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Book Sales and Readership Statistics: Ukrainian Trends 2021

By Khrystyna Astaptseva
Ukrainian Academy of Printing (UAP)

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

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

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Book Sales and Readership Statistics: Ukrainian Trends 2021

Khrystyna Astaptseva

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

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I. Introduction

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

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

«Bukva» [«The Letter»] is a leader in the distribution market of cultural goods with a unique heritage and the legendary history (Bukva, 2021).

«Bukva» – is a chain of Ukrainian modern bookstores (more then 22 bookstores in 11 cities – Kyiv, Vinnicya, Zaporizhzhya, Odesa, Poltava, Rivne, Sumy, Ternopil, Kherson, Khmelnitsky, Chernivtsi). »Bukva» offers customers a wide range of books. Customers can buy classical and contemporary fiction, business literature and popular science editions, children's books for any age category, stationery, bright leaflets and games. In «Bukva» customers will always find actual book novelties of various genres and trends, attractive new discounts and interesting special offers (Bukva, 2021).

BUKVA.ua – one of the largest online bookstores in Ukraine. For regular customers operates discount program. Delivery of orders is carried out throughout Ukraine and abroad (Bukva, 2021).

II. Research Background

Statistics about book publishing in Ukraine are maintained by the state research institution, the Ivan Fedorov Book Chamber of Ukraine (Ivan Fedorov Book Chamber of Ukraine, 2021). According to its data, the number of new titles and reprints published during the 2021 can be characterized as follows (see Table 2.1):

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

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

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

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

It presents a summary of the study of the Ukrainian book sector and its main findings and conclusions, as well as two expert opinions on it. This is the first time that a study of book publishing and book distribution in Ukraine has been carried out on such a scale. The study is based on years of systematic collection of information by the Ukrainian Association of Book Publishers and Book Sellers (UABB), while the report was commissioned by the Publishers Forum (Lviv) as part of the Book Platform project. The report provides information about the state of the Ukrainian publishing sector from 2002 until 2012 (The information

Author: Ph.D, Research Student, Ukrainian Academy of Printing (UAP), The Faculty of Media & Communication, Ukraine.
e-mail: kristella-astaptseva@hotmail.com

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for 2012 is not presented in all sections, as it had not been processed at the time of the Report's compilation).

Authors:

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

b) Ukrainian Reading and Publishing Data 2018

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

Organizers:

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

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

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

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

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

Also during 2018-2020 years there were published some statistic rewievs about Ukrainian book business:

- Gerden, E. (2018). Retail Pressures: Ukraine's Open-Air Bookselling Marketplaces Appear Headed for Closure;
- Stepurin, I. (2019). Book market of Ukraine;
- Gerden, E. (2020). Ukraine Book Business After Lockdowns: An 'Almost Complete Collapse;
- Rybak, V. (2020). Reading in Ukrainian: The Resurgence of the Ukrainian Book Industry

III. Methodology

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

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

In total, the questionnaire was applied to 134 people, reaching a return rate of 25,37 %, with 34 responses. Ten were excluded due to incomplete questionnaire. In the end, we worked with 100 responses. In addition to statements and identity, we

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also asked about age, profession, and educational background. The items on age and training will be used to analyze the results to test the hypotheses. The average age of those who participated in the questionnaire is 40,8 years, 32 men and 68 women.

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

Table 3.1: Respondents' answers recorded on a questionnaire form

Id	Gender Female/ Male	Age	Education	Do You Purchase Books At Online Or Ofline Bookstores	How Often Do You Purchase A Books	How Often Do You Visit Your Local Library	Do You Prefer Paper Books Or E-Books	How Much Money Are You Ready To Spend On Book Per One Time	Life-Changing Book That Shaped Your Thinking	Book, You've Recently Read
1	F	13	Secondary school	Ofline	No determinable frequency	Never, really	Paper books	$5-20 Dollars	Dandelion Wine by Ray Bradbury	«The Glass Children» Kristina Ohlsson
2	F	14	Secondary school	Ofline	Four times per year	Never, really	E- books	$5-20 Dollars	Gray Matter: Stuff That Got Me To Thinking by Charlie Gray	Stephen King
3	F	14	Secondary school	Online ; Ofline	Once per year	Never, really	Paper books	$30-50 Dollars	Mastermind: How To Think Like Sherlock Holmes by Maria Konnikova	Maria Konnikova, Arthur Conan Doyle
4	F	14	Secondary school	Online	Once per year	Yearly	Paper books	$5-20 Dollars	At a High Price Mikhail Kotsyubynsky	Charlie and the Chocolate Factory by Dahl Roald
5	F	14	Secondary school	Online ; Ofline	Four times per year	Never, really	Paper books, e- books	$5-20 Dollars	The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life by Mark Manson	Arthur Conan Doyle
6	M	14	Secondary school	Ofline	Once per year	Monthly	Paper books	$5-20 Dollars	Warriors by Erin Hunter	Warriors by Erin Hunter
7	M	14	Secondary school	Ofline	Once per year	Never, really	E- books	$5-20 Dollars	The Fault in Our Stars by John Green	The Fault in Our Stars by John Green
8	F	15	Secondary school	Online ; Ofline	No determinable frequency	Monthly	Paper books	$30-50 Dollars	The Little Prince by Antoine de Saint-Exupéry	A Thousand Boy Kisses by Tillie Cole

