A Study of Consumer's Lifestyle on Purchasing Behavior on Children Books- Communicative Effect of Knowledge Sharing...

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ABSTRACT

Due to external environment change and transformation on customer consumption, the publishing industry of children's books has to study and understand the variety demands of book buyers in order to boost up the purchasing quantity. This study will research and analyze the purchasing behaviors of different groups of customers, to understand theirs purchasing behavior on children's book and the impacts being made by different means and ways of marketing strategies. Conclusions are the following four points: 1. The research survey indicates there are three types of children's book buying customers representing different kinds of lifestyles- categorized as Intellective type, Sensible type and Sensational type. The market share of these three types of book buyers results in the following percentage: Intellective type 41.8%, Sensible type 37.9% and Sensational type 20.3%. 2. The above three customers respond to the knowledge sharing marketing activities shown better result with Internet social groups than in the real book-reading clubs. The degree of influence imposed by sales personnel as marketing media, the Intellective type and Sensational types respond better to the face to face direct sales while Sensible types shows better reaction in telephonic marketing. 3. Parents in the conducts of buying children's book are influenced greatly by Internet knowledge sharing marketing activities. Customers representing three types of lifestyles have their own unique purchasing behaviors. These three types of customers in the conduct of selecting buying location most of times choose chain bookstores. In responding to marketing channels, Intellective type and Sensible type react better in the telephone sales, while Sensational type prefers in store sales. In deciding buying method, Intellective type and Sensible type are often using mail order as well as store shopping as their ways of purchasing books. Sensational type usually uses mail order to buy their books.

Keywords: lifestyle ; communicative effect ; purchasing behavior

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