

الجمهورية الجزائرية الديمقراطية الشعبية
République Algérienne Démocratique et Populaire

Ministère de l'Enseignement Supérieur
et de la Recherche Scientifique
Ecole Nationale Supérieure de Management
Koléa



وزارة التعليم العالي و البحث العلمي
المدرسة الوطنية العليا للمناجنت
القليعة

Academic Master's degree in Marketing
Management

FINAL DISSERTATION

**The Influence of BookTok on Algerian readers'
Purchasing Behavior
Case: Shakespeare Bookstore**

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May 2025

ABSTRACT

BookTok, a sub-community on TikTok that surged during the COVID-19 pandemic, is revolutionizing the publishing world and reshaping how consumers approach book purchases. This study aimed to investigate its influence on Algerian readers' purchasing behavior using a quantitative approach through an online survey targeting Algerian BookTok users.

Results from 274 participants indicated that exposure to BookTok has a moderate positive impact on purchasing frequency, English-language book purchases, and a weaker positive impact on romance genre book purchases, and backlist title purchases. These findings highlight BookTok's potential as a marketing channel for publishers and book sellers in Algeria.

Keywords: BookTok; Exposure to BookTok ; Purchasing Behavior ; Purchasing Frequency; Algerian readers.

RÉSUMÉ

BookTok, une sous-communauté de TikTok qui a émergé pendant la pandémie de COVID-19, révolutionne le monde de l'édition et redéfinit la façon dont les consommateurs abordent l'achat de livres. Cette étude visait à examiner son influence sur le comportement d'achat des lecteurs algériens à travers une approche quantitative, via un questionnaire en ligne ciblant les utilisateurs algériens de BookTok.

Les résultats obtenus auprès de 274 participants indiquent que l'exposition à BookTok a un impact positif modéré sur la fréquence d'achat de livres, et sur les achats de livres en langue anglaise, et un impact positif faible sur l'achat de romans sentimentaux et de titres du fonds de catalogue. Ces résultats soulignent le potentiel de BookTok en tant que canal marketing pour les éditeurs et les librairies en Algérie.

Mots-clés : BookTok ; exposition à BookTok ; comportement d'achat ; fréquence d'achat ; lecteurs algériens

ملخص

بوك توك، مجتمع فرعي على تيك توك ازدهر خلال جائحة كوفيد-19، يُحدث ثورة في عالم النشر ويعيد تشكيل طريقة تعامل المستهلكين مع شراء الكتب. هدفت هذه الدراسة إلى التحقيق في تأثيره على سلوك الشراء لدى القراء الجزائريين باستخدام منهج كمي عبر استبيان إلكتروني يستهدف مستخدمي بوك توك الجزائريين.

أشارت نتائج 274 مشاركًا إلى أن التعرض لبوك توك له تأثير إيجابي متوسط على تكرار الشراء، وشراء الكتب باللغة الإنجليزية، وتأثير إيجابي أضعف على شراء كتب نوع الرومانسية والعناوين القديمة. تُبرز هذه النتائج إمكانات بوك توك كقناة تسويقية للناشرين وبائعي الكتب في الجزائر.

الكلمات المفتاحية : بوك توك؛ التعرض لبوك توك؛ سلوك الشراء؛ تكرار الشراء؛ القراء الجزائريون.

ACKNOWLEDGMENTS

First and foremost, I am deeply grateful to the Almighty God for allowing me to feel His presence during stressful times and for granting me the strength and patience to complete this work.

I dedicate this thesis to my beloved grandmother; may God have mercy on her.

My heartfelt thanks to **Mrs. Elmokretar Lamia** and **Mr. Barkat Abdelaziz** for their infinite support, guidance, and encouragement during moments of uncertainty. And **Mr. Zerouti Messaoud**, for his availability and willingness to help.

Special thanks to the **Shakespeare Bookstore** team for enabling me to bring this work to life.

To Kakashi, whose existence alone has been a source of comfort.

To Olli, whose perfectly timed naps on my keyboard reminded me when to take a break.

To my dad, my best friend, thank you for believing in me, even when I could not do it myself.

To my mom, for always being supportive, even if she forgets what I'm doing half the time.

To my grandpa, for turning on the heater during cold nights so I could work comfortably.

To my siblings, Sarah, Lydia, and Housseem, for listening to my endless complaints and emotional meltdowns throughout 99% of this process, you deserve an award.

To my best friends, Nedjla and Aya, I am grateful a million times to have gone through this journey with you.

To my colleagues and classmates, I am deeply grateful for everything I have learned from each and every one of you. This experience will stay close to my heart forever.

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List of Abbreviations, Symbols, and Acronyms

eWOM: Electronic word-of-mouth.

FYP: For You Page.

Gen Z: Generation Z.

PCA: Principal component analysis.

PDF: Portable document format.

SPSS: Statistical Package for Social Sciences.

TBR: To be read.

INTRODUCTION

In recent years, the COVID-19 pandemic and the lockdowns have transformed the way consumers discover and purchase products, including books. Social media usage increased dramatically during this period, and TikTok emerged as one of the most used platforms (Klug, Evans, & Kaufman, 2022).

One of the most popular sub-communities that has risen on the platform is BookTok, a community where users share different book recommendations, reviews, and many more book-related content (De Melo, 2024). This quickly became a space where people went to discover books and pick their next book purchases. This digital shift not only revived interest in reading among young people, but also significantly influenced their purchasing behavior.

Even though different book communities existed before BookTok, what made it different is its short-format videos, where people can quickly watch content without losing interest or getting bored. This has allowed BookTok to capture the attention of a wide audience from all over the world, and what started as a form of escape way turned into a community that continued to exist after the end of the pandemic. BookTok has turned into a strong phenomenon in the publishing industry. Many titles that were featured on BookTok gained popularity, including books that were published years ago. This phenomenon has attracted the attention of researchers, publishers, and marketers, who have leveraged it by adapting their marketing strategies according to it, creating BookTok tables and collaborating with creators from BookTok. (Coleman, 2022; Hue, 2021).

Its impact has been widely recognized in Western countries. Many research dived into this new phenomenon and examined its effect, whether in the United States, or across Europe, like France, Finland, Sweden, Germany, the Netherlands, and Malta. Or other non-Western countries, such as Indonesia, Vietnam, and Malaysia. However, no prior studies have been conducted to examine its influence in Algeria.

Based on this, the idea for this topic has emerged. This study seeks to examine the influence of BookTok on readers' purchasing behavior in Algeria, a country which contains its own linguistic, social, and cultural specificities that may affect how digital trends like BookTok are received. A survey was conducted among Algerian readers to assess the extent to which exposure to BookTok influences their book purchasing behavior.

This work was divided into four chapters. In the first chapter, the context and the research problem were presented, along with the relevance of the study and the organizational context in which the research was conducted.

In the second chapter, the theoretical framework was presented. It included a review of the existing literature as well as the conceptual framework, the research model, and the hypotheses.

The third chapter tackled the methodological framework. The methodology adopted for the study was described, along with the data collection method and the sampling approach.

Finally, in the fourth chapter, the results of the research were presented and the findings were discussed.

CHAPTER I: CONTEXT AND PROBLEMATIC

This chapter outlines the research context and objectives, its relevance, as well as the organizational context.

1. Research Context and Objectives

In recent years, social media has influenced consumer behavior when purchasing products or services, including in the publishing industry. BookTok, a TikTok subcommunity, has driven book sales globally through user generated content, such as reviews and recommendations, bringing back backlist titles and influencing reading trends (Balling & Martens, 2024; Judijanto, Hakim, Utami, & Adiazmil, 2025).

While the impact of BookTok on Western markets has been documented, little research has been conducted on its influence in Algeria. The Algerian book market faces unique dynamics, such as interest in digital content, and an evolving linguistic landscape where French and Arabic have traditionally dominated, but English is becoming crucial (Mezahi, 2022). Understanding how BookTok plays a role in shaping Algerian readers' purchases is essential for publishers, booksellers, and marketers seeking to understand and respond to readers' evolving preferences.

This study aims to explore to what extent does exposure to BookTok influence the book purchasing behavior of Algerian readers. Specifically, the research will:

- Examine whether exposure to BookTok influences Algerian readers to buy books more frequently.
- Examine whether exposure to BookTok influences Algerian readers to buy romance books.
- Examine whether exposure to BookTok influences Algerian readers to buy books in English.
- Examine whether exposure to BookTok influences Algerian readers to buy backlist titles.

To achieve this, the research question has been formulated this way:
“To what extent does exposure to BookTok influence Algerian readers’ book purchasing behavior?”

To further elaborate on this primary question, the following sub-questions have been formulated to guide this work:

1. Does exposure to BookTok influence Algerian readers to purchase books more frequently?
2. Does exposure to BookTok influence Algerian readers to purchase romance books?
3. Does exposure to BookTok influence Algerian readers to purchase English-language books?
4. Does exposure to BookTok influence Algerian readers to purchase backlist titles?

To answer the research question, the following hypotheses have been formulated:

H1. Exposure to BookTok positively and significantly influences Algerian readers to purchase books more frequently.

H2. Exposure to BookTok positively and significantly influences Algerian readers to purchase romance books.

H3. Exposure to BookTok positively and significantly influences Algerian readers to purchase English-language books.

H4. Exposure to BookTok positively and significantly influences Algerian readers to purchase backlist titles.

2. Research Relevance

This research topic is not chosen at random but is based on observable trends in consumer behavior influenced by BookTok content. Exposure to BookTok has been associated with shifts in reading habits, from discovering new books to buying popular titles. These patterns raise important questions about the platform's impact.

With social media increasingly shaping consumer behavior, exploring BookTok's role in influencing Algerian readers can provide important understanding on how digital communities are changing book consumption in a non-western market.

2.1. Theoretical Relevance

Existing research on BookTok's influence is primarily focused on Western markets, where it has been shown to increase book sales and influence reading habits. However, to the best of my knowledge, no studies have examined its influence in Algeria. Given the country's unique linguistic and cultural landscape, this research aims to fill that gap by examining how BookTok influences Algerian readers' purchasing behavior and its implications for the local book industry. This study serves not only to improve our understanding of social media's

role in the Algerian evolving book market but also provides a foundation for future research about BookTok in this context.

2.2. Managerial Relevance

This research aims to provide valuable insights for Shakespeare Bookstore and the larger Algerian book industry on the influence of BookTok on consumer behavior. By examining how BookTok influences reading preferences and purchasing decisions, the study will help bookstores and publishers understand their customers' needs, develop effective marketing strategies, stay aware of evolving reading trends, and better meet their customer expectations.

3. Organizational Context

This section will present the organizational context in which the study has been conducted.

3.1. Presentation of Shakespeare Bookstore

Shakespeare Bookstore was founded in 2016 by Rafik Hanine. The business started as an Algerian online bookstore, with the initial goal of making quality English-language books available to a wide Algerian audience.

After several years operating exclusively online, the bookstore expanded its presence by launching a physical location in September 2023, by TECHNO SCIENCES in Hussein Dey, Algiers. This marked a major milestone in the bookstore's journey, transitioning from a purely virtual service to a welcoming, physical literary space, effectively turning it into a Click and Mortar store.

Figure 01: Shakespeare Bookstore storefront.



Source: Retrieved from Google.

The new location allowed Shakespeare Bookstore to grow and engage more deeply with its community through in-person customer service, book displays, and a cozy environment for book lovers.

Shortly after opening its doors, Shakespeare Bookstore became one of Algeria's leading bookstores, particularly known for the high quality and richness of its English-language selection, as well as its commitment to providing a cozy space where readers can connect with books.

Figure 02: Shakespeare Bookstore's logo.



Source: Internal document.

3.2. About Shakespeare Bookstore

3.2.1. Legal and Commercial Nature

Shakespeare Bookstore operates as a retail business unit under the management of TECHNO SCIENCES, a private Algerian enterprise registered under Algerian commercial law. While not an independent legal entity, the bookstore functions as a specialized division within TECHNO SCIENCES' broader portfolio, which focuses on education, technology, and cultural initiatives.