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9	F	15	Secondary school	Ofline	Once per year	Never, really;	Paper books	$5-20 Dollars	Interpersonal intelligence. Interact productively with others by Mikhail Ivanov (Smart Reading Publishing)	Interpersonal intelligence. Interact productively with others by Mikhail Ivanov (Smart Reading Publishing)
10	F	15	Secondary school	Online	Once per week	Monthly	E- books	$5-20 Dollars	The Rules of Management by Richard Templar	The Rules of Management by Richard Templar
11	F	16	Secondary school	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Looking for Alaska by John Green	Looking for Alaska by John Green
12	F	16	Secondary school	Ofline	Four times per year	Yearly	E- books	$5-20 Dollars	One Flew Over the Cuckoo's Nest by Ken Kesey	Norse Mythology by Neil Gaiman
13	M	17	Higher (Bachelor degree)	Ofline	Four times per year	Never, really	Paper books	$5-20 Dollars	The Catcher in the Rye by J. D. Salinger	Shantaram by Gregory David Roberts
14	F	17	Higher (Bachelor degree)	Ofline	Once per year	Yearly	Paper books	$50-100 Dollars	Atlas Shrugged by Ayn Rand	The Woman on the Stairs by Bernhard Schlink
15	F	18	Higher (Bachelor degree)	Ofline	Once per month	Monthly	Paper books	$30-50 Dollars	A Clockwork Orange by Anthony Burgess	Memoirs of a Geisha by Arthur Golden
16	F	18	Higher (Bachelor degree)	Online ; Ofline	Four times per year	Never, really	E- books	$30-50 Dollars	Encyclopedia of Relative and Absolute Knowledge by Bernard Werber	Encyclopedia of Relative and Absolute Knowledge by Bernard Werber
17	F	18	Higher (Bachelor degree)	Ofline	Four times per year	Monthly	Paper books	$30-50 Dollars	Flowers for Algernon by Daniel Keyes	The Selection by Kiera Cass
18	F	18	Higher (Bachelor degree)	Ofline	Once per week	Monthly	Paper books	$5-20 Dollars	Atlas Shrugged by Ayn Rand	The Girl in the Fog by Donato Carrisi
19	F	18	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Illusions: The Adventures of a Reluctant Messiah by Richard Bach	The Tragedy of King Lear by William Shakespeare
20	M	19	Higher (Bachelor degree)	Ofline	Once per year	Yearly	Paper books	$30-50 Dollars	Nineteen Eighty-Four by George Orwell	Bakuman by Tsugumi Ohba
21	F	19	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Ulysses by James Joyce	All the Light We Cannot See by Anthony Doerr

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22	F	19	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Big Magic: Creative Living Beyond Fear by Elizabeth Gilbert	Lolita by Vladimir Nabokov
23	F	19	Higher (Bachelor degree)	Ofline	Once per week	Monthly	Paper books, e- books	$50-100 Dollars	In simple words. How to understand your emotions by Mark Livin; Shantaram by Gregory David Roberts; Pollyanna by Eleanor H. Porter,	A Little Life by Hanya Yanagihara
24	F	19	Higher (Bachelor degree)	Ofline	Once per year	Never, really	Paper books	$50-100 Dollars	Emotional Intelligence: Why It Can Matter More Than IQ by Daniel Goleman	The Man Who Laughs by Victor Hugo
25	F	20	Higher (Bachelor degree)	Online ; Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	Consciousness and civilization by Merab Mamardashvili	Know Thyself by Vladimir Bibikhin
26	F	20	Higher (Bachelor degree)	Ofline	Four times per year	Yearly	Paper books	$30-50 Dollars	The Little Prince by Antoine de Saint-Exupéry.	How to Win Friends & Influence People by Dale Carnegie
27	F	20	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	The Man Who Mistook His Wife for a Hat and Other Clinical Tales by Oliver Sacks	Gone with the Wind by Margaret Mitchell
28	M	20	Higher (Bachelor degree)	Online	Four times per year	Never, really	Paper books	$50-100 Dollars	45 tattoos personality. The rules of my life by Maxim Batyrev	How to Be the Parent You Always Wanted to Be by Adele Faber
29	M	20	Higher (Bachelor degree)	Ofline	Four times per year	Yearly	Paper books	$30-50 Dollars	Caligula and Three Other Plays by Albert Camus	The Myth of Sisyphus by Albert Camus
30	F	21	Higher (Bachelor degree)	Ofline	Once per month	Monthly	Paper books	$50- 100 Dollars	We Are Our Brains: A Neurobiography of the Brain, from the Womb to Alzheimer's by Dick Swaab	The Fault in Our Stars by John Green
31	F	21	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Me Before You by Jojo Moyes	The Fault in Our Stars by John Green

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32	F	21	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	The Effective Executive: The Definitive Guide to Getting the Right Things Done by Peter Drucker	The Effective Executive: The Definitive Guide to Getting the Right Things Done by Peter Drucker
33	F	21	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	Inferno by Dan Brown	In bed with your husband. Notes of the mistress. Wives must read! by Nika Nabokova
34	F	22	Higher (Bachelor degree)	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	The Catcher in the Rye by J. D. Salinger	A Woman Like Her by Marc Levy
35	F	23	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Breaking The Habit of Being Yourself: How to Lose Your Mind and Create a New One by Joe Dr. Dispenza	Rich Dad Poor Dad by Robert Kiyosaki
36	M	23	Full higher education	Ofline	Once per year	Yearly	Paper books	$30-50 Dollars	The Bible	All Quiet on the Western Front by Erich Maria Remarque
37	M	23	Full higher education	Online	Once per month	Monthly	Paper books	$5-20 Dollars	How to Win Friends and Influence People by Dale Carnegie	The Air Seller by Alexander Belayev
38	F	24	Full higher education	Ofline	Once per month	Never, really	Paper books, e- books	$30-50 Dollars	At the Mountains of Madness by H. P. Lovecraft	The Passengers by John Marrs
39	F	24	Full higher education	Ofline	Once per year	Never, really	Paper books	$5-20 Dollars	Do Androids Dream of Electric Sheep? by Philip K. Dick	Eight White Nights: A Novel by André Aciman
40	M	24	Full higher education	Online ; Ofline	Once per year	Never, really	Paper books	$30-50 Dollars	Emotional Intelligence by Daniel Goleman	Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff

