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To: Yellow Dog Bookshop

From: Caroline Briscoe, Carson Bierman, and Jacob Brase

Subject: Research Memo

When the Yellow Dog Bookshop, a local bookstore in Columbia, Missouri, desired to increase the traffic of 18-24-year-olds, our group took the initiative to research the most effective ways to accomplish this objective. Throughout our research, we gained a better understanding of the attitudes and behaviors of our target market in general as well as in regard to reading and local bookstores. To ensure we provided the best solution to our client, we carried out in-depth research using both primary and secondary sources. We collected information from online databases, surveys, and in-depth interviews. With the latter information, we developed a research report which touches on our methodology and key findings that influenced our proposed solutions for the Yellow Dog Bookshop to increase 18-24-year-old customers.

To set our work in motion, we began with collecting secondary research on the attitudes, behaviors, and values of our target market. We wanted to know all things from how they spend their free time to their buying habits. Specifically, we wanted to gather enough data to inform the reading habits of 18-24-year-olds, the positioning of local bookstores in the market, and the impact of the digital era on both the audience and the market. Once we gathered and analyzed secondary research, we worked as a team to determine the gaps. These gaps informed our survey questions.

The goal of our survey was to narrow in on our direct target market, 18-24-year-olds in Columbia, Missouri. We wanted to hear from them to confirm/deny the general trends in our secondary research. The focus of the survey remained similar to our secondary research goals and asked questions regarding reading habits (i.e. online/paperback, genre, etc.) and bookstore shopping habits. However, we were able to find out that although our secondary research proved that generally, 18-24-year-olds veer towards digital, the majority of the market in our area still reads paperback books. In addition, we asked questions about social media and gender identity. Our survey provided us with great knowledge, but it presented quantitative data. We still needed to understand the emotional tie to the demographic's buying habits. Therefore, we continued our work with in-depth interviews.

These in-depth interviews not only provided us with qualitative data to supplement the surveys but also allowed us to observe and learn the authentic opinions of our target. The focus of our questions was on customer experience—the feelings about shopping and reading—and we learned things such as the importance of convenience and good customer service. The material we learned from the interviews was the icing on the cake; we were subsequently able to give the Yellow Dog Bookshop advice and recommendations on how to increase the traffic of 18-24-

year-olds. We hope that the Yellow Dog Bookshop finds our work helpful and can successfully reach its goal.

J4952 Research Report

Caroline Briscoe, Carson Bierman, and Jacob Brase

EXECUTIVE SUMMARY

In October 2023, our group was asked to help the Yellow Dog Bookshop in Columbia, Missouri, increase the number of 18-24-year-old customers. This specific demographic has been known to dominate the digital world as individuals and consumers. As a tech-savvy generation, they constantly interact with the world via social media and the internet. With that said, this locally owned bookstore, known to embrace the traditional aspects of literature, struggles to draw in traffic from this age demographic. Through secondary research, surveys, and in-depth interviews, we collected both quantitative and qualitative data to help inform the Yellow Dog Bookshop of brand developments to achieve the latter goal.

With our end goal in mind, we began by collecting secondary research covering all things from the reading and buying habits of the demographic to effective marketing strategies. Specifically, we looked into reading habits, the position of local bookstores in today's market, and the impact of advancing technologies. To ensure the validity of our research, we pulled data from scholarly articles and databases such as *Mintel* and *WARC*. We read through copious articles and studies to determine the best solutions for the Yellow Dog Bookshop to draw in those ages 18-24. From there, we combined our expertise to analyze the data and determine what key findings remained missing.

The gaps we discovered in our secondary research further helped us determine survey questions as we transitioned into the primary research stage. We focused our survey questions on the attitudes of the demographic in order to determine their current viewpoints on reading and local bookstores/bookstores in general. We used convenience sampling, and although it can produce bias, we are confident that we achieved a wide enough range of responses to keep our results accurate. Convenience sampling made the most sense due to our short time frame and our method of communication— sending the survey through mobile. Our survey took less than ten minutes and we wrote the questions to be clear and concise for easy understanding. Moreover, the survey provided quantitative data which helped us develop recommendations for the Yellow Dog Bookshop to increase the amount of 18-24-year-old customers.

We were able to fill many of the gaps we found through the survey results, however, there was still something missing: the emotional appeal. Because the surveys provided quantitative data, the medium did not allow for much explanation or emotion. So in addition to our secondary research and survey, we developed a set of in-depth interview questions. The interview questions focused on the perceptions and consumer behavior of our target demographic. These interviews were conducted one-on-one with prior survey respondents who agreed to share their time and thoughts with us further. With the one-on-one connection and flexibility, we were able to tailor follow-up questions to each specific interviewee which allowed for a better understanding of their opinions and behaviors.

Our key findings from the survey greatly correlated with the findings from our in-depth interviews. We found that people in our target demographic participate in recreational reading, however, convenience in buying literature is an essential factor. Many of our research participants read for entertainment purposes, but they often choose to buy books from Amazon because of the time efficiency, accessible reviews, and satisfactory customer service. Whether it is with school, work, or their social lives, 18-24-year-olds live very busy lifestyles. Although many said they would stop into a local bookstore every once in a while, the general response was that they do not go out of their way to do so when there are more convenient options. This can also be associated with advertising. If people hear about the store, they are more inclined to visit and in turn shop. We also discovered that the quality of inventory influences where the demographic chooses to shop. They want recent releases. While offering inventory with something for everyone is a good idea, having a decent selection of trending, new releases will help the Yellow Dog Bookshop achieve more 18-24-year-old customers. Moreover, respondents said that price incentives such as sales will bring them into the bookstore. The majority of our respondents are college students on a budget, so having affordable inventory is important. Lastly, something that stood out from our in-depth interviews was that reading is good for the mind. People consistently said that reading makes them feel more confident because it increases their intelligence as well as eases their mind from stress. All of the latter key findings are extremely important in developing recommendations to help the Yellow Dog Bookshop successfully attract more 18-24-year-old customers.