Table 01: Shakespeare Bookstore – Identity Card.

Category	Information
Name	Shakespeare Bookstore
Founded	2016 (Online), 2023 (Physical store)
Founder	Rafik Hanine
Legal Status	Commercial unit under TECHNOSCIENCES
Activity	Retail of English, French, and Arabic books.
Operated by	TECHNOSCIENCES
Location	63 Chem. Fernane Hanafi, Hussein Dey 16005, Algiers, Algeria
Contact	contact@shakespearebookstore.com
Website	www.shakespearebookstore.com
Social Media	Instagram : @shakespearebookstore
	Facebook : /ShakespeareBookstore
	TikTok : @shakespearebookstore

Source: Elaborated by the student.

3.2.2. Mission, Vision, and Values

Mission

Shakespeare Bookstore's mission is to promote access to quality English-language books in Algeria and raise a culture of reading by providing a carefully assembled selection and a warm space where readers can explore, learn, and connect.

Vision

Shakespeare Bookstore's vision is to grow further more and become a leading literary destination in Algeria. By broadening its selection, the goal is to create a future where books are more accessible, and reading is appreciated.

Values

At Shakespeare Bookstore, our core values shape the experience we offer:

- **Quality:** providing original, new, and well-preserved books, that have been selected for both their literary value and physical condition.
- **Accessibility:** making English-language titles available to all Algerians, both through the physical store and online platform.
- **Passion:** every team member is a book lover who brings authenticity, and enthusiasm to their work. This shared passion guarantees personalized recommendations, meaningful customer interactions, and a space where readers feel understood.
- **Community:** Shakespeare Bookstore is more than just a place to buy books, it's a safe warm space where readers of all ages can come together, to connect, share ideas, and build connections through their shared love for reading.

3.3. Organizational Structure

Shakespeare Bookstore is structured into four cells, each contributing to the operation of the business:

- **Management:** handles daily operations, and makes sure the overall direction aligns with the store's goals.
- **Finance Cell:** Handles accounting, budgeting, and financial reporting.
- **E-Commerce Cell:** Manages the website, processes orders, and works with delivery services.
- **Social Media Management Cell:** Maintains the bookstore's online presence, engages with the community, and promotes books and events through social media.

3.4. Shakespeare Bookstore's social media presence

Shakespeare Bookstore is present on different platforms.

Table 02: Shakespeare Bookstore's social media presence.

Platforms	Number of followers
Facebook	22 000
Instagram	93 300
TikTok	7882

Source: Elaborated by the student.

This chapter presented the basis for the research by providing the background, purpose, and the relevance of the study in the Algerian context. The organizational context has also been presented to give a clearer picture of where the research is grounded.

CHAPTER II: THEORETICAL FRAMEWORK

This chapter provides the theoretical foundation of the study and is divided into two sections. The literature review explores key studies about BookTok's evolution from a sub-community into a phenomenon that has affected the book purchasing habits of readers around the world. It also identifies research gaps that were found during the review of the preliminary research. The second section presents the conceptual framework in order to define the main constructs and their relationships within the study.

1. Literature Review

1.1. The Evolution of Book Marketing

Book marketing has evolved alongside digital platforms and shifting reader preferences, transforming traditional promotion strategies (Kirk, 2023).

1.1.1. Traditional Marketing

“Book publishing has changed dramatically in the past 30 years, in the past 20 years, in the past 10 years, and even in the last five years.” (Shatzkin, 2022).

In the past, traditional book marketing heavily depended on print media and physical distribution. Authors frequently employed publicists to gain reviews in multiple publications and relied on book tours and signings to engage with readers and generate excitement about their work (Kirk, 2023). Publishers and authors used to place advertisements in newspapers, magazines, and literary journals to promote new releases and upcoming titles. These Ads targeted specific demographics and were a primary means of reaching potential readers.

1.1.2. Social Media Marketing

“Within the past ten years, social media has taken the world by storm. Users of platforms such as Instagram, YouTube, and TikTok can find communities that have similar interests as them, while interacting with one another.” (Foster, 2023, p.2).

Nguyen et al. (2019), in their study *The role of social media in the purchase of books*, used a quantitative approach to analyze data from 313 bookstore customers in Vietnam. They found that readers rely on social media for book reviews, promotions, and recommendations.

Similarly, Foster (2023), in *The Impact of social media on the Publishing Industry: A Case Study of Author Colleen Hoover*, explores how BookTok has transformed book marketing and sales. The study highlights how social media algorithms boost book recommendations,

and increase book sales. She gave the example of the book *It Ends with Us*, which saw a surge in popularity years after its release.

1.2. “COVID-19” & The Rise of BookTok

Since the peak of the pandemic, book sales have steadily risen, with industry experts crediting TikTok’s book-loving community for fueling reader engagement (Coleman, 2022).

1.2.1. Resurgence of Reading

Research has shown that reading is a common leisure activity in confined environments, such as space missions, Antarctic expeditions, and submarines (Fraser, 1968; Shurley et al., 1970, as cited in Alomari, Khabour, Alzoubi, & Aburub, 2023). Books are among the most valued personal items in these situations, as they provide psychological relief and entertainment (Fraser, 1968, as cited in Alomari, Khabour, Alzoubi, & Aburub, 2023).

A study conducted by Madani, Boutebal, and Bryant (2020) examined the impact of COVID-19 confinement on the habits of the Algerian population. Using a survey with 678 respondents, the study found significant changes in daily routines, including an increase in the hours devoted to reading. This highlights how confinement led some individuals to engage more with books during the pandemic.

Azizi and Boufidjline (2022), in their study *Reading Habits of Algerians During the COVID-19 Lockdown Period*, examined Algerians' reading preferences and their link to demographic factors. Based on a survey with 1,002 respondents, the study found that reading habits improved significantly during lockdown. Despite increased digital reading, most readers still preferred physical books for comfort.

1.2.2. Emergence of BookTok

Ceci (2022), in the study *TikTok Usage During COVID-19 in the United States 2020*, analyzed the platform’s growth during the pandemic. Using quantitative research, the study found that TikTok's popularity surged by 180% among users aged 15–25.

One of the app's most popular subgroups is BookTok, which has gained a large following within the platform (Greenfield et al., 2021).

According to De Melo (2024), BookTok is a niche community within TikTok where creators share book recommendations, updates on new releases, and other literary discussions. The platform's video format, ranging from 15 seconds to 10 minutes, allows for both brief and detailed reviews to circulate widely.

The combination of the pandemic and the rise of BookTok has significantly contributed to the recent surge in book sales. TikTok has evolved from a novelty to a crucial part of the market (McLean, 2022, as cited in Coleman, 2022).

1.3. BookTok Compared to Other Book Communities

Other than BookTok, there are also book-centered communities on platforms like YouTube and Instagram, known as BookTube and Bookstagram, respectively. While all three spaces revolve around literature, they each provide users with a unique experience. (De Melo, 2024).

1.3.1. BookTube

BookTube stands out for its diary-style vlog content, where a creator's personality plays a crucial role in the channel's success (Reddan et al., 2024, as cited in De Melo, 2024). "Reddan et al. (2024) argue that BookTube videos are entertaining, use informal language, and focus on the creator's personal taste rather than a critical review" (De Melo, 2024, p.2).

1.3.2. Bookstagram

Bookstagram, being based on Instagram's image-centric platform, thrives on a visually appealing style of content. Users on this platform often post pictures of books with covers arranged in a way that highlights their design, paired with backgrounds that match or complement the colors on the book's cover. This attention to aesthetic detail has become a hallmark of Bookstagram posts (De Melo, 2024, citing Reddan et al., 2024).

1.3.3. BookTok

BookTok stands out from other platforms because it features shorter videos, making it easier for content creators to create compared to other platforms that require more effort (De Melo, 2024, citing Reddan et al., 2024).

BookTok videos usually open with a captivating scene to capture the viewer's attention. The core content consists of several clips connected through editing techniques. These videos are

typically accompanied by audio, as TikTok places strong emphasis on sound as well as imagery (Guehring, 2023).

a. TikTok's FYP

BookTok's success in boosting book sales and influencing reading habits is largely attributed to its emotional content and the unique features of TikTok's algorithm. According to Reddan et al. (2024) and Pitre (2023), the For You Page (FYP) personalizes content based on user behavior, making videos more engaging. This targeted approach distinguishes BookTok from other online reading communities (De Melo, 2024, citing Pitre, 2023; Reddan et al., 2024). The For You Page (FYP) is filled with content customized and personalized for the user, it predicts what the user wants to see and reveals interests they might not have known about (Guehring, 2023).

b. BookTok's recommendations

Merga (2021), employed content analysis to explore BookTok's themes. Her findings revealed that one of the most recurring themes on BookTok was book recommendations, one of the main reasons why some users choose to engage with the BookTok community. (Merga, 2021)

Guehring (2023) points out that recommendations on BookTok come in different forms. Some are explicit, where creators clearly tell viewers what to read, often using direct language or tags. Others are implicit, suggesting books more subtly, through sharing personal experiences, creative content, or humor, without directly saying "read this." Even these indirect mentions can spark curiosity and influence users to pick up the books being discussed.

1.4. BookTok's Audience

Understanding the demographics of these online book communities is essential, as they play a key role in driving book sales (Di Martino, 2024).

1.4.1. Gen Z

Wandhe et al. (2024) define Generation Z as those born between the late 1990s and early 2010s, growing up in a digitally driven world. With early exposure to technology and social

media, they are highly adept at digital tools. Known for their diversity, entrepreneurial spirit, and social awareness, they use online platforms for self-expression and connection.

Savanta (2022), in her study, found that nearly two-thirds (59%) of 16–25-year-olds credited BookTok or book influencers for sparking their passion for reading. This suggests that Gen Z is the most engaged demographic with BookTok, making them a key audience shaping book trends on the platform.

Low, Ehret, and Hagh (2023) noted that TikTok is closely linked to Generation Z (ages 10–25), who account for a significant and growing share (60%) of its user base.

Ortutay (2024), in her article *Nearly Half of US Teens Are Online ‘Constantly,’ Pew Report Finds*, published by The Associated Press *AP NEWS*, reported that 63% of U.S. teenagers use TikTok, with 16% engaging with the platform almost constantly.

1.4.2. Gender

Van Schaik (2024), in *BookTok: From Turning Pages to Turning Tides*, examined how BookTok promotes bibliodiversity using a mixed-method approach, including a quantitative content analysis of 164 videos and interviews with five content creators. The study found that BookTok is overwhelmingly female-dominated, with women comprising 92.0% of creators.

Townend (2024), in her article *BookTok Trends: Exploring Seasonal Reading Habits in the UK and USA*, found that the majority of BookTok users are women aged 25 to 34, closely followed by the 18 to 24 age group. This demographic insight highlights the significant presence of Generation Z within the BookTok community, demonstrating their strong engagement with literary content on TikTok.

Di Martino (2024), citing Nielson BookData (2021), highlights that BookTok is dominated by young women. Between May 2020 and April 2021, a survey by Nielson BookData found that while only 14% of all book buyers in the UK were TikTok users, this percentage rose to 37% among those aged 13 to 24. The figure was even higher for the 16–19 age group, where nearly half were TikTok users. Among these book buyers active on TikTok, 60% were women (Nielson BookData, as cited in Di Martino, 2024).

1.5. BookTok's Influence on Readers' Behavior

TikTok has not only revolutionized the publishing industry but also significantly shaped the reading habits of the younger generation, particularly those aged 16-34. (Hill, 2024).

1.5.1. Influence on Reading Preferences

The Publishers Association (2022) study, *The BookTok Generation: How social media is Transforming Gen Z Reading Habits*, surveyed 2,001 UK respondents aged 16-25. Findings showed that 59% credited BookTok for reviving their love of reading, 55% used it for recommendations, and 68% read books they wouldn't have considered otherwise. Additionally, 49% visited bookstores to buy books seen on BookTok, highlighting its growing influence on reading habits.