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41	M	24	Full higher education	Ofline	Once per year	Yearly	Paper books, e-books	$30-50 Dollars	For Whom the Bell Tolls by Ernest Heming way	Three Cups of Tea: One Man's Mission to Promote Peace . . . One School at a Time by Greg Mortenson and David Oliver Relin
42	F	25	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Gone with the Wind by Margaret Mitchell	The Heroine's Journey: Woman's Quest for Wholeness by Maureen Murdock
43	F	25	Full higher education	Ofline	Four times per year	Yearly	Paper books	$5-20 Dollars	Flowers for Algernon by Daniel Keyes	Flowers for Algernon by Daniel Keyes
44	F	25	Full higher education	Ofline	Four times per year	Yearly	Paper books	$5-20 Dollars	Conversations D'Un Enfant Du Siecle by Frédéric Beigbeder	Conversation s D'Un Enfant Du Siecle by Frédéric Beigbeder
45	M	25	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Churchill: A Life by Martin Gilbert |	The call sign «Cobra» by Erkebek Abdulaev
46	F	27	Full higher education	Online ; Ofline	Once per year	Never, really	E- books	$5-20 Dollars	The Ringing Cedars of Russia series by Vladimir Megre	History of Russian ballerina by Anastasia Volochkova
47	F	27	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Crime and Punishment by Fyodor Dostoevsky	A Decent Ride by Irvine Welsh
48	M	27	Full higher education	Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	Exodus by DJ Stalingrad	Thinking, Fast and Slow by Daniel Kahneman
49	M	27	Full higher education	Online ; Ofline	four times per year	Yearly	Paper books	$30-50 Dollars	I am Maya Plisetskaya by Maya Plisetskaya	Iris Apfel: Accidental Icon by Iris Apfel
50	F	28	Full higher education	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Nineteen Eighty-Four: A Novel by George Orwell	Never Let Me Go by Kazuo Ishiguro
51	F	28	Full higher education	Ofline	Four times per year	Yearly	Paper books	$50- 100 Dollars	The Woman in the Dunes by Kōbō Abe	The Bells by Richard Harvell
52	F	28	Full higher education	Online ; Ofline	Four times per year	Yearly	Paper books	$50- 100 Dollars	The Bible	Rosehip necklace by Irina Savka

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53	M	28	Full higher education	Ofline	Four times per year	Never, really	Paper books	$5-20 Dollars	Man's Search for Meaning by Viktor Frankl	The City by Valerian Pidmohylny
54	F	29	Full higher education	Ofline	Four times per year	Never, really	E- books	$5-20 Dollars	All Quiet on the Western Front by Erich Maria Remarque	A Clockwork Orange by Anthony Burgess
55	M	29	Full higher education	Ofline	Four times per year	Never, really	Paper books. e-books	$5-20 Dollars	Escape from Camp 14: One man's remarkable odyssey from North Korea to freedom in the West Reprints by Blaine Harden	Nicholas Fandorin series (about Erast Fandorin's grandson, a modern-day British historian) by Boris Akunin
56	M	29	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	The Lord of the Rings by J. R. R. Tolkien	La Magdalena by William M. Valtos
57	F	30	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	The Catcher in the Rye by J. D. Salinger	Notebooks by Sergei Dovlatov
58	F	30	Full higher education	Online	Four times per year	Never, really	E- books	$30-50 Dollars	Cassandra's Path, or Adventures with Macaroni by Julia Voznesenskaya	The Rape of Europe by Evgeny Vodolazkin
59	F	31	Full higher education	Ofline	Once per year	Never, really	Paper books	$30-50 Dollars	Apply Your Problem Solving Know How by Dale Carnegie Forgive myself by Luule Viilma	The Art of Being by Erich Fromm
60	F	31	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	Crime and Punishment by Fyodor Dostoevsky	Totem and Taboo by Sigmund Freud
61	F	31	Full higher education	Ofline	Four times per year	Never, really	Paper books	$50- 100 Dollars	My Grandmother Asked Me to Tell You She's Sorry by Fredrik Backman	Britt-Marie Was Here by Fredrik Backman
62	F	31	Full higher education	Online ; Ofline	Once per month	Never, really	Paper books, e- books	$5-20 Dollars	The Rosy Crucifixion by Henry Miller	The Inner World Outside Object Relations Theory and Psychodrama by Paul Holmes

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63	F	32	Full higher education	Online	Once per month	Never, really	Paper books	$30-50 Dollars	The Dolphin Way: A Parent's Guide to Raising Healthy, Happy, and Motivated Kids-Without Turning into a Tiger by Shimi K. Kang	Final Exam by Julio Cortázar
64	F	32	Full higher education	Online	Once per month	Monthly	Paper books	$30-50 Dollars	Confessions of an Advertising Man by David Mackenzie Ogilvy	Steppenwolf by Hermann Hesse
65	F	32	Full higher education	Ofline	Once per year	Never, really	Paper books	$5-20 Dollars	The Master and Margarita by Mikhail Bulgakov	Misèrere by Jean- Christophe Grangé
66	F	33	Full higher education	Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	Atlas Shrugged by Ayn Rand	The Power of Now: A Guide to Spiritual Enlightenmen t by Eckhart Tolle
67	F	33	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	Garden of Gethsemane by Ivan Bahrianyi	Whiffet by Vitaly Zapeka
68	M	33	Full higher education	Online	Once per year	Never, really	E- books	$30-50 Dollars	Hands-On Reactive Programming in Spring 5 by Oleh Dokuka, Igor Lozynskyi	-
69	M	33	Full higher education	Ofline	Four times per year	Yearly	E- books	$50-100 Dollars	Thus Spoke Zarathustra by Friedrich Nietzsche	Poems about Europe by Antonin Ladinsky
70	M	33	Full higher education	Ofline	Four times per year	Never, really	Paper books	$50-100 Dollars	A Brief History of the Universe by J.P. McEvoy	Norse Mythology by Neil Gaiman
71	M	33	The PhD in History	Ofline	Four times per year	Weekly	Paper books	$5-20 Dollars	The Diary of a Bookseller by Shaun Bythell	Conversation about the ancient world by Gregory Skovoroda
72	F	35	Full higher education	Online	Once per week	Never, really	Paper books, e- books	$50-100 Dollars	Breaking the Habit of Being Yourself by Dr Joe Dispenza	Das große Buch von Koko und Kiri by Erwin Moser
73	M	35	Full higher education	Online	Four times per year	Never, really	E- books	$50-100 Dollars	The Book of Mirdad by Mikha'il Na'ima	The Casual Vacancy by J.K. Rowling

