to recommend audio/e-book services to a friend?

* 

	Erittäin epätoden- näköisesti/ Extremely unlikely	Epätoden- näköisesti / Unlikely	Neutraali / Neutral	Todennäköi- sesti / Likely	Erittäin todennä- köisesti / Extremely likely
Todennäköisyys / Likelihood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>