Ridzuan (2023), conducted a qualitative study in Malaysia to examine BookTok's influence on readers. The study found that users expanded their "TBR" lists significantly, with one adding 50 books and another 281.

According to Ridzuan (2023), a survey conducted by Statista in early 2021 found that BookTok significantly impacted reading habits in the United States. Among individuals aged 18 to 29, book readership increased by 2%, from 81% to 83%. Additionally, a poll from May 2023 revealed that 48% of TikTok users reported reading more books due to BookTok's influence, while 62% of users stated they had read books recommended on the platform, contributing to a 60% rise in their overall reading activities (Book Riot, 2023; Watson, 2022, as cited in Ridzuan, 2023).

1.5.2. Influence on Literary Trends

BookTok's rise as a vibrant TikTok community has transformed the publishing industry and contributed to the expansion of literary culture (Ridzuan, 2023).

a. Genre

Porter, Eimannsberger, English, Hathaway, and Yakoob (2023), in the study *Genre Juggernaut: Measuring 'Romance'*, conducted a quantitative study by analyzing 600,000 books from Goodreads and found that romance is the largest and most distinct genre in contemporary literature. The study highlighted its dominance in popularity and the diversity of its subgenres.

Ridzuan (2023), in *The Phenomenon of BookTok and Its Impact on the Transformation of Literary Culture and the Publishing Industry*, conducted a structured interview analysis with two BookTok influencers to examine the platform's influence on literary trends and the publishing industry. The findings revealed a strong preference for romance novels among both informants, aligning with the broader trend on BookTok.

Van Schaik (2024), conducted a quantitative content analysis of 164 BookTok videos and semi-structured interviews with five content creators. The study found that romance was the most featured genre (28.5%), followed by young adult (13.1%) and fantasy (11.7%), highlighting BookTok's influence on genre popularity and book promotion dynamics.

b. Language

Tukia (2022), in *The Role of Book Content and Influencers on TikTok in Marketing of Books*, used qualitative research with semi-structured interviews with professionals from the industry to examine BookTok's impact in Finland. The findings revealed that BookTok has significantly shaped reading habits, with English-language books dominating trends in Finnish bookstores and libraries, leading sellers to adjust their selections to meet the rising demand for English-language titles.

Dera (2024), in *BookTok: A Narrative Review of Current Literature and Directions for Future Research*, conducted a narrative review to assess academic research on BookTok. Asplund, Egeland, and Olin-Scheller's qualitative research "*Sharing is Caring: Young People's Narratives about BookTok and Volitional Reading*" (2024) found that Swedish youth predominantly engage with English-language books on BookTok, reflecting a broader linguistic shift observed across Western Europe.

Van Schaik (2024), explored how BookTok contributes to bibliodiversity through a mixed-method approach. The study revealed that English is the predominant language on BookTok.

A comparable trend has been noted across other Western European countries, supported by both anecdotal and empirical evidence. For instance, Weber (2024, as cited in Dera) discusses this shift in Germany, while Dera and Van Doeselaar (2022, as cited in Dera) examine its presence in the Netherlands, and Snaije (2024, as cited in Dera) explores its impact in France. This transformation is largely attributed to BookTok, along with other digital literary trends, such as Goodreads reading challenges (Dera, 2024).

c. Backlist Titles Resurgence

Stewart (2021), in her article *How TikTok Makes Backlist Books into Bestsellers*, discusses how BookTok has revived interest in backlist titles, driving them to bestseller status. She highlights the case of *It Ends with Us* by Colleen Hoover, which saw a significant sales surge years after its initial release due to BookTok's influence.

Zara (2022), in *The Real Impact of #BookTok on Book Sales*, analyzed how BookTok influences backlist book sales. Using SalesData, Results showed a 1,047% overall sales increase, with a peak in December 2021, marking a 2,166% rise from September 2019. Individual titles saw monthly sales growth between 146% and 235,600%, confirming BookTok's significant impact on reviving older books.

Segal (2022), in her article *BookTok is Selling a Ton of Books, Especially Backlist Titles for Young Adults*, highlights TikTok's impact on book sales, particularly for older titles. The Publishers Association in the UK reported a rise in young readers purchasing books they discovered on BookTok, contributing to a 5% increase in total sales (as cited in Segal, 2022). NPR also noted that many viral BookTok books were backlist titles, such as *They Both Die at the End* (2017) and *We Were Liars* (2014), which became top sellers in the UK in 2021.

1.5.3. Influence on Purchasing Behavior

Savanta (2022), in her research, used a quantitative method to analyze BookTok's impact on purchasing habits. She found that 49% of Gen Z readers (16–25) bought books they discovered on BookTok, highlighting the platform's role as a powerful marketing tool for publishers and retailers.

Chetcuti (2024), in *The Influence of TikTok on the Consumer Buying Behaviour of Books*, conducted a quantitative study to examine TikTok's impact on book purchases among Generation Z students in Malta. Using a questionnaire distributed to 362 students, the study found that TikTok, particularly BookTok, significantly influences book-buying behavior.

Culberson (2024), in the quantitative study *BookTok: The Cultural Phenomenon Introducing a Stagnated Industry to a New Generation*, surveyed 380 U.S. readers and found that 72.89% were likely to buy a book after seeing it on social media, with 19.47% being "very likely". The study confirms BookTok's strong influence on book purchases.

Research indicates that BookTok has pushed people to buy more books, contributing to the sale of more than 20 million books in 2021 (Harris, 2021, as cited in Culberson, 2024).

According to Zara (2022), the 2022 Canadian Book Consumer survey revealed that TikTok usage among Canadian book buyers rose to 21%, an increase from 17% in 2021. Additionally, there has been a notable rise in the number of books purchased due to recommendations or reviews, reaching 17% in 2022 and showing a 44% growth over the past five years. (BookNet Canada, 2022, as cited in Zara, 2022).

While previous studies confirm BookTok's influence on purchasing behavior, they have primarily focused on Western markets. Moreover, most relied on qualitative methods, such as interviews, or quantitative approaches like content analysis. Few have used surveys to reach a large population. Additionally, empirical research directly involving BookTok users is limited, with most studies relying on small sample sizes or focusing on specific groups, such as high school students or librarians, rather than active community members (Dera, 2024). This study aims to fill that gap by conducting a survey targeting Algerian readers to determine whether similar patterns exist in a different cultural context, specifically examining its impact on purchasing frequency, genre preferences, and language choices. By doing so, this study provides insights into how social media exposure shapes consumer behavior and purchasing decisions in non-Western markets.

2. Conceptual Framework

This section defines key concepts related to the study, providing a theoretical foundation for this research.

2.1. Social Media & TikTok

2.1.1. Social Media Exposure

Exposure is defined as “the extent to which an audience member has encountered specific messages or classes of messages/media content” (Slater, 2004, as cited in Neijens et al., 2024, p. 25).

Fiveable defines social media exposure as the duration an individual spends on social media platforms and the content they encounter while using these platforms (Fiveable, n.d.).

New media exposure, such as social media, is multidirectional, provide diverse content formats, and active audience feedback, amplifying the potential for mass reach. (Yahya et

al., 2023). These platforms facilitate exchanging information, resulting in heightened user engagement and increased time spent on social media (Zahara et al., 2020; Gadiparthi & Reddy, 2022, as cited in Yahya et al., 2023).

2.1.2. Media exposure dimensions

Exposure levels related to content consumption are measured by duration (time spent interacting with content) and frequency (how often users access content) (Zahara et al., 2020, as cited in Yahya et al., 2023). Social media usage intensity, defined as the regularity of platform use, further shapes these dynamics (Boer et al., 2021, as cited in Yahya et al., 2023).

2.1.3. TikTok

TikTok is a social media platform centered on user-generated content, particularly short-form videos and photographs (Azpeitia, 2021; as cited in Chetcuti, 2023). Users can create videos lasting up to three minutes using popular audio clips. (Wadhwa et al., 2020, as cited in Chetcuti, 2023).

2.1.4. TikTok's algorithm

According to Sheikh (2024), TikTok's algorithm is a recommendation system that personalizes video content by analyzing their engagement patterns and preferences, and then presenting these tailored recommendations through the platform's For You Page interface.

Hyatt (2024), notes that TikTok's algorithm displays content on the For You Page based on user interactions such as likes and hashtags. When users frequently engage with book-related videos (whether or not they include hashtags), the algorithm begins prioritizing similar content. Over time, this pattern of interaction led to the formation of the #BookTok community, as users increasingly encountered and shared book recommendations and reviews.

2.1.5. FYP (For You Page)

The For You Page (FYP) is an endless scrollable feed where users can view, like, comment on videos, or follow creators (De Melo, 2024). It provides each user with tailored content based on their interests (Ridzuan, 2023).

2.2. BookTok as a social reference group

2.2.1. BookTok

"BookTok is a community on TikTok that focuses on reading, discussing, and recommending books, as well as related topics and phenomena. Creators produce short videos, mostly only a few seconds and up to a few minutes in length. While the community is primarily associated with the literary genres of young adult and romance, a variety of interests are represented" (Guehring, 2023, p. 12).

2.2.2. eWOM (Electronic Word of Mouth)

Henning-Thurau et al. (2023) define eWOM as any online positive or negative feedback shared by potential, current, or past customers about a product or company, making it accessible to a broad audience. Similarly, Serra Cantallops and Salvi (2014), refer to eWOM as recommendations and reviews shared online. Litvin et al. (2008, as cited in Serra Cantallops & Salvi, 2014), describe it as any informal communication targeting consumers via the internet, focusing on the features of a specific product or service.

2.2.3. BookTok recommendations

BookTok recommendations are book suggestions shared by individuals who present themselves as fellow readers. They share their excitement about books and why they enjoy them. Unlike automated algorithmically generated lists, TikTok's recommendation system shows these videos to users who have similar interests, which creates a sense of personalized advice (Thomas, 2023).

2.3. BookTok & consumer behavior

2.3.1. Consumer behavior

Consumer behavior explores how individuals, groups, or organizations make decisions to select, purchase, utilize, and dispose of ideas, goods, and services to fulfill their needs and desires. It encompasses the actions consumers take in the marketplace and the underlying motivations driving those actions (Sangurde, 2023).

"Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants" (Solomon, 2011, as cited in Kotler & Keller, 2012, p. 151).

2.3.2. Purchasing frequency

According to Ulaikere et al. (2020), purchase frequency refers to how often consumers make purchases within a defined timeframe. Ainslie and Rossi (2017, as cited in Ulaikere et al., 2020) quantify this metric as the average weekly purchases per consumer, while McEachern (2015, as cited in Ulaikere et al., 2020) frames it as a measure of transactional regularity over time. Kim and Rossi (2014, as cited in Ulaikere et al., 2020) further refine the concept, defining it as the recurrence of purchase situations within a specific period.

2.3.3. Reference groups

Social influences play an important role in affecting and shaping consumer behavior, as individuals are often affected by the people around them when making purchase decisions. Key social factors include reference groups, family, role and status (Perreau, 2014, as cited in Ulaikere et al., 2020).

Kotler & Keller (2012) define reference groups as any social collectives, whether interacting in person (face to face) or indirectly, that shape an individual's attitudes and behaviors. Consumers typically belong to multiple smaller reference groups, like family, close friends, neighbors, coworkers, or people whom the consumer associates with (Ulaikere et al., 2020).

Reference groups shape member behavior through three primary mechanisms: introducing new behaviors and lifestyles, influencing personal attitudes and self-perception, and creating social pressures that affect product and brand preferences (Kotler & Keller, 2012).