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74	M	35	Full higher education	Ofline	Once per year	Never, really	Paper books	$5-20 Dollars	Reality Transurfing 1: The Space of Variations by Vadim Zeland	Eugénie Grandet by Honoré de Balzac
75	F	36	Full higher education	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	In Search of the City of the Gods Volume III - In the Arms of Shambhala by Ernst Muldašev	The King of Warsaw: A Novel by Szczepan Twardoch
76	F	39	Full higher education	Ofline	Once per year	Yearly	Paper books	$30-50 Dollars	Words that Ring Through Time: The Fifty Most Important Speeches in History and How they Changed Our World by Terry Golway	The Fifth Symphony by Jevhen Malanjuk
77	F	40	Full higher education	Ofline	Four times per year	Never, really	Paper books e- books	$50-100 Dollars	Nineteen Eighty-Four by George Orwell	Animal Farm by George Orwell
78	F	40	Full higher education	Ofline	Four times per year	Never, really	Paper books e- books	$30-50 Dollars	The Thirteenth Tale by Diane Setterfield	Bellman & Black by Diane Setterfield
79	M	40	Full higher education	Online	Four times per year	Never, really	Paper books	$50-100 Dollars	Marketing Warfare by Al Ries, Jack Trout	Red Pill. Look the truth in the eyes by Andrei Kurpatov
80	M	41	Full higher education	Online	Once per year	Never, really	E- books	$5-20 Dollars	Light in August by William Faulkner	The Howling Miller by Arto Tapio Paasilinna
81	M	41	Full higher education	Ofline	Once per month	Never, really	Paper books	$30-50 Dollars	Eneyida by Ivan Kotlyarevsky	Kobzar by Taras Shevchenko
82	F	44	Full higher education	Ofline	No determinable frequency	Never, really	Paper books e- books	$50-100 Dollars	The Adventures of Huckleberry Finn by Mark Twain	Ragnarok: The End of the Gods by Antonia Susan Byatt
83	F	44	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	Men Are from Mars, Women Are from Venus by John Gray	What You Feel You Can Heal by John Gray
84	F	44	Full higher education	Online	Four times per year	Never, really	Paper books e- books	$30-50 Dollars	One Hundred Years of Solitude by Gabriel García Márquez	Manipulation of the word in the media by Anna Danilova

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85	F	45	Full higher education	Ofline	Once per year	Never, really	Paper books	$30-50 Dollars	Kiss That Frog!: 21 Great Ways to Turn Negatives into Positives in Your Life and Work by Brian Tracy	No Excuses!: The Power of Self-Discipline by Brian Tracy
86	F	46	Full higher education	Ofline	Once per year	Never, really	Paper books e- books	$50-100 Dollars	The Summer Book by Tove Jansson	Black: The History of a Color by Michel Pastoureau
87	F	49	Full higher education	Ofline	Once per year	Never, really	Paper books	$50-100 Dollars	No B.S. Ruthless Management of People and Profits by Dan Kennedy	The Curious Case of Benjamin Button by Francis Fitzgerald
88	M	53	Full higher education	Ofline	Once per week	Never, really	Paper books	$30-50 Dollars	Jo confesso by Jaume Cabré	Il giorno by Giuseppe Parini
89	M	54	Full higher education	Ofline	Once per month	Yearly	Paper books	$30-50 Dollars	Think and Grow Rich by Napoleon Hill	Plato, Not Prozac!: Applying Eternal Wisdom to Everyday Problems by Lou Marinoff PhD
90	M	54	Full higher education	Ofline	Four times per year	Monthly	Paper books	$5-20 Dollars	Everything is in your hands by Oleksandr Shovkovskyi	Pep's City: The Making of a Superteam by by Lu Martin , Pol Ballus
91	M	57	Full higher education	Ofline	Once per week	Never, really	Paper books	$50-100 Dollars	The Complete Essays of Michel de Montaigne by Michel de Montaigne	Strategy: The Logic of War and Peace by Edward N. Luttwak
92	F	57	Full higher education	Ofline	Once per month	Yearly	Paper books	$5-20 Dollars	Still Me by Jojo Moyes	The Giver of Stars by Jojo Moyes
93	F	58	Full higher education	Ofline	Once per month	Monthly	Paper books e- books	$30-50 Dollars	The Woman Who Borrowed Memories by Tove Jansson	Tove Jansson: Work and Love by Tuula Karjalainen
94	M	59	Full higher education	Ofline	Once per month	Never, really	Paper books	$50-100 Dollars	BaZi- The Destiny Code: Your Guide to the Four Pillars of Destiny by Joey Yap	Four Pillars of Destiny Exploring Water Charts by Dr Jin Peh