Our recommendations which are further explained in a later section of the report are pieces of advice that we believe will help the Yellow Dog Bookshop reach more young adults. Our first recommendation is to develop a stronger, more in-depth webpage to create a more convenient shopping experience for people. This improved website needs to include a search option as well as a full display of categorized inventory. Second, we recommend that our client advertises their shop on digital platforms such as social media or university-related websites. A lot of our respondents do not know about our client and want to hear more about them (i.e who they are, and what they sell). When people see the shop and what it's all about, there is a much larger chance they will buy from there. Our third recommendation for the client is to offer more sales and a larger affordable selection. When asked what their local bookstore could do to have them make a purchase there, deals/sales and cheaper books were two of the most common answers. Sales can not only incentivize the target demographic but also help the bookstore weed out any outdated inventory.

With all said, we believe that our research and recommendations put the Yellow Dog Bookshop in a great place to successfully attract more 18-24-year-old customers.

REPORT INTRODUCTION

The Yellow Dog Bookshop, formerly named Get Lost, was bought by a married couple, Joe Chevalier and Kelsey Hammond, in the summer of 2013. They designed this local retail store with pride and joy, executing the details just the way they wanted. Yellow Dog not only sells numerous books and literature but also participates in buying and trading. For Joe and Kelsey, the Yellow Dog Bookshop is not just a business; it is a community that values relationships with fellow customers and the literature. They have faced many uphill battles in recent years, mainly due to the changing market and the COVID-19 pandemic, but they still remain a strong presence in the local Columbia book community. Yellow Dog currently wants to increase the number of 18-24-year-old customers, a demographic that tends to veer away from traditional bookstores.

People grow up reading to learn. We begin reading in elementary school to improve our literacy and communication skills. Although, reading has different purposes for everyone. Many people read for enjoyment. Some people continue to read to be informed. Other people read to get out of their heads. Reading is proven to be extremely beneficial to our mental health because it can lessen stress, especially in college students (Levine, Cherrier, Holding & Koestner 2022). However, with the rise of social media and the internet, people often choose to scroll on their phones rather than pick up a book. Specifically, there has been a significant decrease in reading literacy in young people (Greenhow & Lewin 2016).

Our goal in the following research was to learn as much as we can about 18-24-year-olds and then narrow in on their feelings and behaviors in regard to local bookstores. With the latter information, we could help the Yellow Dog Bookshop achieve its goal of increasing 18-24-year-old customers by making branding recommendations. Understanding the opinions and behaviors of this target demographic, such as their buying habits and how they spend their free time, helps us learn how to connect them with the local bookstore and in turn bring in more traffic from that age group.

SECONDARY RESEARCH

In order to collect relevant and credible secondary research, we used a variety of online databases that presented us with a wide range of angles regarding local bookstores. We focused on exploring the following three main angles: recreational reading habits, the positioning of local bookstores in the current market, and the impact of digital marketing on Gen Z. By narrowing in on these three angles, our goal was to first understand the foundations of local bookstores (i.e. reading habits and consumer buying behavior) and then learn how to draw buyers from our target of 18-24-year-olds.

Although people may believe the digital world is taking over, we found that over half of Gen Z prefer to shop in person rather than online (Kondakciu, 2022). Brick-and-mortar stores still have some market share. In fact, since the pandemic, the community aspect of shopping in person has not only increased the brick and mortar market but also the desire to shop locally. Ryan Raffaelli believes that the localism of bookstores gives them a competitive edge on the rise of e-books. Bookstores, especially local establishments, are known to encompass the essence of community “due to their traditional and welcoming nature,” so creating the right environment is a good way to draw in our target audience (Kondakciu, 2022). When creating our survey and in-depth interview questions, we asked about buying habits and consumer attitudes toward local bookstores in order to further develop the proper environment for our specific target.

Moreover, through our secondary research, we found that recreational reading reduces psychological distress in college students and leads to better mental health overall (Levine et. al, 2022). The problem is that too many 18-24 year-olds lack the desire to read (Khreisat & Mugableh, 2020). In reality, young adults often view reading as a source of information rather than a source of enjoyment (Putro & Lee, 2017). We find that the older people get, the less likely they are to read for fun. With that said, our in-depth interview includes questions diving into the attitudes and feelings of those ages 18-24 on leisurely reading. We aim to find out if and why this age group veers away from recreational reading as well as what we can do to encourage them to spend some time with it. Based on our secondary research findings, we can possibly capitalize on the idea that it reduces stress and betters mental health, however, we want to hear our audience’s personalized opinions on the issue as well.

Regarding marketing and/or engaging our target, we found that there is a high influence of computer literacy, peer and social influence, and social media identity (Kahawandala et al., 2020). Social media is the preferred form of marketing for Gen Z, so although in-store shopping is prevalent, we must also engage online via social media and influencer marketing (Kadekova & Holienčinova, 2018). For example, a TikTok trend, known as Booktok, is to thank for a skyrocket in Barnes and Noble book sales in 2021 (Milliot, 2022).

All in all, our secondary research tells us to capitalize on the community aspect of local bookstores while implementing some aspects of the new digital era into our marketing and promotion. We hope to find out the specific changes to make and paths to take through more narrowed surveys and interview prompts.

SURVEY

Methodology

Our survey sought to further understand our target audience's attitudes towards local bookstores so that we can better understand how to increase the number of these young adults visiting local bookstores. First off, we had to decide how we wanted to select these participants in our survey. Based on our target audience, we decided that the University of Missouri student body would be an accurate sample of 18-24-year-olds as the average college age can range from anywhere from 18 to 23, with graduate students being 24 and older. Due to research limitations, we used convenience sampling; each of us randomly selected people whom we were able to efficiently get information, including mostly friends and family. With better resources and more time, we likely would have done random sampling with the entire University of Missouri student body. Our survey questions covered two main areas: attitudes toward reading and attitudes toward local bookstores/businesses in general. These two areas of information get to the heart of our objective.