2.3.4. BookTok as a reference group influencing buying behavior

Van Schaik (2024) highlights BookTok as a dynamic online community where users exchange book recommendations and engage in literary discussions. Readers, rather than publishers or authors, lead the conversation, sharing their reading experiences and influencing each other (Thomas, 2023). This aligns with reference group theory, as BookTok functions as a digital collective that shapes readers' preferences and purchasing behaviors through shared norms and peer influence (Kotler & Keller, 2012). By recommending titles, critiquing works, and fostering a sense of belonging, BookTok creators and users collectively reinforce trends that drive consumer decisions (Jerasa & Boffone, 2021; Murray, 2018; Jaakkola, 2019, as cited in Van Schaik, 2024).

2.4. Book Industry Trends

2.4.1. Literary Genre

According to Hyatt (2024), literary genres categorize works based on common themes, styles, and characteristics. This classification helps readers navigate literature, set expectations, and recognize familiar patterns within different types of writing.

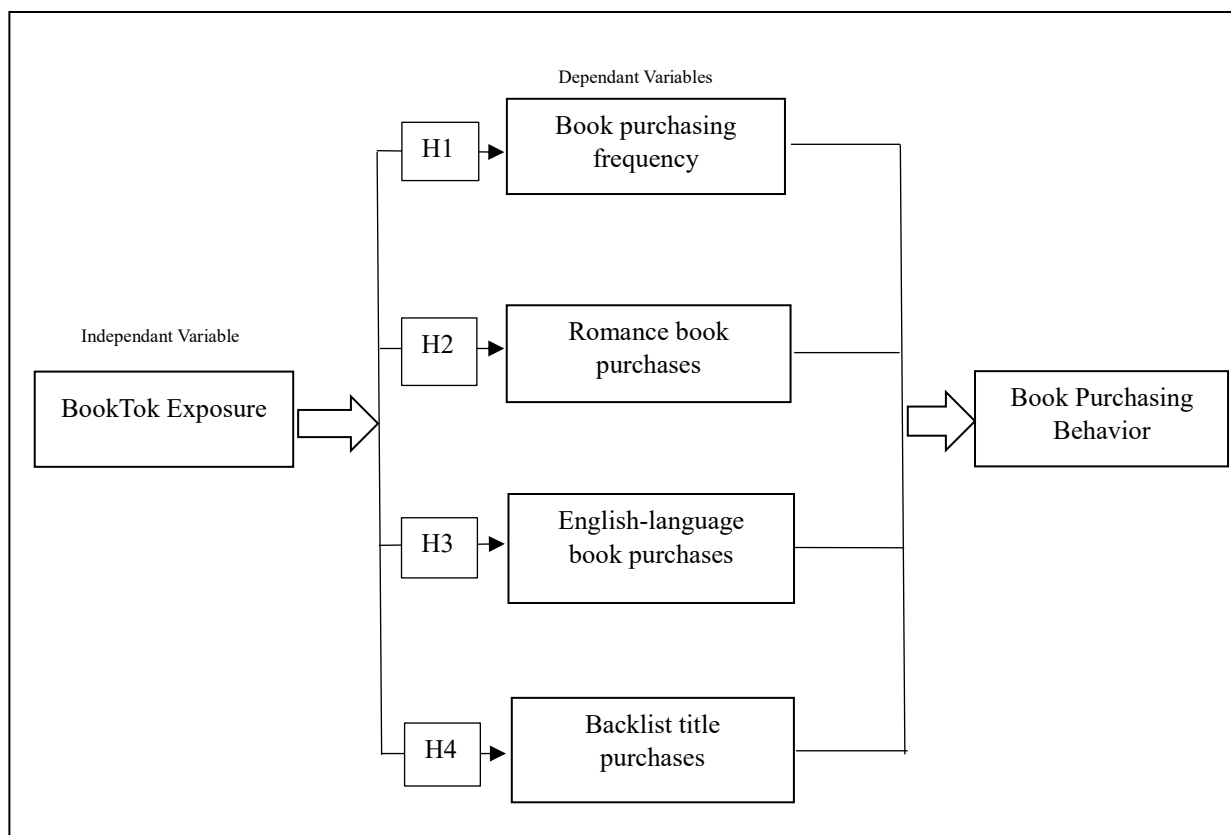
2.4.2. Backlist Titles

According to OCLC (2024), a backlist includes older books that a publisher still offers. In contrast, newly released titles are referred to as the frontlist (Publishdrive).

2.5. Research Model

Following the literature review and the conceptual framework, a theoretical model (Figure 03) has been proposed, based on exposure to BookTok content and its influence on four key dimensions of Algerian readers' purchasing behavior: purchasing frequency, preference for romance genre, English-language book purchases, and backlist title purchases.

Figure 03: Research Model



Source: Elaborated by the student.

2.6. Hypotheses

Based on the proposed theoretical model and literature review, the study assumed a relationship between exposure to BookTok and four key dimensions of book purchasing behavior: buying frequency, romance book purchases, English-language book purchases, and backlist title purchases. These relationships are expected to positively influence Algerian readers' book purchasing behavior.

2.6.1. The influence of BookTok on book buying frequency of readers

Studies show that exposure to BookTok content through its algorithm driven For You Page (FYP), and recommendations influence readers to buy books more frequently. (Culberson, 2024; Zara, 2022). Another research indicates that BookTok has pushed people to buy more books, contributing to the sale of more than 20 million books in 2021 (Harris, 2021, as cited in Culberson, 2024).

Based on these results, it is assumed that:

H1: Exposure to BookTok positively and significantly influences Algerian readers to purchase books more frequently.

2.6.2. The influence of BookTok on romance books purchases

Van Schaik (2024) highlights that romance is the dominant genre on BookTok, a trend that was amplified with the platform's rise in 2020, which brought romance into the spotlight (Gonzales, 2025). Dera (2024) further notes in his literature review on BookTok that the share of young adult literature has declined, with genres like romance taking the lead. Ridzuan (2023) adds that the popularity of romance novels on BookTok has led to more people preferring and buying them, particularly among young adults.

Based on these results, it is assumed that:

H2: Exposure to BookTok positively and significantly influences Algerian readers to purchase romance books.

2.6.3. The influence of BookTok on English-language books purchases

According to Dera (2024), BookTok has contributed to a linguistic shift and an increase in English-language book purchases among young readers across Western Europe. As cited in Dera, this trend has been observed in Sweden (Asplund et al., 2024), Germany (Weber, 2024), the Netherlands (Dera & Van Doeselaar, 2022), and France (Snaije, 2024). A similar pattern was found in Finland, where BookTok influenced reading habits and boosted demand for English-language books in bookstores and libraries (Tukia, 2022).

Based on these results, it is assumed that:

H3: Exposure to BookTok positively and significantly influences Algerian readers to purchase English-language books.

2.6.4. The influence of BookTok on Backlist titles purchases

Multiple studies show that BookTok has significantly boosted backlist book sales. Zara (2022) found that readers often buy these titles after seeing them on BookTok. Guehring (2023) noted that many older books returned to bestseller lists due to BookTok's influence (Wiederhold, 2022, as cited in Guehring, 2023). Segal (2022) also highlighted this trend, mentioning that viral titles like *They Both Die at the End* and *We Were Liars* became top seller years after their release.

Based on these results, it is assumed that:

H4: Exposure to BookTok positively and significantly influences Algerian readers to purchase backlist titles.

A summary of the hypotheses is presented in the table below:

Table 03: Summary table of Hypotheses.

Variable		Author	Hypothesis
Independent	Dependant		
<i>Exposure to BookTok</i>	<i>Book buying frequency</i>	-Savanta (2022) -Culberson (2024) -Zara (2022) -Harris (2021)	H1 : Exposure to BookTok positively and significantly influences Algerian readers to buy books more frequently.
	<i>Romance book purchases</i>	-Van Schaik (2024) -Dera (2024) -Ridzuan (2023) - Porter, Eimannsberger, English, Hathaway, and Yakoob (2023)	H2 : Exposure to BookTok positively and significantly influences Algerian readers to purchase romance books.
	<i>English-language book purchases</i>	-Dera (2024) -Tukia (2022) -Asplund, Egeland, and Olin-Scheller (2024) -Van Schaik (2024)	H3 : Exposure to BookTok positively and significantly influences Algerian readers to purchase English-language book purchases.
	<i>Backlist titles</i>	-Zara (2022) -Segal (2022) -Guehring (2023) -Stewart (2021)	H4 : Exposure to BookTok positively and significantly influences Algerian readers to purchase backlist titles.

Source: Elaborated by the student.

Key concepts related to the influence of BookTok on Algerian readers' purchasing behavior have been explored, along with existing studies in this context. The theoretical insights gathered in this chapter provided a solid foundation for the continuation of this research. The following chapters will outline the methodology used, setting the stage for the empirical investigation.

CHAPTER III: METHODOLOGICAL FRAMEWORK

This chapter outlines the research methodology employed in this study, by presenting the epistemological and methodological approaches that guided the study, followed by an explanation of the data collection process, measurement tools, and sampling strategy. The survey's structure and the methods used to analyze the collected data are also described, providing a clear overview of the steps followed to ensure reliable results and findings.

1. Epistemological Approach

This study falls under a positivist epistemological posture within a hypothetico-deductive framework. The researcher evaluates or confirms a theory by exploring hypotheses or research questions based on it. These hypotheses involve specific variables that must be clearly defined by the researcher (Creswell, 2014).

Based on the theoretical foundation, it has been assumed that exposure to BookTok has a positive significant influence on the book purchasing behavior of Algerian readers.

2. Methodological Approach

This study adopted a mono-method quantitative approach using a survey. The quantitative method was chosen after identifying both the gap in the literature, and the nature of the research objectives. Most existing studies on BookTok's influence have employed either qualitative methods or content analysis, with limited use of quantitative surveys specifically targeting BookTok users (Dera, 2024). Therefore, this research seeks to contribute to the literature by offering empirical, measurable data collected directly from BookTok users, more precisely, within the Algerian context where no study about BookTok has been conducted to date.

Additionally, surveys are widely used in studies of consumer behavior, as they rely on self-reported data to measure objective behaviors such as purchasing patterns and media usage (Blozis et al., 2019; Eastman et al., 2021; Foxall, 2003; Rich et al., 2015).

3. Measurement Methods and Instruments

3.1. Survey

To quantitatively assess the influence of BookTok on Algerian readers' book purchasing behavior, a structured survey was designed and distributed online. The survey aimed to collect measurable data on BookTok exposure and its potential effect on book-buying behavior.

3.1.1. Survey Design

The survey was structured into five main sections, each targeting a specific variable:

Section One: Introduction

This initial section aimed to briefly present the purpose of the study and to inform respondents about the use of the data collected as part of a final year project.

Section Two: Screening Questions

This section included three screening questions to determine whether respondents have a social media account, have a TikTok account, and watch BookTok content on TikTok. Respondents who answered with no were excluded from the survey, as media influence can only occur if individuals are first exposed to the content, making exposure a necessary condition for any effects to take place (Shi & Nagler, 2020).

Section Three: Exposure to BookTok

This section assessed participants' exposure to BookTok across different dimensions, including the frequency of watching BookTok content, the daily time spent on BookTok and the level of engagement (de Vreese & Neijens, 2016; den Hamer et al., 2017; Duffet, 2015; Liu & Hu, 2024; Muslimin, 2025)

de Vreese and Neijens (2016) highlighted that self-report measures are the most widely utilized method for assessing media exposure. These measures often depend on participants' capacity to recall or identify specific aspects of a message or campaign to determine their level of engagement (Niederdeppe, 2014, as cited in de Vreese & Neijens, 2016).

Section Four: Purchasing Behavior

This section is divided into 4 subsections, each measuring a distinct dimension of the dependent variable book purchasing behavior. Items are formulated using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Chetcuti, 2024; Krumova, 2024). The Likert scale is used to quantify responses providing a clear measurement to their book purchasing habits, and to ensure an ease of administration (Malthora, 2007).

Section Five: Demographics

This section aimed to identify the target respondents and collected key demographic details, such as: Age, gender, and occupation.