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95	M	61	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	The Bible	Vladimir Shcherbakov
96	F	64	Full higher education	Ofline	Four times per year	Monthly	Paper books	$30-50 Dollars	Thoughts on Art and Life by Leonardo da Vinci	Suite and partita in the piano art of Ukrainian composers of the twentieth century by Maria Kalashnik
97	M	64	Full higher education	Ofline	Once per month	Monthly	Paper books	$30-50 Dollars	A Year in Provence by Peter Mayle	Encore Provence: New Adventures in the South of France by Peter Mayle
98	F	65	Full higher education	Online	Once per month	Never, really	Paper books e- books	$50-100 Dollars	Three Comrades by Erich Maria Remarque	Oedipus of Moscow by Valery Primost
99	F	70	Full higher education	Ofline	Once per month	Never, really	Paper books	$5-20 Dollars	Some Buried Caesar/The Golden Spiders (Nero Wolfe) by Rex Stout	Nine Coaches Waiting by Mary Stewart
100	F	71	Full higher education	Ofline	Four times per year	Never, really	Paper books	$30-50 Dollars	The God Equation: The Quest for a Theory of Everything by Michio Kaku	A Year in Provence by Peter Mayle

IV. Results and Discussion

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

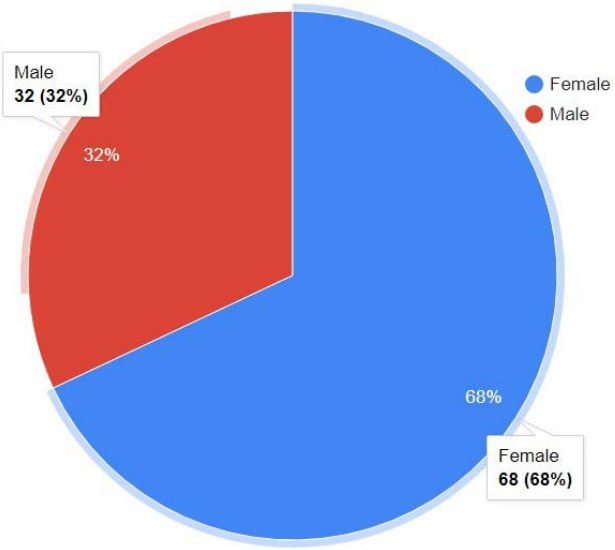
Separately, the results show that the more highly educated the respondents, the more likely they are to have read a book, with a similar positive correlation evident with income. Due to results of questionnaire, 65% respondents have Master's degree, 22 % have bachelor degree, 12% have secondary education,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

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

As we can see from the table, much book readers are 20-40 year old (52,6 %), less –13-20 year old (24,7 %), 40-60 year old (17,%%) and the smallest group consists of 60-71 year old respondents (5,2 %). Poll.

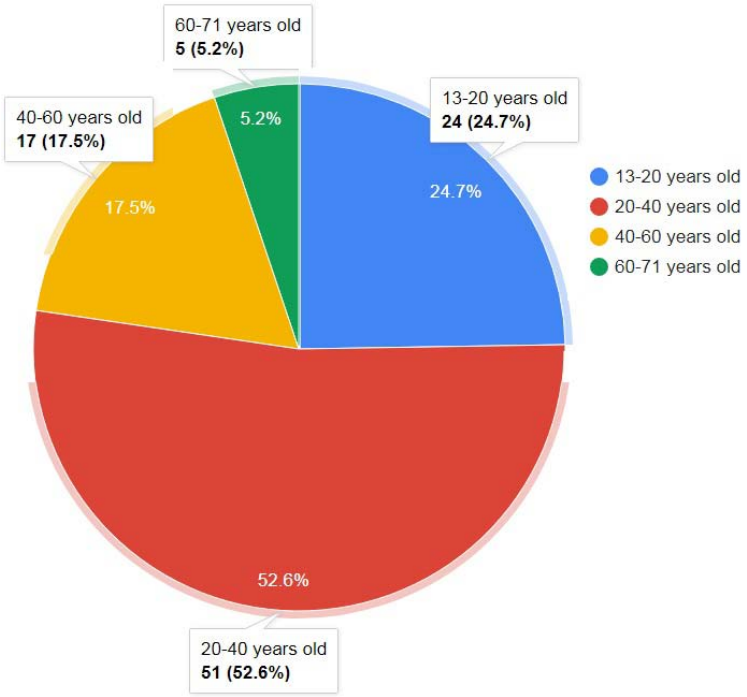
Results show us that the largest pieces of the pie come from readers whose book-buying budged amounts to 30-50$ per once purchase (42%), 33% respondents ready to pay once for the book 50-20$, and only 25% are the richest – they can pay 50-100$ per book. So, respondents with a high financial level more often bought books than respondents with a low financial level.

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Source: Author´s elaboration

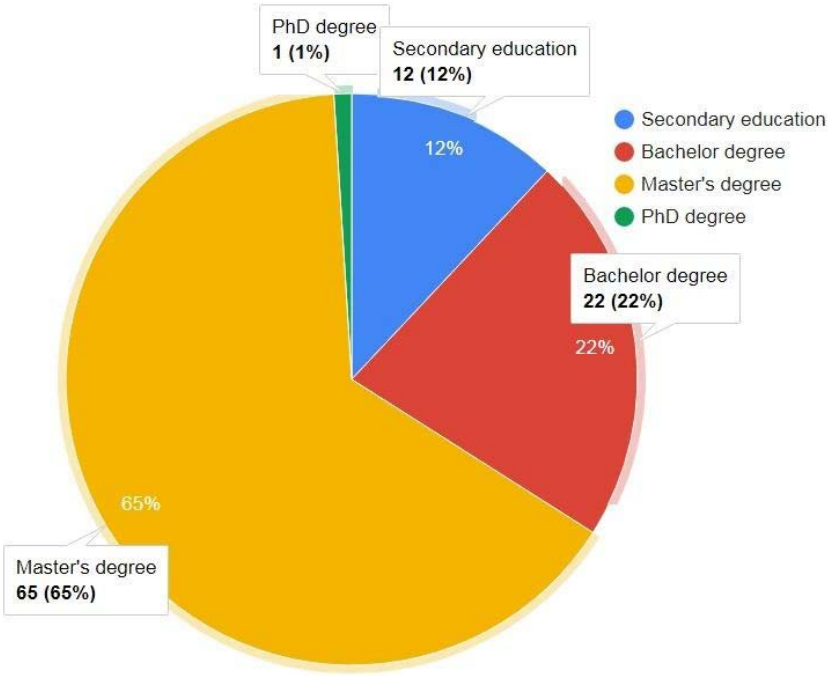
Figure 1: Result of the questionnaire. Demographic Information about respondents. Gender.