For the questions, we decided to use a number of different kinds of scales. We used a dichotomous (yes/no) scale to ask simple questions like if they participate in recreational reading, or if they follow a certain TikTok account that focuses on reading. These simple questions allowed us to collect simple quantitative data to further narrow down the reading attitudes of our target audience, with little room for interpretation. Other scales such as multiple choice offered more nuanced information on our target audience, such as asking about what bookstore our audience buys from the most, why they read books, and what genre of literature they enjoy reading the most. These questions allowed for a more nuanced look at the reading habits and attitudes of our target audience, although at times these questions may have only given a limited number of options to answer from. We also added some open-ended and some ordinal-type questions to give us more specific information on our audience's attitudes. Finally, we asked about the gender identity of our participants to be able to further segment our results.

Findings

In total, 29 people participated in our survey at the time results were analyzed. All respondents were part of the 18-24-year-old age demographic.

Our results showed us that 75.86% of our respondents actively participate in recreational reading (*see Table 1*). Approximately 65% of respondents said that they read as a source of entertainment rather, with only 31% of the participants reading for informational purposes (*see Table 2*). These results allow us to conclude that reading is in some capacity viewed as entertainment and something to be enjoyed, which is contrary to what our secondary research concluded (Putro & Lee, 2017). This is significant in that it challenges the assumption that we made in regard to why 18-24-year-olds would be opposed to visiting local bookstores. If our assessment of the problem

is inaccurate, our solution or mechanism to increase local bookstore visits will also be off. This calls for a reassessment of why it is that 18-24-year-olds rarely visit local bookstores.

Another conclusion we drew from our survey is that our target audience views local businesses favorably, as 93.1% of participants said they believe shopping locally is important (*see Table 3*). With that said, over half of the participants stop in local bookstores every once in a while or more, and the most common reason for visiting a local bookstore was because it is a local business (*see Table 4*). This is important in that it shows a characteristic of local bookstores that we can leverage to increase overall attendance among our target audience. The sales pitch of supporting local businesses could be a powerful entry point to reel in 18-24-year-olds.

One weakness I did see from our survey results was that many of the responses to the open-ended questions seemed to be less than a sentence long and did not really provide a lot of insight. If we were to do it again, it would be beneficial to set a limit of two or more sentences on the response so that our respondents are sure to expand on their answer and not just phone it in.

Results

Below we have created four charts that summarize some questions from our survey data. The data in the chart was pulled directly from the Qualtrics survey results, and the numbers on the right correlate to the number of respondents who chose the answer to the left.

Table 1

Question 1:

Do you actively participate in recreational reading?

Yes	22
No	7

Table 2

Question 2:

What is the main purpose behind your reading habits?

To learn	7
For entertainment	19
To stay updated on news	2
Other	1

Table 3

Question 6:

Which of the following options below BEST represents your attitude/behavior toward local bookstores?

They're outdated; I can't remember the last time I've been to one.	4
I'll stop in when it's convenient, but just to look around.	7
I'll stop in every once in a while and purchase something to support a local business.	9
I'll stop in often, but I don't always walk out with a purchase.	6
I love the experience, I am a regular customer!	3

Table 4

Question 8:

Shopping locally is important.

Strongly disagree	0
Disagree	0
No opinion	2
Agree	15
Strongly Agree	12

IN-DEPTH INTERVIEW

Methodology

Our group wanted our in-depth interviews to focus on the customer experience, past and present with the reading itself. We wanted our questions to focus on how customers have interacted with literature in the past. This meant asking more questions about the type of books or literature that prospective customers are reading or interested in reading. It is important that we know more about what potential customers are interested in so we are able to create a marketing strategy that interests and brings in new customers.

When it came time to form the questions, we focused on the order. We wanted to make sure that the questions flowed in a way that brought those we interviewed on a journey. It was also important to us to start the in-depth interview with questions that provoked more thought or

emotion first. From our own personal experiences, we know that interviewees can get mentally exhausted when answering survey questions. The questions we have created are set in an order that can give the interviewee a break or a moment of rest, changing the pace of types of questions throughout the interview.

One of the most important questions is the first question asked, “Tell me about a time that you had a positive emotional relationship with a brand.” While this prompt is not inherently about reading or book purchasing it provides great insight into how other brands have made consumers feel valued, seen, and more. By knowing this information we can take it and do emotionally provoking advertising or create ways for customers to interact with Yellow Dog Bookshop.

Many of our questions focus on the experience of purchasing a book and the decision-making process. We wanted to explore the thought process of purchasing from start to finish. That is why our second question is as follows, “What factors influence where you choose to shop?”. It is important to know what kind of stores consumers and prospective customers want to shop at. Knowing what characteristics or features of store influence consumers is essential because we can use this information to enhance our client, Yellow Dog Bookshop. This could make Yellow Dog more desirable and increase the number of customers they serve.

Our questions have the interviewee recall specific habits they have when shopping or deciding to make a purchase such as, “Tell me about how you choose to purchase a book online or in-store.” By having the interviewee recall or explain what their individual process is we are able to use specific examples when it comes time to create advertisements or promote for our client. Understanding the interviewees' experience allows us to use those same decision-making factors with our client. For example, if during an in-depth interview an interviewee expressed they only purchase books online for convenience, we may need to create a form of online ordering or delivery for customers to serve on-the-go audiences.

For control, we pulled interviewees from our initial survey. These interviewees agreed to be contacted for further information, thus the contact for the in-depth interview. We each chose individuals who could give us insight into both perspectives of the book-purchasing process, avid book readers, and moderate and light readers. Having a variety can help us determine what steps need to be taken to appeal to all of them and our target audience. Understanding our target audience is crucial and the in-depth interview process was a large part of that understanding.

Findings

Our interviews showed that our target audience resonates deeply with convenience and efficiency. While interviewing over half of our interviewees expressed that a large part of their decision process is based on how quickly they can find the item/book they are looking for and how quickly it is in their hands. For example, one interviewee explained that they prefer to shop online instead of in-store because they can easily type in the name of the book they are looking for and find it more efficiently than becoming overwhelmed, by rummaging through a bookstore. We noticed a difference between what influenced men and women as well. For women, what inventory is available and the aesthetics of the store play a role in their purchasing process. However, men are more focused on incentives given and more cost-focused. However, both

genders respond well to advertising, they recognize they are influenced by social media and the lifestyles represented on social platforms. Overall, convenience and advertisement play the largest factor in our target audience when it comes to their purchasing process.