4. Sampling and Practical Modalities of the Survey

This section presents the sampling strategy, and the practical procedures followed during the survey process.

4.1. Sampling

This section presented an overview of the sampling process used for the study, including the characteristics of the target population, the sampling method used, and the sample size.

4.1.1. Study Population

The target population consisted of Algerian readers who are exposed to BookTok. Individuals of all ages, genders, and socio-professional backgrounds were included.

4.1.2. Sampling Method

The sample was selected using a convenience sampling method, making it a non-probability sampling approach, as the exact population size of the study is unknown.

4.1.3. Sample Size

Since the total population of Algerian readers is unknown, an infinite population assumption was adopted to calculate the sample size for this study. To ensure a high level of precision, a 95% confidence level and a 5% margin of error were chosen. By assuming maximum variability ($p=0.5$), the required sample size was determined to be 385 respondents. A total of 408 responses were gathered, however, due to the screening process, only 274 responses were retained.

4.2. Practical Modalities of the Survey

This section outlined the key aspects of the survey's implementation, including the data collection period and the distribution method used to reach respondents.

4.2.1. Research Period

A pre-test of the survey was conducted with a small sample of participants from 16/04/2025 to 19/04/2025 in order to evaluate the clarity of the questions. Data collection took place from 20/04/2025 to 27/04/2025. For a total of 408 respondents.

4.2.2. Administration mode

The Survey was created using Google Forms and administered through the social media accounts of Shakespeare Bookstore, targeting Algerian readers exposed to BookTok.

4.2.3. Data Analysis Method

Following the administration of the survey and collection process, the responses were processed and analyzed using IBM SPSS Statistics 27 and EXCEL.

This chapter outlined the methodological framework used to explore the influence of BookTok exposure on Algerian readers' purchasing behavior. It detailed the research approach, data collection tools, sampling method, and data analysis techniques. This foundation ensured a structured and reliable interpretation of the results presented in the following chapter.

CHAPTER VI: RESULTS AND DISCUSSION

This chapter is structured into two main sections: the presentation of the results, which includes a detailed overview of the key findings from the survey, and the discussion, which interprets these findings in relation to the existing literature and theoretical framework.

1. PRESENTATION OF RESULTS

1.1. Description of the sample

The study initially surveyed 408 Algerian respondents. After screening for individuals who did not have social media, were inactive on TikTok, and did not engage with BookTok content, the final sample comprised 274 respondents.

As shown in the table below, the majority of participants were women (88.7%), aged 18–24 years (76.6%), and identified as students (63.9%).

Table 04: Profile of respondents.

Variables	Characteristics of the variables	Frequencies	Percentage (%)
Gender	Male	31	11.3 %
	Female	243	88.7 %
Age	18-24	210	76.6 %
	25-34	55	20.1 %
	35-44	7	2.6 %
	45-54	2	0.7 %
	55-64	0	0 %
	65 and above	0	0 %
Occupation	Student	175	63.9 %
	Employed	53	19.3 %
	Self-Employed	24	8.8 %
	Unemployed	22	8 %
	Retired	0	0 %
Do you have an account on social media?	Yes	403	98.8 %
	No	5	1.2 %
Do you have an account on TikTok?	Yes	330	81.9 %
	No	73	18.1 %
Do you watch BookTok content on TikTok?	Yes	274	83 %
	No	56	17 %

Source: Elaborated by the student using Excel.

1.2. Univariate Descriptive Analysis

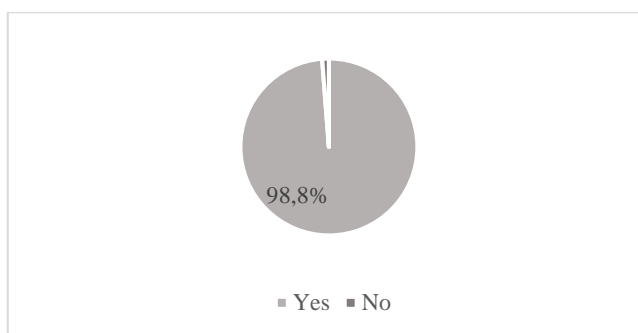
In this section, the results of the univariate analysis of the research will be presented.

1.2.1. Social media presence

Do you have an account on social media?

Among the total of 408 respondents, 98.8% reported having a social media account, while only 1.2% stated they did not. This indicates that nearly all participants are present on social media.

Figure 04: Social media presence.



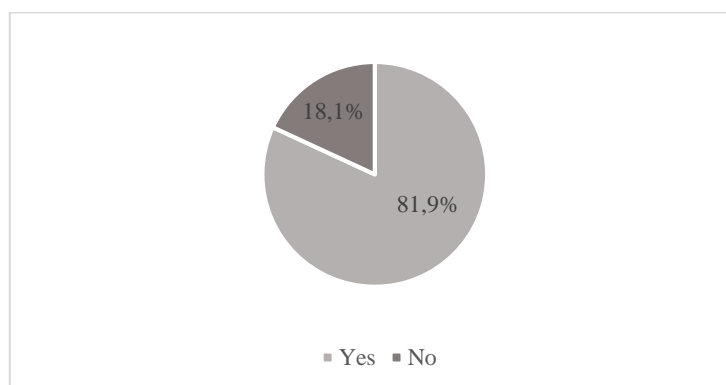
Source: Elaborated by the student using Excel.

1.2.2. TikTok presence

Do you have an account on TikTok?

Out of the 403 respondents who reported having a social media account, 81.9% indicated that they have a TikTok account, while 18.1% stated that they do not. This suggests that a significant majority of social media users in the sample are active on TikTok.

Figure 05: TikTok presence.



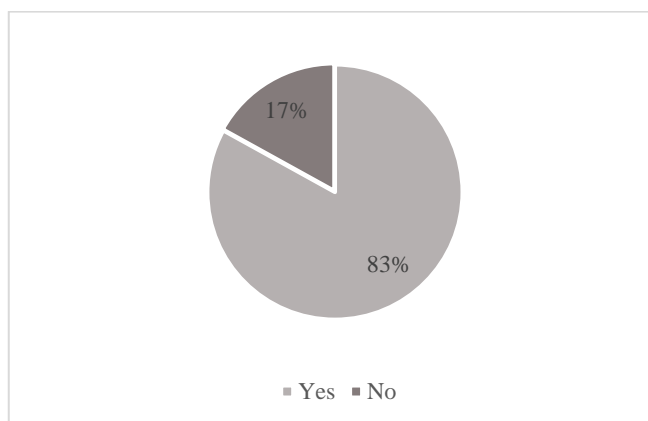
Source: Elaborated by the student using Excel.

1.2.3. BookTok consumption

Do you watch BookTok content on TikTok?

Of the 330 respondents with a TikTok account, 83% reported watching BookTok content, while 17% did not and were excluded from further analysis. This resulted in a final sample of 274 respondents.

Figure 06: BookTok consumption.



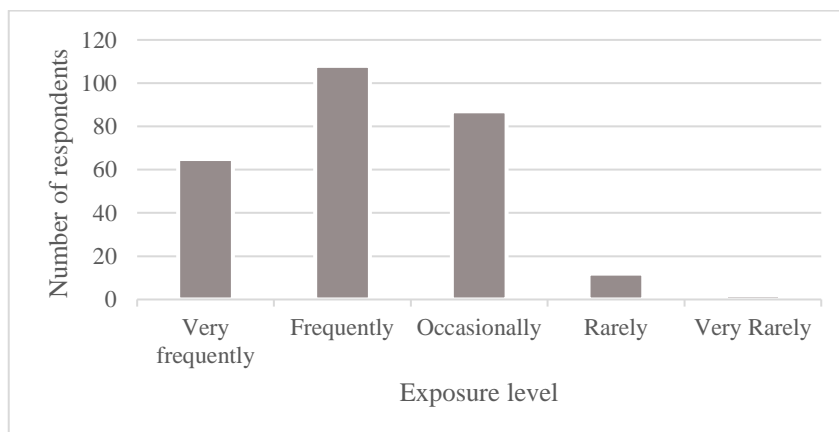
Source: Elaborated by the student using Excel.

1.2.4. Frequency of exposure to BookTok

How often do you watch BookTok content?

The majority of respondents reported frequent exposure to BookTok content: 39.4% watch it "frequently" and 23.7% "very frequently," collectively representing 63.1% of participants.

Figure 07: Frequency of exposure to BookTok.



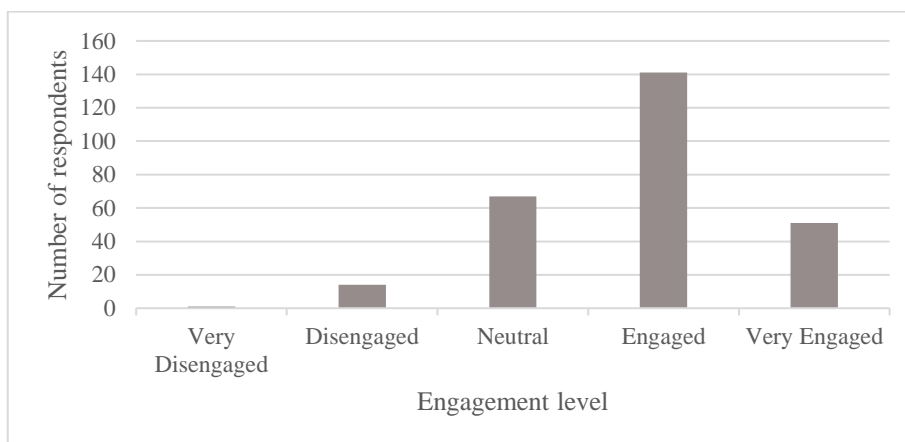
Source: Elaborated by the student using Excel.

1.2.5. Engagement with BookTok content

How engaged do you feel with BookTok content (e.g., recommendations, reviews)?

A strong majority of respondents reported active engagement with BookTok content: 51.5% identified as 'engaged' and 18.6% as 'very engaged,' totaling 70.1% of participants. This indicates a high level of engagement with the community.

Figure 08: Engagement with BookTok content.



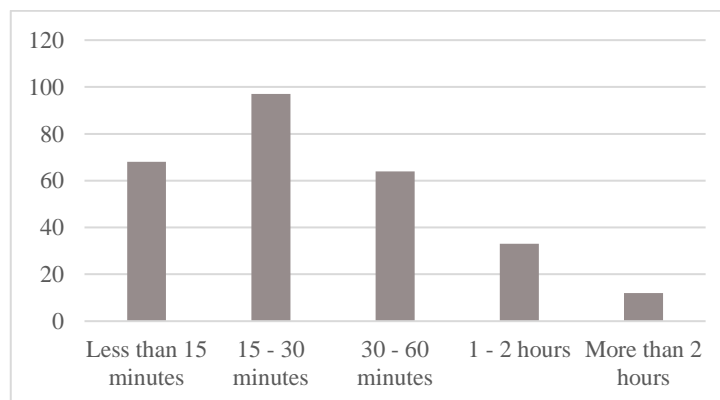
Source: Elaborated by the student using Excel.

1.2.6. Time spent on BookTok per session

How much time do you spend on BookTok per session?

The results indicate that the largest group of respondents (35.4%) spends 15 - 30 minutes per session on BookTok, followed by 24.8% who spend under 15 minutes. This reflects the platform's short-form, engaging video style that encourages quick and casual consumption.

Figure 09: Time spent on BookTok per session.