Source: Author´s elaboration

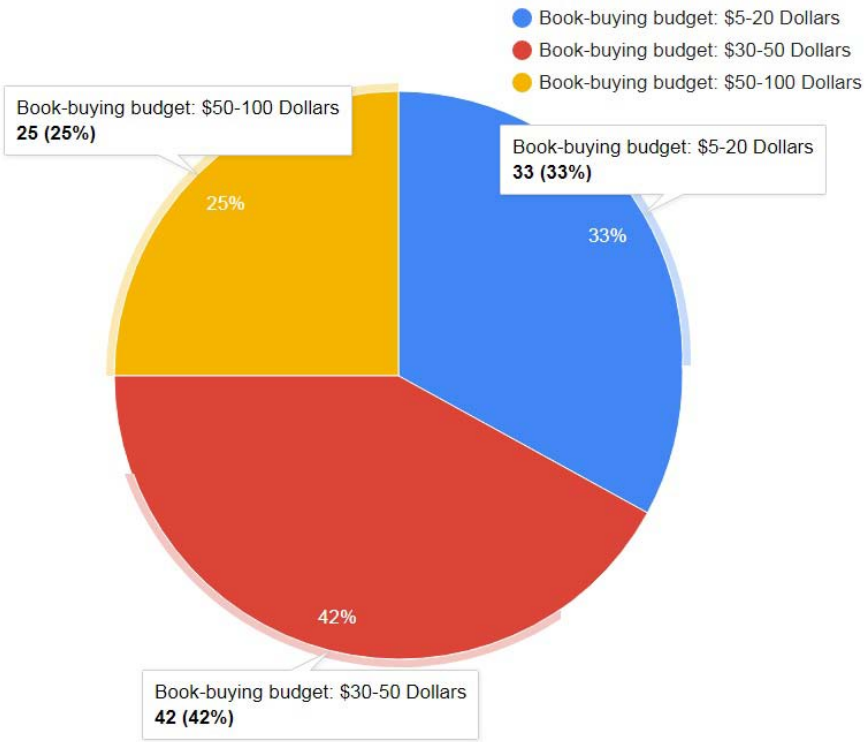
Figure 2: Result of the questionnaire. Demographic Information about respondents. Age.

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Source: Author´s elaboration

Figure 3: Result of the questionnaire. Demographic Information about respondents. Education level.



Source: Author´s elaboration

Figure 4: Result of the questionnaire. Book-buying budget.

The results on *Figure 5* show us that the overwhelming majority of readers (75%) prefer to purchase books offline, in a bookstore. Online book shopping is the prerogative of 15% respondents. Both – online & offline bookstores chose 10% of the survey respondents.

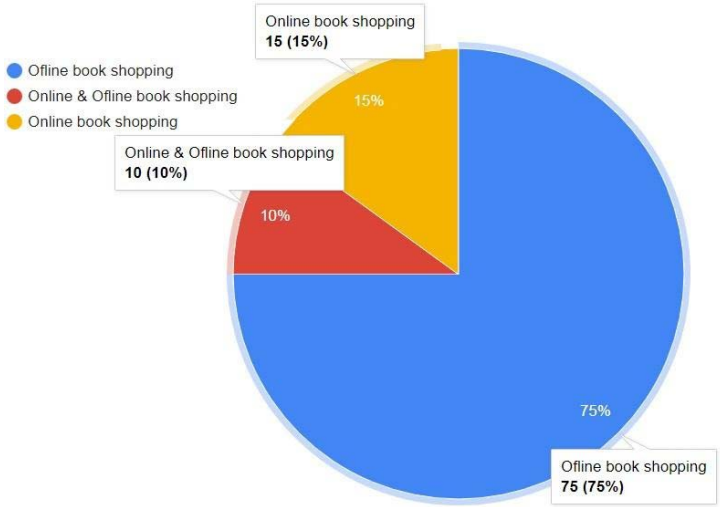
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By answering on the following question «how often they purchase books», 35 % respondents pointed to four times per year, 34% respondents purchase books once per month, 22% once per year, 6% once per week and 3% respondents chose «no determinable» *(Figure 6)*.

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

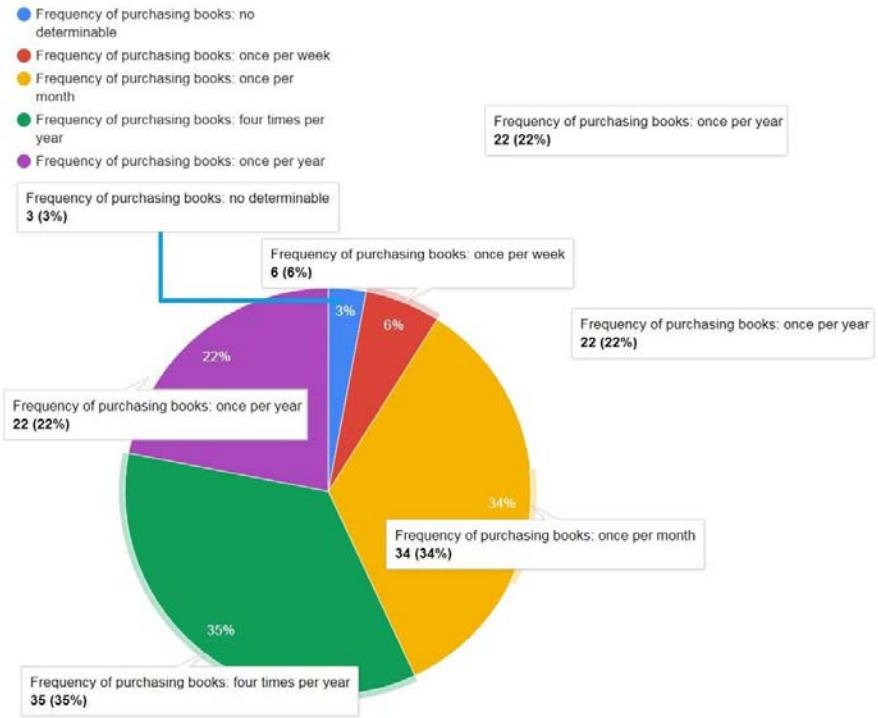
Answering the question how often they borrow books from a library, 14,1% of respondents answered that they visit library every month, 17,2% every year and 68,7% never used library services and resources *(Figure 8).*