KEY FINDINGS AND RECOMMENDATIONS

The main goal of our research was to help our client, the Yellow Dog Bookshop, increase the number of 18-24-year-old customers. After analyzing data from both primary (i.e. surveys and in-depth interviews) and secondary research, we were able to create a list of recommendations for the bookstore.

- **Yellow Dog Bookshop should develop a more in-depth online webpage with up-to-date inventory to make shopping more convenient for the consumer.**

One of the most common pieces of information we discovered throughout our secondary research, survey, and in-depth interview was that this age group makes the majority of their buying decisions based on convenience. In response to our survey question regarding which store people purchase books from the most often, the most common answer was Amazon. Moreover, during our in-depth interviews, we consistently heard that convenience not only influences where people shop but also whether they have a positive experience with the brand. Knowing that reading is typically used as a pastime and our target demographic is naturally busy, it is essential that we make the buying process as easy and efficient as possible. The Yellow Dog Bookshop needs to update their website to provide a more wide range of quality inventory. Having popular/trending books and an easily navigable website to shop from the comfort of their home would be favorable to the target demographic. Their website could further categorize books into subcategories such as best sellers and genres. Also, one essential update to their website is the option to search. A search bar is crucial to the convenience factor for people looking for a specific author or book.

- **Yellow Dog Bookshop should utilize digital platforms (i.e. TikTok, Instagram, and other social media platforms) to advertise the shop.**

One of our key insights from our secondary research was that social media is the preferred form of marketing for Gen Z (Kadekova & Holiencinova, 2018). Although the use of social media has led to a decrease in reading literacy among young adults, marketing must meet this generation where they already are if they want to reach the target audience (Greenhow & Lewin 2016). An example of this being effective is the TikTok trend BookTok, which led to a rapid increase in Barnes and Noble book sales in 2021. Yellow Dog Bookshop can utilize a platform like TikTok to draw their audience in and create intrigue towards books that only Yellow Dog can provide for them. Yellow Dog can also use social media to drive home other key selling points that proved to

be effective for our target audience, such as the angle of supporting local businesses. Overall, social media should be looked at as a direct line of communication with our target audience and something that needs to be utilized.

- **Yellow Dog Bookshop must offer more sales and a larger selection of trending and affordable books.**

Our research found that the target audience prefers a large selection of books when they go to purchase books. This is a reason why many turn to Amazon when it comes to shopping. It would benefit Yellow Dog Bookshop to increase the selection and inventory of books available. This will keep readers and customers coming back over time because the stock would be larger and filled with a variety of books. Our interviews showed that reading is something our target audience partakes in for enjoyment and relaxation, they want to escape the pressure to read like in their youth. Having a larger selection increases the probability of a customer finding a book they want to purchase. Yellow Dog Bookshop should not only increase its selection but increase it with popular books that the target audience is looking for such as popular books trending on BookTok or on social media in general. This will allow customers to find these popular titles without needing to head online or to corporate bookstores in fear that local shops won't have them. It is also necessary that Yellow Dog Bookshop keeps its selection priced as fairly as possible. Most of the target audience is in college and bargain shopping is extremely important to them. Keeping prices low will bring customers into the store as they will not need to compare prices to find the lowest price.

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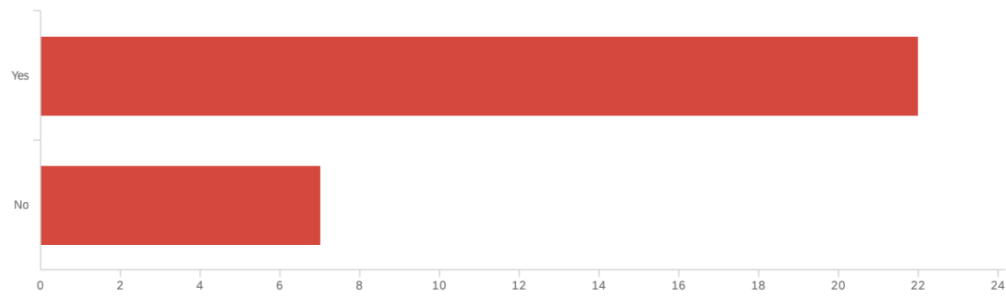
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APPENDIX

Quantitative Survey

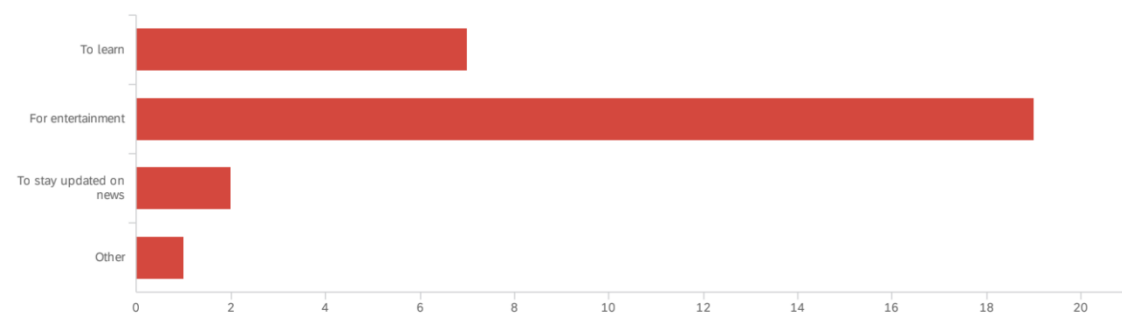
Q1 - Do you actively participate in recreational reading?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you actively participate in recreational reading?	1.00	2.00	1.24	0.43	0.18	29

#	Field	Choice	Count
1	Yes	75.86%	22
2	No	24.14%	7

Q2 - What is the main purpose behind your reading habits?