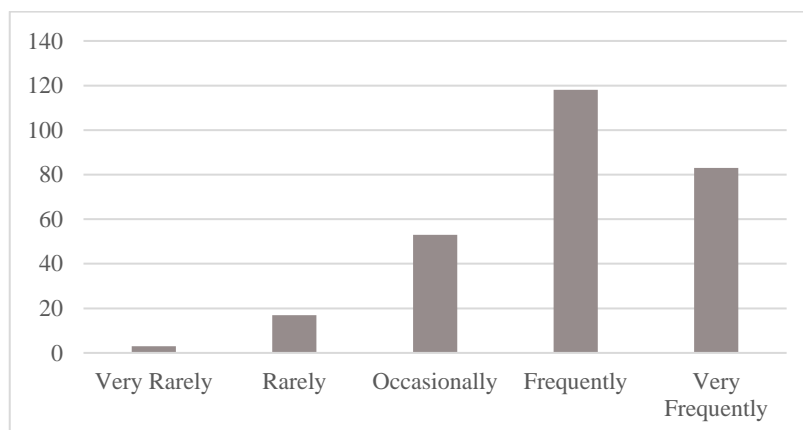
Source: Elaborated by the student using Excel.

1.2.7. Frequency of passive exposure to BookTok

How often do you see Book-related content on your TikTok feed?

A large majority of respondents reported seeing BookTok content on their TikTok feeds, with 43.1% selecting frequently and 30.3% very frequently. This highlights the strong presence of book-related content in their browsing experience.

Figure 10: Frequency of passive exposure

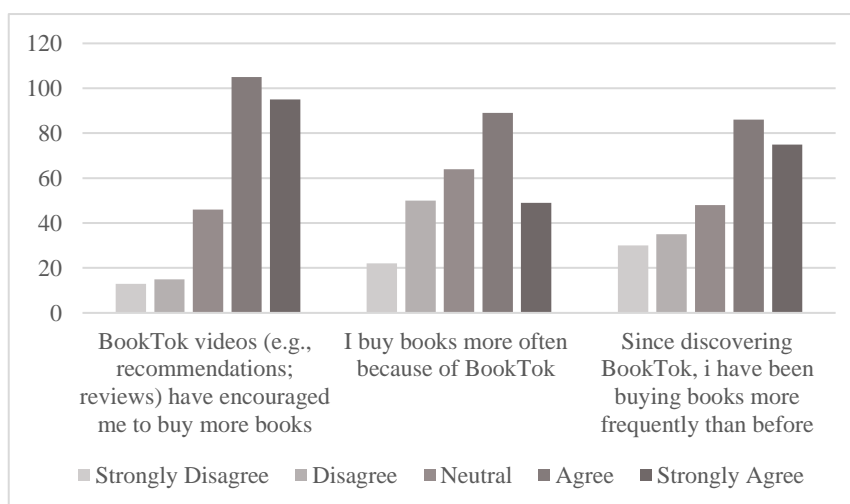


Source: Elaborated by the student using Excel.

1.2.8. Purchasing frequency

The majority of respondents agreed or strongly agreed with the statements suggesting an increase in their book purchasing frequency.

Figure 11: Book purchasing frequency.

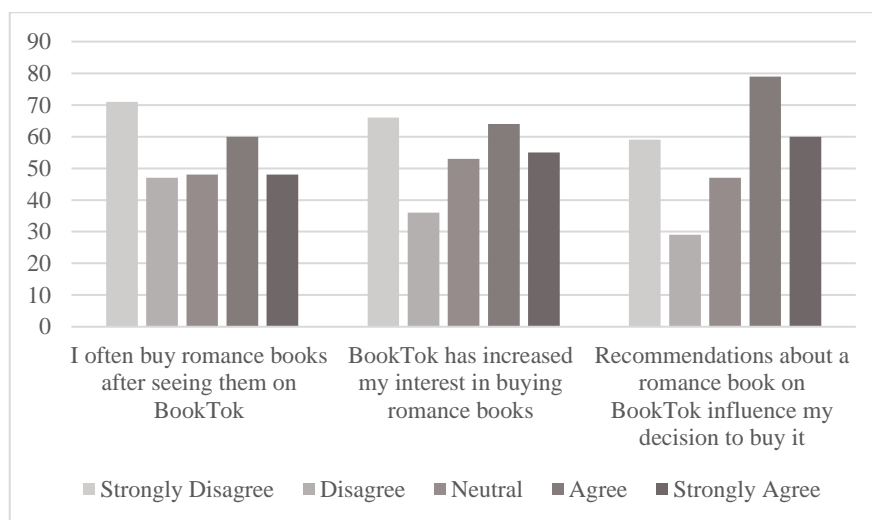


Source: Elaborated by the student using Excel.

1.2.9. Romance genre purchases

Based on the chart below, BookTok appears to have a moderate influence on respondents' interest in and purchasing of romance books. While a notable number agree that BookTok has sparked their interest and influenced their buying behavior, many remain neutral or unconvinced, suggesting a more varied impact depending on the individual.

Figure 12: Romance genre purchases.

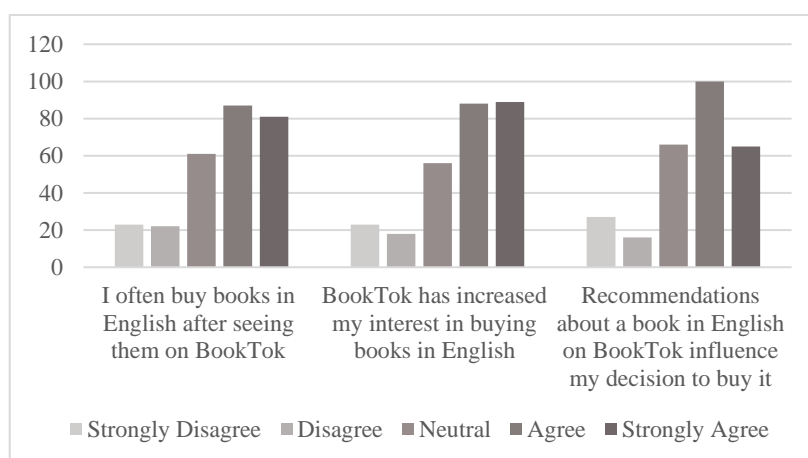


Source: Elaborated by the student using Excel.

1.2.10. English-language book purchases

A strong majority of respondents agreed or strongly agreed that BookTok influences their purchasing behavior for English-language books across interest, decision-making, and action.

Figure 13: English-language book purchases.

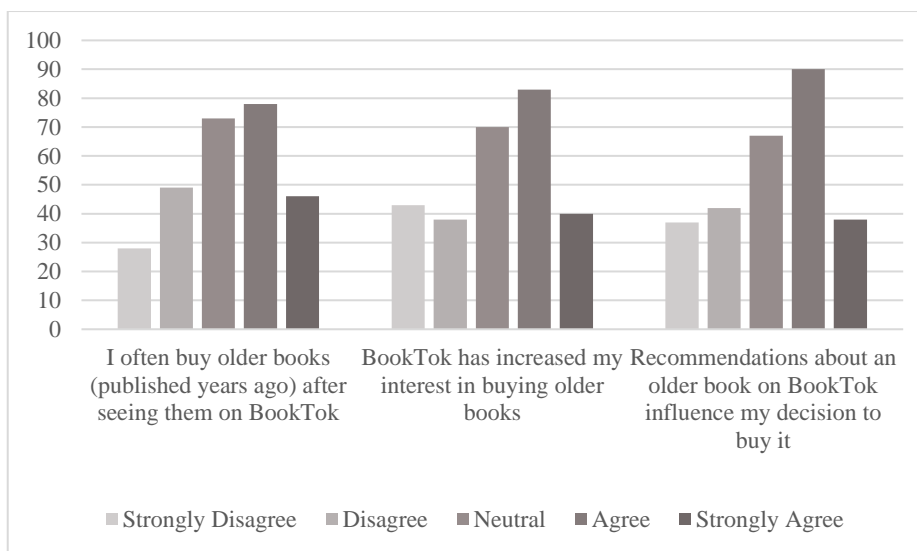


Source: Elaborated by the student using Excel.

1.2.11. Backlist title purchases

Results indicate that a notable portion agreed with the statements about BookTok's influence on their backlist title purchases. However, a considerable share of respondents either disagreed or remained neutral.

Figure 14: Backlist title purchases.



Source: Elaborated by the student using Excel.

1.3. Preliminary analysis of data suitability for multivariate analysis

Before proceeding with data analysis and hypothesis testing, it is important to ensure that the data are suitable for multivariate analysis. To do so, missing values and the near-normality of the data have been checked.

1.3.1. Missing values

Since the Google Forms survey was designed with all questions marked as required, no data points were missing.

1.3.2. Near-normality of the data

By examining the skewness and kurtosis coefficients, which should range between $[-1; +1]$ and $[-1.5; +1.5]$ respectively (Carricano, Fanny, & Laurent, 2010), the near-normality of the data was assessed. The results confirmed that the skewness and kurtosis values for all variables fell within these acceptable ranges, indicating satisfactory near-normality of the data. (APPENDIX B).

1.4. Principal component analysis (PCA)

To verify the validity and reliability of the measurement scales, principal component analysis (PCA) was performed for each scale. For total explained variance, only components with eigenvalues greater than 1 were retained. The Bartlett test, which examines the null hypothesis that all correlations are equal to zero, was considered significant if the p-value was less than 0.05. The Kaiser-Meyer-Olkin (KMO) measure was required to be greater than 0.5 (Hair, Black, & Anderson, 2006). The reliability of the measurement scales was assessed using Cronbach's Alpha, with values of 0.7 or higher indicating acceptable internal consistency (Izah, Sylva, & Hait, 2023).

1.4.1. Measurement scale for exposure to BookTok

A principal component analysis (PCA) was conducted on all items related to exposure to BookTok. The results revealed a moderate to strong correlation among the items used (APPENDIX C). The PCA also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.479), which summarizes 61.967% of the initial information. The results are shown in the following table:

Table 05: Total explained variance – Exposure to BookTok.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,479	61,967	61,967	2,479	61,967	61,967
2	0,594	14,844	76,810			
3	0,590	14,741	91,551			
4	0,338	8,449	100,000			

Source: SPSS Outputs.

The KMO index is 0.766, which indicates a good level of coherence among the selected items.

The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 06: KMO index and Bartlett's test – Exposure to BookTok.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,766
Bartlett's Test of Sphericity	Approx. Chi-Square	332,225
	df	6
	Sig.	0,000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.786, indicating a good level of internal consistency among the items. The results are presented in the table below:

Table 07: Cronbach's Alpha – Exposure to BookTok.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,786	0,794	4

Source: SPSS Outputs.

1.4.2. Measurement scale for purchasing frequency

A principal component analysis (PCA) was conducted on all items related to purchasing frequency. The results revealed a moderate to strong correlation among the items used (APPENDIX C). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.360), which summarizes 78.671% of the initial information. The results are shown in the following table:

Table 08: Total explained variance – Purchasing frequency.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,360	78,671	78,671	2,360	78,671	78,671
2	0,353	11,764	90,435			
3	0,287	9,565	100,000			

Source: SPSS Outputs.

The KMO index is 0.735, which indicates a good level of coherence among the selected items.

The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 09: KMO index and Bartlett's test – Purchasing frequency.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,735
Bartlett's Test of Sphericity	Approx. Chi-Square	388,098
	df	3
	Sig.	0,000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.860, indicating a good level of internal consistency among the items. The results are presented in the table below:

Table 10: Cronbach's Alpha – Purchasing frequency.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,860	0,864	3

Source: SPSS Outputs.

1.4.3. Measurement scale for romance genre book purchases

A principal component analysis (PCA) was conducted on all items related to romance genre book purchases. The results revealed a strong correlation among the items used (APPENDIX C). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.583), which summarizes 86.101% of the initial information. The results are shown in the following table:

Table 11: Total explained variance – Romance genre book purchases.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,583	86,101	86,101	2,583	86,101	86,101
2	0,217	7,219	93,320			
3	0,200	6,680	100,000			

Source: SPSS Outputs.

The KMO index is 0.762, which indicates a good level of coherence among the selected items.