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



Source: Author´s elaboration

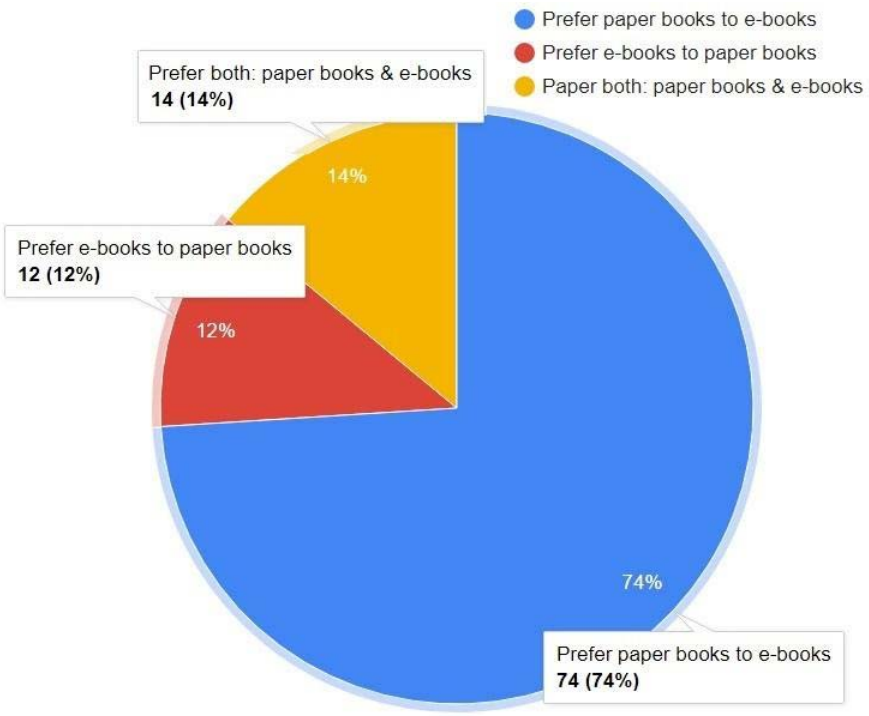
Figure 5: Result of the questionnaire. Statistical data about publishing preferses of respondents. Book shopping.



Source: Author's elaboration

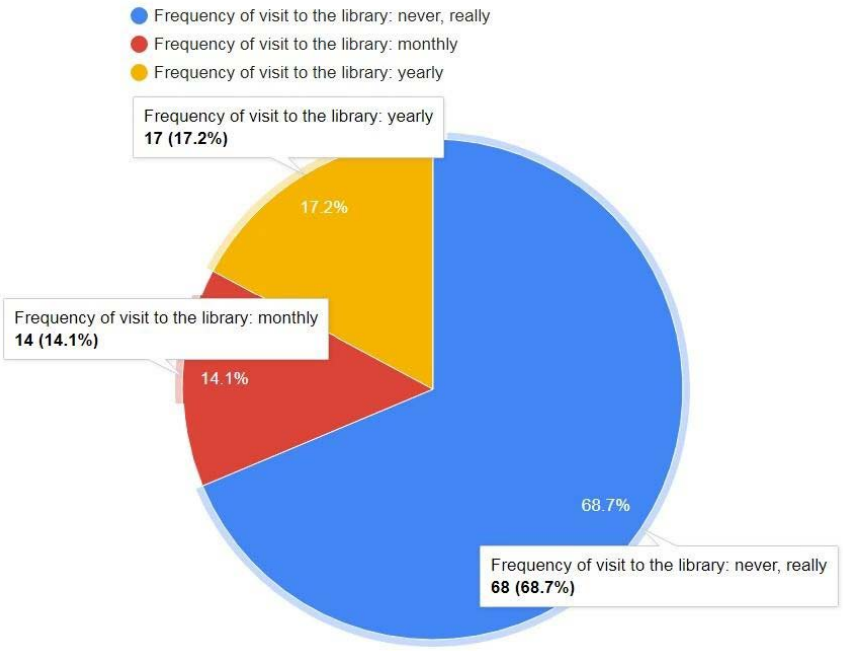
Figure 6: Result of the questionnaire. Statistical data about publishing preferses of respondents. Frequency of book purchasing.

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Source: Author´s elaboration

Figure 7: Result of the questionnaire. Statistical data about publishing preferses of respondents. Paper book vs e-book.