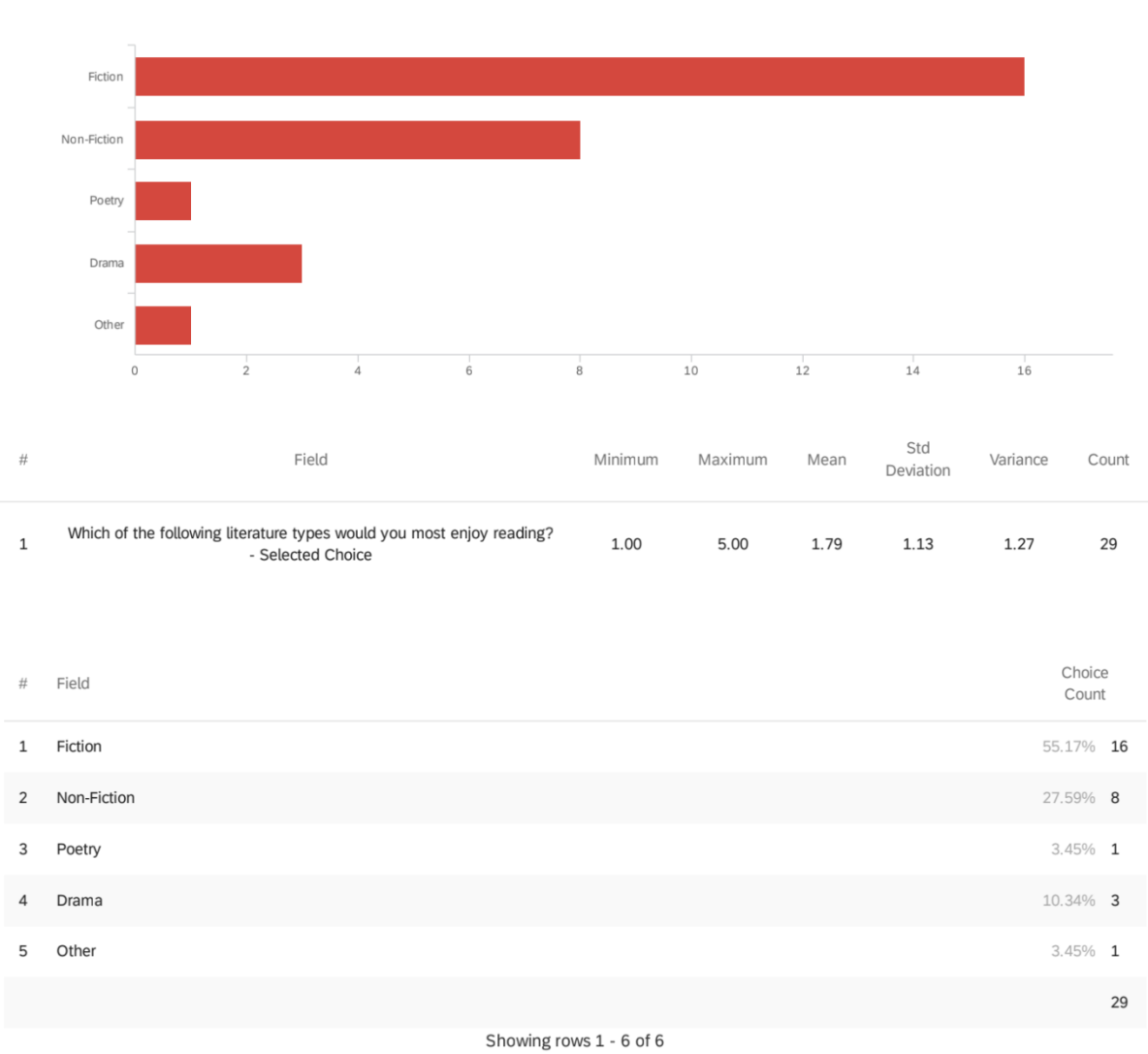
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is the main purpose behind your reading habits? - Selected Choice	1.00	4.00	1.90	0.66	0.44	29

#	Field	Choice Count
1	To learn	24.14% 7
2	For entertainment	65.52% 19
3	To stay updated on news	6.90% 2
4	Other	3.45% 1

29

Showing rows 1 - 5 of 5

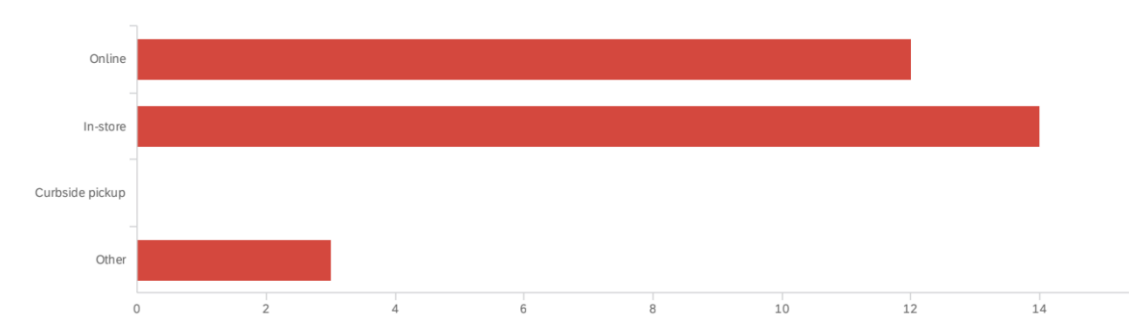
Q3 - Which of the following literature types would you most enjoy reading?



Q3_5_TEXT - Other

Other
Dystopian

Q4 - When purchasing books I usually buy them...