The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 12: KMO index and Bartlett's test – Romance genre book purchases.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,762
Bartlett's Test of Sphericity	Approx. Chi-Square	593,393
	df	3
	Sig.	0,000

Source: SPSS Output.

The Cronbach's Alpha obtained for this scale was 0.919, indicating an excellent level of internal consistency among the items. The results are presented in the table below:

Table 13: Cronbach's Alpha – Romance genre book purchases.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,919	0,919	3

Source: SPSS Outputs.

1.4.4. Measurement scale for English-language book purchases

A principal component analysis (PCA) was conducted on all items related to English-language book purchases. The results revealed a moderate to strong correlation among the items used (APPENDIX C). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.382), which summarizes 79.399% of the initial information. The results are shown in the following table:

Table 14: Total explained variance – English-language book purchases.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,382	79,399	79,399	2,382	79,399	79,399
2	0,334	11,136	90,534			
3	0,284	9,466	100,000			

Source: SPSS Outputs.

The KMO index is 0.739, which indicates a good level of coherence among the selected items.

The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 15: KMO index and Bartlett's test – English-language book purchases.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,739
Bartlett's Test of Sphericity	Approx. Chi-Square	403,324
	df	3
	Sig.	0,000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.870, indicating a good level of internal consistency among the items. The results are presented in the table below:

Table 16: Cronbach's Alpha – English-language book purchases.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,870	0,870	3

Source: SPSS Outputs.

1.4.5. Measurement scale for backlist title purchases

A principal component analysis (PCA) was conducted on all items related to backlist title purchases. The results revealed a strong correlation among the items used (APPENDIX C). The analysis also showed that the total explained variance supports the retention of a single component with an eigenvalue greater than 1 (2.512), which summarizes 83.717% of the initial information. The results are shown in the following table:

Table 17: Total explained variance – Backlist title purchases.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,512	83,717	83,717	2,512	83,717	83,717
2	0,299	9,954	93,670			
3	0,190	6,330	100,000			

Source: SPSS Outputs.

The KMO index is 0.740, which indicates a good level of coherence among the selected items.

The Bartlett's test is significant, confirming that the factor model is appropriate. The results are shown in the following table:

Table 18: KMO index and Bartlett's test – Backlist title purchases.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,740
Bartlett's Test of Sphericity	Approx. Chi-Square	528,526
	df	3
	Sig.	0,000

Source: SPSS Outputs.

The Cronbach's Alpha obtained for this scale was 0.903, indicating an excellent level of internal consistency among the items. The results are presented in the table below:

Table 19: Cronbach's Alpha – Backlist title purchases.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,903	0,903	3

Source: SPSS Outputs.

The following table provides a summary of the principal component analyses (PCA) conducted:

Table 20: PCA summary table.

Variable	KMO	Sig	Total explained variance	Eigenvalue	Component	Cronbach's Alpha
Exposure to BookTok	0,766	0,000	61,967	2,479	1 (4 items)	0,786
Purchasing frequency	0,735	0,000	78,671	2,360	1 (3 items)	0,860
Romance genre book purchases	0,762	0,000	86,101	2,583	1 (3 items)	0,919
English-language book purchases	0,739	0,000	79,399	2,382	1 (3 items)	0,870
Backlist title purchases	0,740	0,000	83,717	2,512	1 (3 items)	0,903

Source: Elaborated by the student using Excel.

1.5. Hypotheses testing

The hypotheses were tested using simple linear regressions. The nature of the variables used in the theoretical model (quantitative scales) allowed for the application of this analysis. Additionally, the variable representing exposure to BookTok was transformed and recoded numerically to make it suitable for regression analysis. The validity of the analysis was confirmed by the ANOVA significance coefficient, which was less than 0.05, indicating statistical significance.

1.5.1. Testing the effect of exposure to BookTok on purchasing frequency

A simple linear regression has been conducted between the independent variable, exposure to BookTok, and the dependent variable, purchasing frequency.

The results obtained from the correlation coefficients are shown in the table below:

Table 21: Model Summary – Simple Linear Regression – H1.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,532 ^a	0,283	0,280	0,848552	1,973
a. Predictors: (Constant), Exposure to BookTok					
b. Dependent Variable: Purchasing frequency					

Source: SPSS Outputs.

- The value of $R = 0.532$, which must be between $[-1; +1]$ (Schober, Boer, & Schwarte, 2018), represents a moderate positive correlation between the dependent and independent variable.
- R square shows that 28.3% of the variance in the dependent variable is explained by the independent variable, representing a moderate effect-size (Cohen, 1988), while the remaining variance is not captured by this model.
- The Durbin-Watson statistic of 1.973 indicates that there is no autocorrelation among the residuals (Turner, 2020), supporting the reliability of the regression model.
- The regression sum of squares is 77.149, while the residual sum of squares is higher at 195.851.

- The F-statistic of 107.145 with a p-value (Sig) below 0.05 (5%) indicates that the result is statistically significant, there is a relation between exposure to BookTok and increased buying frequency.

Table 22: ANOVA – Hypothesis 1.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,149	1	77,149	107,145	,000 ^b
	Residual	195,851	272	0,720		
	Total	273,000	273			
a. Dependent Variable: Purchasing frequency						
b. Predictors: (Constant), Exposure to BookTok						

Source: SPSS Outputs.

1.5.2. Testing the effect of exposure to BookTok on romance genre book purchases

A simple linear regression has been conducted between the independent variable, exposure to BookTok, and the dependent variable, romance genre book purchases.

The results obtained from the correlation coefficients are shown in the table below:

Table 23: Model Summary – Simple Linear Regression – H2.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,360 ^a	0,130	0,127	0,93459222	1,922
a. Predictors: (Constant), Exposure to BookTok					
b. Dependent Variable: Romance genre book purchases					

Source: SPSS Outputs.

- The value of $R = 0.360$, which must be between $[-1; +1]$ represents a weak positive correlation between the dependent and independent variable.

- R squared shows that 13% of the variation in the dependent variable is explained by the independent variable, while the rest is due to other factors not included in the model.

- The Durbin-Watson statistic of 1.922 indicates that there is no autocorrelation among the residuals, supporting the reliability of the regression analysis.

- The regression sum of squares is 35.418, while the residual sum of squares is higher at 237.582.
- The F-statistic is 40.549 with a p-value below 0.05 (5%), indicating a statistically significant relationship between exposure to BookTok and romance genre book purchases.

Table 24: ANOVA – Hypothesis 2.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,418	1	35,418	40,549	,000 ^b
	Residual	237,582	272	0,873		
	Total	273,000	273			
a. Dependent Variable: Romance genre book purchases						
b. Predictors: (Constant), Exposure to BookTok						

Source: SPSS Outputs.

1.5.3. Testing the effect of exposure to BookTok on English-language book purchases

A simple linear regression has been conducted between the independent variable, exposure to BookTok, and the dependent variable, English-language book purchases.

The results obtained from the correlation coefficients are shown in the table below:

Table 25: Model Summary – Simple Linear Regression – H3.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,417 ^a	0,174	0,171	0,91072327	2,117
a. Predictors: (Constant), Exposure to BookTok					
b. Dependent Variable: English-language book purchases					

Source: SPSS Outputs.

- The value of $R = 0.417$, which must be between $[-1; +1]$ represents a moderate positive correlation between the dependent and independent variable.
- R squared shows that 17.4% of the variation in the dependent variable is explained by the independent variable, while the rest is due to other factors not included in the model.

- The Durbin-Watson statistic of 2.117 indicates that there is no autocorrelation among the residuals, supporting the reliability of the regression analysis.
- The regression sum of squares is 47.399, while the residual sum of squares is higher at 225.601.
- The F-statistic is 57.147 with a p-value below 0.05 (5%), indicating a statistically significant relationship between exposure to BookTok and English-language book purchases.

Table 26: ANOVA – Hypothesis 3.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,399	1	47,399	57,147	,000 ^b
	Residual	225,601	272	0,829		
	Total	273,000	273			
a. Dependent Variable: English-language book purchases						
b. Predictors: (Constant), Exposure to BookTok						

Source: SPSS Outputs.

1.5.4. Testing the effect of exposure to BookTok on backlist title purchases

A simple linear regression has been conducted between the independent variable, exposure to BookTok, and the dependent variable, backlist title purchases

The results obtained from the correlation coefficients are shown in the table below:

Table 27: Model Summary – Simple Linear Regression – H4.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,181 ^a	0,033	0,029	0,98526429	1,853
a. Predictors: (Constant), Exposure to BookTok					
b. Dependent Variable: Backlist title purchases					

Source: SPSS Outputs.

- The value of $R = 0.181$, which must be between $[-1; +1]$ represents a weak positive correlation between the dependent and independent variable.

- R squared shows that only 3.33% of the variation in the dependent variable is explained by the independent variable, while the rest is due to other factors not included in the model.
- The Durbin-Watson statistic of 1.853 indicates that there is no autocorrelation among the residuals, supporting the reliability of the regression analysis.
- The regression sum of squares is 8.957, while the residual sum of squares is higher at 264.043.
- The F-statistic is 9.227 with a p-value below 0.05 (5%), indicating a statistically significant relationship between exposure to BookTok and backlist title purchases.

Table 28: ANOVA – Hypothesis 4.

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	8,957	1	8,957	9,227	,003 ^b
	Residual	264,043	272	0,971		
	Total	273,000	273			
a. Dependent Variable: Backlist title purchases						
b. Predictors: (Constant), Exposure to BookTok						

Source: SPSS Outputs.

The table below presents a summary of the hypothesis test results:

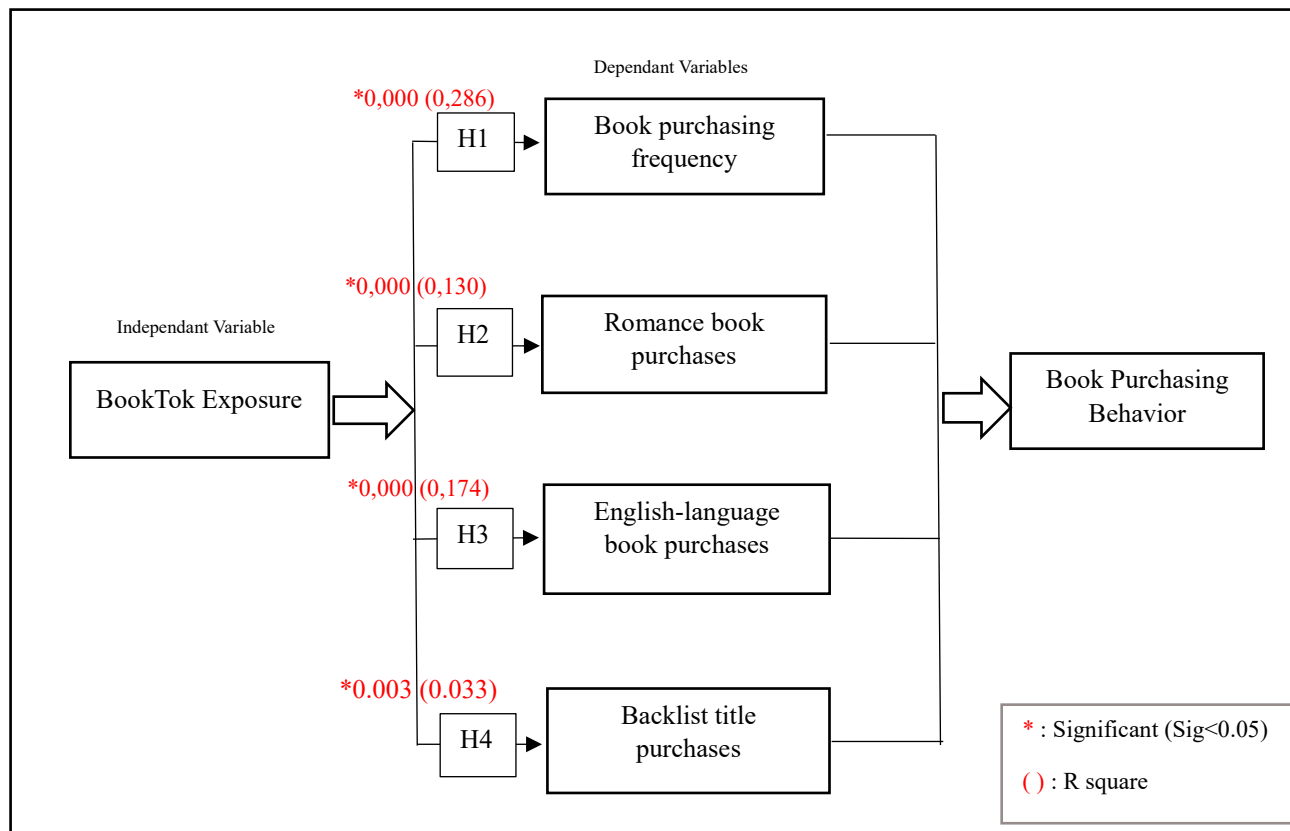
Table 29: Summary table of the hypothesis testing results.