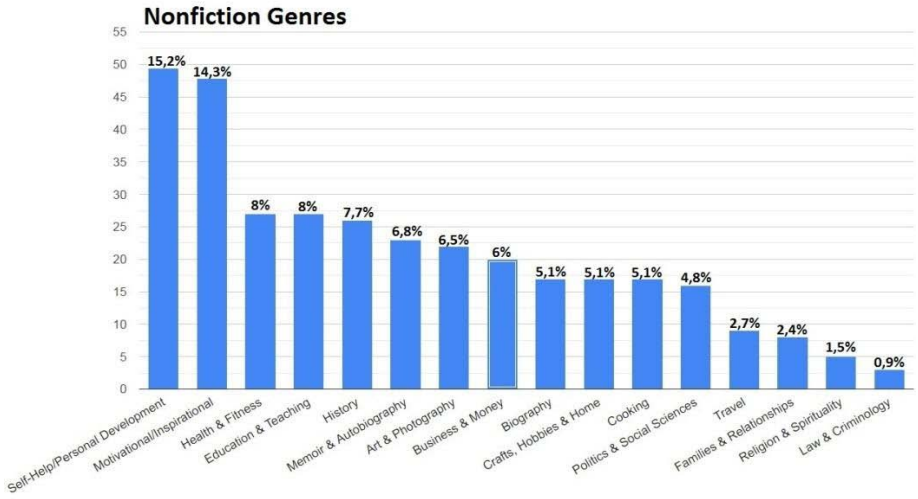
Source: Author´s elaboration

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

As we can see on *Figure 10*, the most popular among Ukrainian readers are such nonfiction genres: Self-Help/Personal Development (15,2%), Motivational/ Inspirational (14,3%). During the last year 8% of respondents read Health & Fitness, Education & Teaching books. The most unpopular genres among respondents are Religion & Spirituality (1,5%) and Law & Criminology (0,9%). It should be noted that the level of

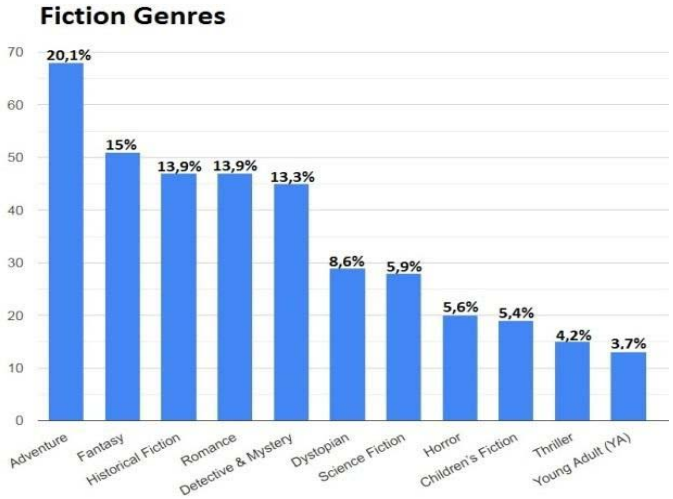
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popularity of various genres differs significantly among different groups of respondents. In particular, the popularity of different genres among young and old respondents is quite different. The picture of fiction genre popularity looks this way (*Figure 11)*: Adventure (20,1%), Fantasy (15%), Historical Fiction and Romance (13,9%), Detective & Mystery (13,3%), Dystopian (8,6%), Science Fiction (5,9%), Horror (5,6%), Children's Fiction (5,4%), Thriller (4,2%), Young Adult (3,7%).



Source: Author´s elaboration

Figure 10: Result of the questionnaire. Statistical data about preferses of nonfiction genres.

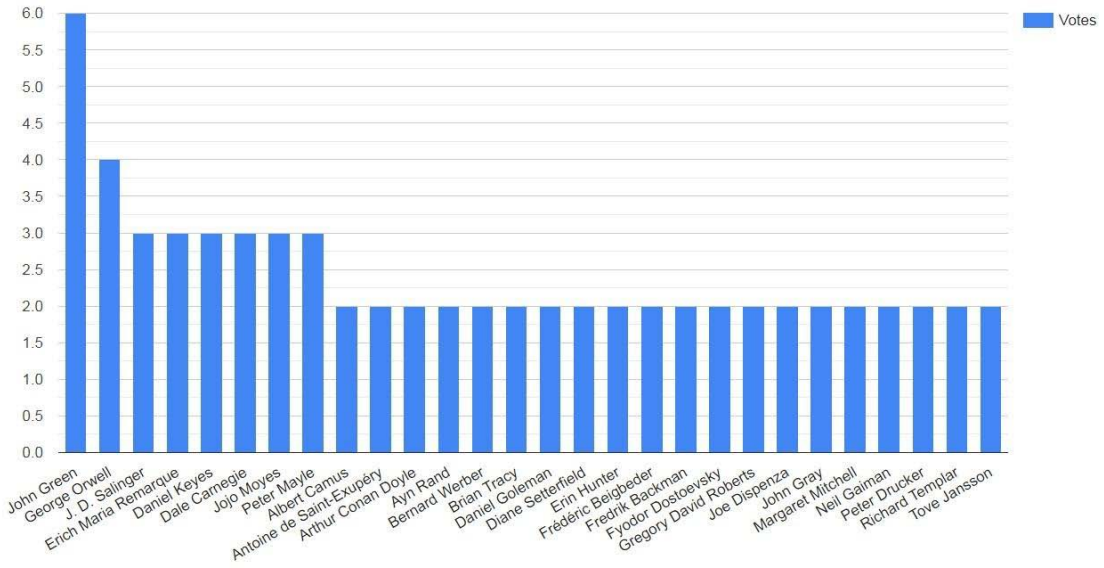


Source: Author´s elaboration

Figure 11: Result of the questionnaire. Statistical data about preferses of fiction genres.

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

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Source: Author´s elaboration

Figure 12: Result of the questionnaire. Statistical data about most popular writers among respondents.

V. Conclusion

Based on the data and discussion above, the conclusions are as follows. Books are easy to access without leaving home. It's important fact considering coronavirus outbreak. The results of this study show, first, how COVID-19 has changed reading habits.

The COVID-19 crisis forced Ukrainian bookstores and libraries to close across the country, which has ignited an online book-shopping. According to a our survey conducted in February 2021, 74% of respondents in Kyiv prefer printed books. During the quarantine, Kyiv bookstores acted as book delivery points. Readers still preferred to order books offline, in book delivery points.

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

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

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