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When purchasing books I usually buy them... - Selected Choice	1.00	4.00	1.79	0.89	0.78	29

#	Field	Choice Count
1	Online	41.38% 12
2	In-store	48.28% 14
3	Curbside pickup	0.00% 0
4	Other	10.34% 3

29

Showing rows 1 - 5 of 5

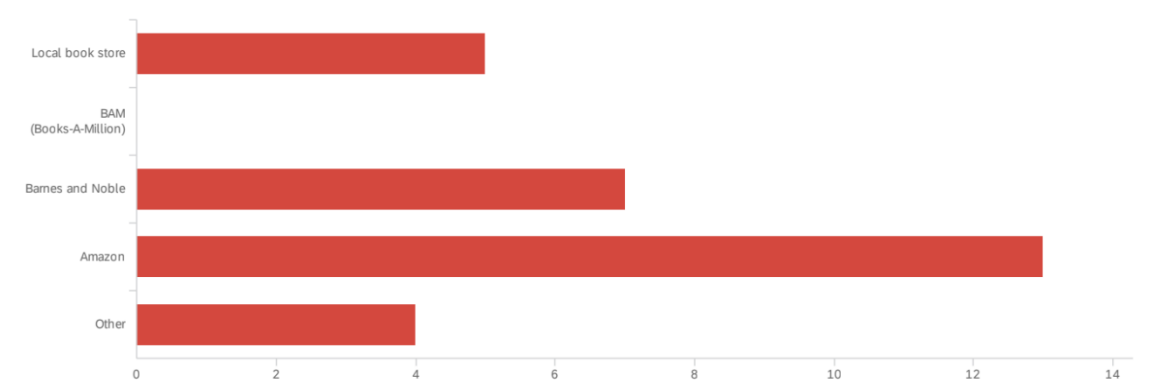
Q4_4_TEXT - Other

Other

Print online

Library

Q5 - Which of the following stores do you purchase books from the most?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the following stores do you purchase books from the most? - Selected Choice	1.00	5.00	3.38	1.24	1.55	29

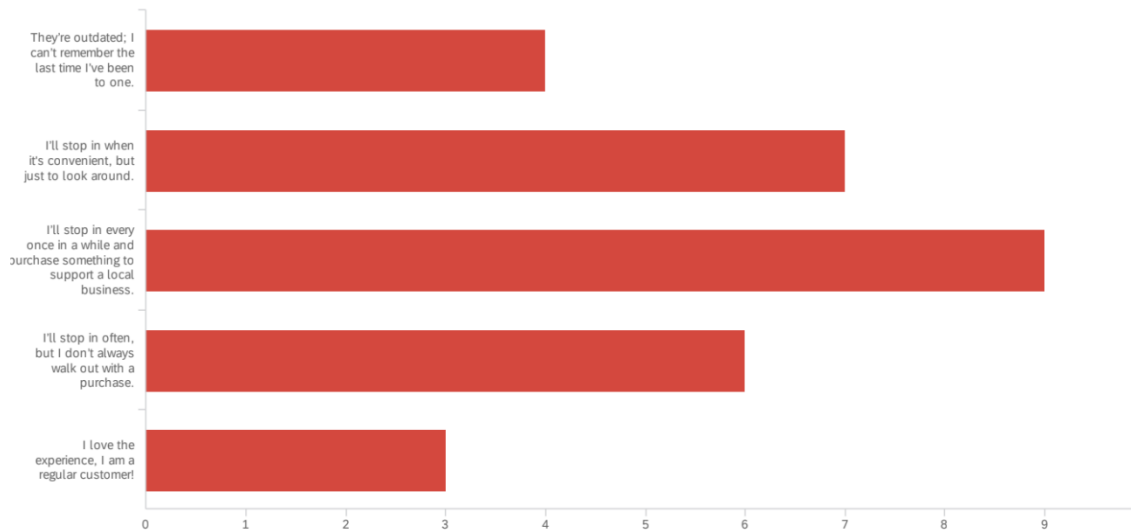
#	Field	Choice Count
1	Local book store	17.24% 5
2	BAM (Books-A-Million)	0.00% 0
3	Barnes and Noble	24.14% 7
4	Amazon	44.83% 13
5	Other	13.79% 4
		29

Showing rows 1 - 6 of 6

Q5_5_TEXT - Other

Other
Target
None
goodwill

Q6 - Which of the options below BEST represents your attitude/behavior toward local bookstores?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which of the options below BEST represents your attitude/behavior toward local bookstores?	1.00	5.00	2.90	1.18	1.40	29

#	Field	Choice Count
1	They're outdated; I can't remember the last time I've been to one.	13.79% 4
2	I'll stop in when it's convenient, but just to look around.	24.14% 7
3	I'll stop in every once in a while and purchase something to support a local business.	31.03% 9
4	I'll stop in often, but I don't always walk out with a purchase.	20.69% 6
5	I love the experience, I am a regular customer!	10.34% 3
		29

Showing rows 1 - 6 of 6

Q7 - What could your local bookstore do to have you make a purchase there?

What could your local bookstore do to have you make a purchase there?

A book I have been wanting to read for a while is in

Target

Cheaper. Deals on books.

Have sales

Have better options

make engaging shelves / collections of books to capture my attention

Not sure.

I like to read but have a hard time picking out books on my own, maybe some sort of display where a bookstore showcases a variety of different genres and authors would increase the chances that I buy a book while shopping

Offer deals.

I usually go to Barnes and Noble but if there was another smaller bookstore around me I would go there if I was aware of it from ads, etc.

More sales

Not much, I often times buy online out of convience. I also have a kindle so makes it easier.

peace nook

Book sales

More ads! I want to learn more about the store

I'm not sure, it just needs to be located on a more convenient footpath for me

Have sales

Be useful

Add sections where it's books that are very popular right now, I tend to read books that I see online that are popular. So in a store if I see a book in the front that I've seen online a lot I am more likely to buy it when it's in front of me instead of trying to find it.

Have options or prices that online options do not have.

Include more recent releases

What could your local bookstore do to have you make a purchase there?

discounts

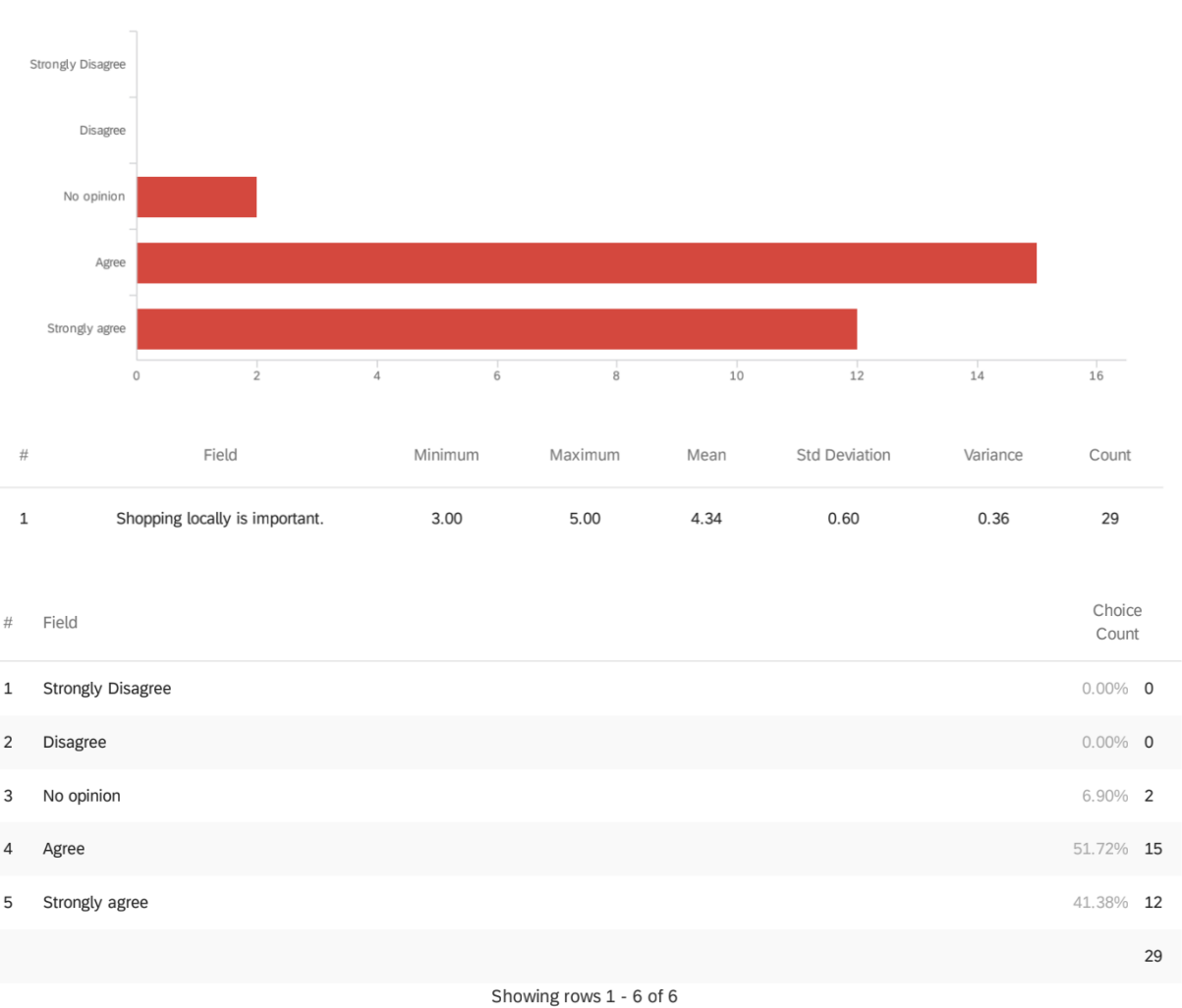
Be cheap

be cheaper

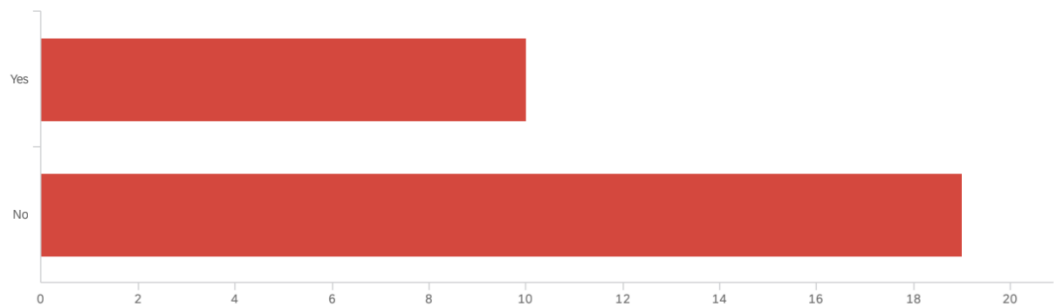
Research Based Literature (specifically medical)

Lower prices to match other locations

Q8 - Shopping locally is important.



Q9 - Does the following statement apply to you; I follow BookTok.

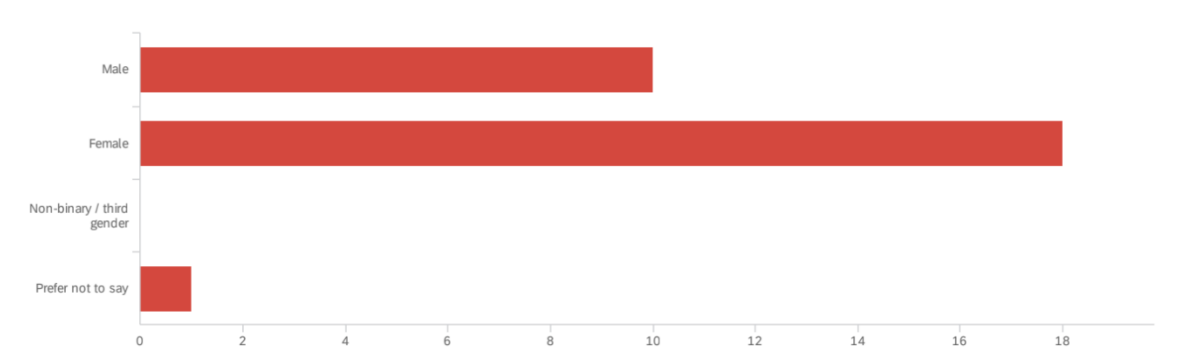


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Does the following statement apply to you; I follow BookTok.	1.00	2.00	1.66	0.48	0.23	29

#	Field	Choice	Count
1	Yes	34.48%	10
2	No	65.52%	19
			29

Showing rows 1 - 3 of 3

Q10 - What is your current gender identity?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your current gender identity?	1.00	4.00	1.72	0.64	0.41	29

#	Field	Choice Count
1	Male	34.48% 10
2	Female	62.07% 18
3	Non-binary / third gender	0.00% 0
4	Prefer not to say	3.45% 1

29

Showing rows 1 - 5 of 5

Q11 - What is your current age?

What is your current age?

22

21

19

20

21

22

19

22

19

21

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20

19

20

20

20

21

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21

21

20

What is your current age?

22

20

22

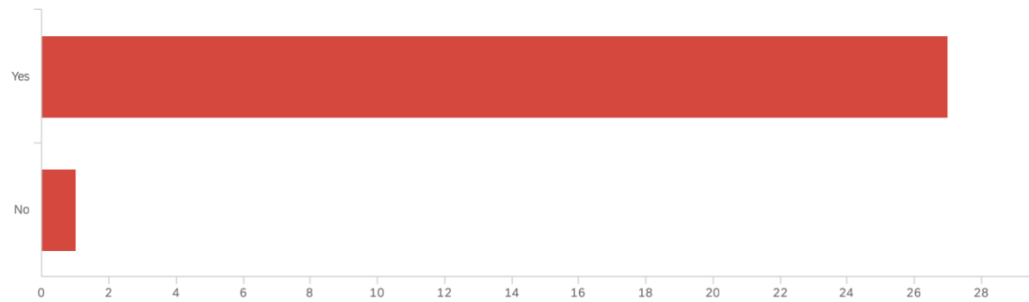
21

20

22

20

Q12 - Do you currently live in Columbia, MO?



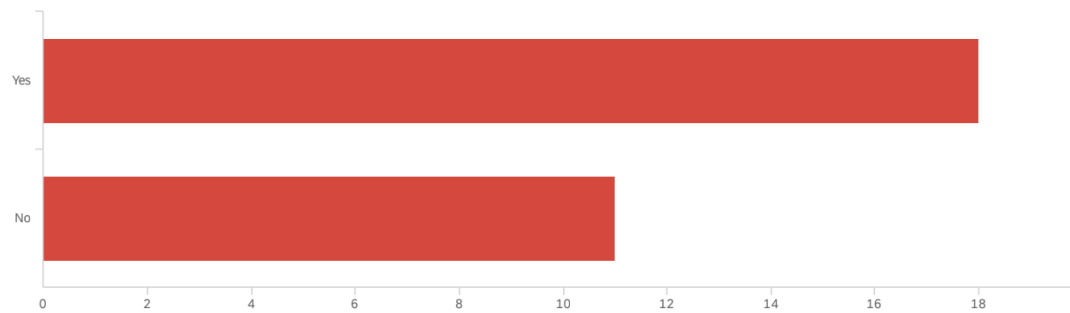
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you currently live in Columbia, MO?	1.00	2.00	1.04	0.19	0.03	28

#	Field	Choice Count
1	Yes	96.43% 27
2	No	3.57% 1

28

Showing rows 1 - 3 of 3

Q13 - Are you willing to be contacted for further research needs?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you willing to be contacted for further research needs?	1.00	2.00	1.38	0.49	0.24	29

#	Field	Choice Count
1	Yes	62.07% 18
2	No	37.93% 11

29

Showing rows 1 - 3 of 3

End of Report

Qualitative In-Depth Interview

Introduction: Hello, I am _____, a strategic communications student at the University of Missouri-Columbia. I am conducting interviews with individuals ages 18-24 to learn more about their perceptions and consumer behavior regarding local bookstores. This interview is voluntary, and you are free to stop at any time. With that said, you are not obligated to say anything you do not wish to share. This interview should take about 30-45 minutes.

Interview Details: I am conducting one-on-one interviews with ten participants versus a focus group so that I can hear from each person about their perceptions and expectations of local bookstores. The participants were chosen based on their willingness to participate as identified in the previous survey.

IDI Questions:

Tell me about a time that you had a positive emotional relationship with a brand.

What factors influence where you choose to shop?

What influences you to purchase a book?

Tell me about how you choose to purchase a book online or in-store.

How does the time of year contribute to your book purchases?

Describe how recreational reading makes you feel.

How did the pandemic affect your reading habits?

Do you believe that the older you get, the less you read for fun? Why or why not?

How do you feel when you shop at local bookstores versus national chain bookstores?

What do you think is the best way to encourage more 18-24-year-olds to shop at their local bookstores?

Explain how you spend your free time versus how you would prefer to spend your free time.

What gender do you identify with?

Date: December 15, 2022

To: Professor Jones

From: Caroline Briscoe, Carson Bierman, and Jacob Brase

Subject: Research Memo

Our approach to this project was simple: collaborate and divide. When we began our project we sat down and reviewed one another's past work. We quickly noticed that we had similarities in our prior research. Specifically, we all touched on the attitudes and behaviors of the demographic, yet from different angles. We decided to use these similarities and our collaborative mindsets to further form our goals for the research report.

We wanted to focus on getting the target audience of 18-24-year-olds to shop at more local bookstores. We decided to choose Yellow Dog Bookshop, a local bookstore in Columbia, Missouri. This was a store we were all familiar with and had visited before. In addition, it was a store that encompassed many traditional values to which the target demographic isn't always attracted to in regard to buying habits.

When it came time to find resources, we each evaluated a collection of resources that could help us accomplish our goals. We combined our previously used sources, including databases and books, and determined if there were any holes in our resources, causing us to need to look deeper. However, we did not find any other necessary resources, so we continued our work with the key findings from our combined secondary research.

To form our survey questions, we started by combining a few of each of our strongest questions. After that, we discussed what aspects of information were missing that we wanted to receive quantitative data for and then talked through other important questions that were necessary and created those together. We spent a lot of time collaborating on the order of the questions too. We wanted our questions to flow well and be easy to understand.

To form questions for our in-depth interviews we used a similar process as our survey. We combined many of our individual in-depth questions and subsequently created our group in-depth interview questions by determining what emotional appeal we still needed to draw out from the respondents. Also like the survey, we focused on the order of questions and the delivery. We discussed what answers we might get from the questions asked and what that could mean for our client.

We split up our work by each taking different parts of the report. We took different sections that we felt we could handle well or that we specialized in. We all collaborated together to finish the report. We all were in charge of sending the survey out and receiving 15 answers. Each of us also

had to complete two in-depth interviews so we could have a decent amount of data to analyze. Our work together was well collaborated and well approached.