Hypotheses		Confirmation	
H1	Exposure to BookTok positively and significantly influences Algerian readers to purchase books more frequently.	Yes	Confirmed
H2	Exposure to BookTok positively and significantly influences Algerian readers to purchase romance books.	Yes	
H3	Exposure to BookTok positively and significantly influences Algerian readers to purchase English-language books.	Yes	
H4	Exposure to BookTok positively and significantly influences Algerian readers to purchase backlist titles.	Yes	

Source: SPSS Outputs.

1.6. Validated conceptual model

Figure 15: Validated conceptual model.



Source: Elaborated by the student.

2. Discussion of the results

This quantitative study investigated the influence of BookTok on Algerian readers' book purchasing behavior, focusing on the extent to which exposure to BookTok influences the book purchasing behavior of Algerian readers. The discussion interprets the results in relation to the initial hypotheses and the literature review. It aims to shed light on how a digital platform like BookTok can influence consumer behavior within the Algerian context.

Four hypotheses were tested using simple regression analysis. The relationship between the independent variable, exposure to BookTok, and the dependent variables, purchasing frequency, romance genre book purchases, English-language book purchases, and backlist title purchases was examined. This led to a significant and positive result regarding the influence of BookTok on Algerian readers' book purchasing behavior.

The findings of this study align with prior research. For purchasing frequency, the results join those of Culberson (2024), Harris (2021), Savanta (2022), and Zara (2022), who identified BookTok's impact on the frequency of book purchases. For romance genre

purchases, this study reflects the work of Dera (2024), Ridzuan (2023), Porter et al. (2023), and Van Schaik (2024), who examined BookTok's influence on genre preferences.

The impact on English-language book purchases is consistent with Dera (2024) and Tukiya (2022), who noted the dominance of English titles, a trend also explored by Asplund et al. (2024). Finally, the connection to backlist purchases mirrors findings from Zara (2022), Segal (2022), Guehring (2023), and Stewart (2021), who highlighted BookTok's role in reviving older titles.

While the findings indicated a positive significant impact, the R square values were relatively low, indicating that exposure to BookTok, as the only predictor in this study, does not explain a large portion of the variance in book purchasing behavior. According to Cohen (1988), this result is not unusual in behavioral science. Low R^2 values (e.g., 1–10% variance explained) are common and can still be meaningful due to the complex nature of human behavior, and that effect sizes should be judged by their contextual relevance.

In this case, BookTok's moderate but meaningful effect could lead to substantial changes over time, especially given the context in Algeria, where BookTok may still be emerging as a new phenomenon, and has not yet been fully adopted by readers. According to Rogers' Diffusion of innovation theory (1983), innovations spread through a population in stages, from early adopters to the larger majority. In Algeria, BookTok could be in the early stages of diffusion, where only a small segment of the population is embracing it.

The low and moderate impact observed in this study could be due to absence of moderators in the study. Demographic factors play a major role in affecting the buying behavior of consumers (Khan & Chawla, 2014). For instance, limited financial resources could prevent readers from purchasing more often even if they are influenced by what they see on BookTok. Age could also play a role, as younger readers may be more exposed to BookTok, but lack the financial independence to actually make the purchases. Gender in this case could also act as a moderator, since prior research indicated that BookTok is dominated by women. Personal factors, such as reading habits or format preference could also moderate purchasing behavior. Frequent readers may be more influenced by BookTok than occasional readers. Other might prefer reading free materials like PDFs instead of purchasing physical books.

Overall, even if the impact of BookTok is moderate, the results still indicate that there is a positive significant impact on purchasing frequency, romance genre book purchases,

English-language book purchases, and Backlist title purchases, indicating its overall impact on Algerian readers' book purchasing behavior.

CONCLUSION

The study set out to explore the influence of BookTok on Algerian readers' book purchasing behavior, specifically focusing on the following dimensions: purchasing frequency, romance genre book purchases, English-language book purchases, and backlist title purchases.

To address this, a quantitative study was conducted, and data was collected through a survey, gathering responses from 274 participants on the five variables of this study. The results obtained confirmed that exposure to BookTok has a positive significant impact on Algerian readers' book purchasing behavior, confirming the four hypotheses:

H1: Exposure to BookTok positively and significantly influences Algerian readers to purchase books more frequently.

H2: Exposure to BookTok positively and significantly influences Algerian readers to purchase romance books.

H3: Exposure to BookTok positively and significantly influences Algerian readers to purchase English-language books.

H4: Exposure to BookTok positively and significantly influences Algerian readers to purchase backlist titles.

These findings offered a significant contribution by being one of the first to explore the new phenomenon of BookTok and its impact on Algerian readers. It shed light on how exposure to this community may affect purchasing behavior, offering insights to publishers and the book industry in Algeria on the importance of this phenomenon. The study highlighted how leveraging this platform could be beneficial to understand the current trends in the market, and to better understand customers' preferences and needs, therefore, increasing book sales.

Furthermore, this research provided a starting point for future studies exploring the impact of BookTok or similar digital communities on book purchasing behavior, offering a deeper understanding of how these platforms influence readers' choices and preferences. It also opened the door for further investigations into the evolving relationship between digital platforms and consumer behavior.

While this study provided valuable insights, it is important to recognize its limitations to better guide future research.

First, the sample size, although initially composed of 408 respondents, it only included 274 participants due to the screening process. This number, while appropriate for this study, still may not be large enough to fully represent the population of Algerian readers.

Additionally, the study relied on self-reported data, which can introduce biases such as social desirability bias or recall bias. Participants' responses may not always reflect their actual behaviors.

This study was cross-sectional in nature, capturing data at only one point in time, which means it was unable to track changes in behavior over time, limiting the ability to assess long-term effects in readers' purchasing behavior. Moreover, this study did not include moderators like age, income, or reading habits, which could have helped better understand the effect of BookTok on purchasing behavior.

This study treated exposure to BookTok as a general factor, without considering the different types of content, which may have overlooked the complexity of consumer behavior. Another limitation is the lack of a standardized instrument to measure media exposure to new digital platforms like TikTok, which has a unique format and is consumed differently from other media.

Furthermore, the lack of prior research and foundational work on BookTok in the Algerian context limited this study's ability to build on an established body of work and deepen its analysis.

Finally, while the quantitative data provided valuable insights into purchasing behavior, qualitative data could have further enriched the understanding of how individuals perceive and interact with BookTok, offering deeper understanding.

To address these gaps and build on the findings, the following recommendations are proposed:

- Use a longitudinal design to track changes in purchasing behavior over time and assess BookTok's long term influence.
- Conduct an experimental study comparing between readers exposed to BookTok and those not exposed to measure its direct impact on purchasing behavior.
- Include control variables (e.g., income, age, occupation) to account for other factors shaping purchase behavior.

- Include moderators, such as reading habits, to better understand the relationship between BookTok and purchasing behavior.
- Develop TikTok specific exposure metrics to capture the platform's full impact.
- Explore additional variables influenced by BookTok, such as changes in reading habits.
- Conduct interviews with Algerian BookTokers and BookTok users to gather in-depth insights.
- Conduct a content analysis of BookTok videos to identify recurring themes and content types in the Algerian BookTok community.
- Algerian publishing houses and bookstores should increase their presence on BookTok and follow current trends to better meet their customers' needs.

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APPENDIX A – SURVEY

As part of my Master's thesis in Marketing Management at the National Higher School of Management, I am conducting a study that explores how BookTok (TikTok's book community) influences Algerian readers' purchase of books. Your participation will be anonymous and used solely for academic purposes. The survey is voluntary and will take approximately 3 minutes to complete.

Thank you for your participation!

I. Screening Questions

1. Do you have an account on social media?
 - Yes
 - No (*End of Survey*)
2. Do you have an account on TikTok?
 - Yes
 - No (*End of Survey*)
3. Do you watch BookTok content on TikTok?
 - Yes
 - No (*End of Survey*)

II. Exposure to BookTok

4. How often do you watch BookTok content?
 - Very Rarely
 - Rarely
 - Occasionally
 - Frequently
 - Very Frequently

(Reference: Duffett, R.G. (2015). *The influence of Facebook advertising on cognitive attitudes amid Generation Y. Electronic Commerce Research, 15*(2), 243–267.)
5. How engaged do you feel with BookTok content (e.g., recommendations, reviews)?
 - Very Disengaged
 - Disengaged
 - Neutral
 - Engaged
 - Very Engaged

(Reference: De Vreese, C. H., & Neijens, P. (2016). *Measuring media exposure in a changing communications environment. Communication Methods and Measures, 10*(2-3), 69-80.)

6. How much time do you spend daily on BookTok?

- Less than 15 minutes
- 15–30 minutes
- 30–60 minutes
- 1–2 hours
- More than 2 hours

(Reference: Sampasa-Kanyinga, H., & Chaput, J.-P. (2016). Use of social networking sites and alcohol consumption among adolescents. *Public Health*, 139, 88–95.)

7. How often do you see book-related content on your TikTok feed?

- Never
- Rarely
- Occasionally
- Frequently
- Very Frequently

III. Purchasing Behavior

Use a 5-point Likert scale for all:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

a. *Purchasing Frequency*

8. I buy books more often because of BookTok

9. BookTok videos (e.g., recommendations; reviews) have encouraged me to buy more books

10. Since discovering BookTok, I have been buying books more frequently than before

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b. *Romance genre purchases*

11. I often buy romance books after seeing them on BookTok

12. BookTok has increased my interest in buying romance books

13. Recommendations about a romance book on BookTok influence my decision to buy it

a. *English books purchases*

14. I often buy books in English after seeing them on BookTok
15. BookTok has increased my interest in buying books in English
16. Recommendations about a book in English on BookTok influence my decision to buy it

b. *Backlist titles purchases*

17. I often buy older books that have been published years ago after seeing them on BookTok
18. BookTok has increased my interest in buying older books
19. Recommendations about an old book on BookTok influence my decision to buy it

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IV. Demographic Information

20. Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above

21. Gender:

- Male
- Female

22. What is your current occupation?

- Student
- Employed
- Self-employed
- Unemployed
- Other

Thank you for your participation!

**APPENDIX B – NEAR-NORMALITY
TABLE**

Table 30: Near-normality (Skewness and Kurtosis test).

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
How often do you watch BookTok content?	274	-0,286	0,147	-0,318	0,293
How engaged do you feel with BookTok content (e.g., recommendations, reviews)?	274	-0,457	0,147	0,142	0,293
How much time do you spend on BookTok per session?	274	0,565	0,147	-0,407	0,293
How often do you see Book related content on your TikTok feed?	274	-0,734	0,147	0,219	0,293
BookTok videos (e.g., recommendations, reviews) have encouraged me to buy more books	274	-1,042	0,147	0,646	0,293
I buy books more often because of BookTok	274	-0,332	0,147	-0,829	0,293
Since discovering BookTok i have been buying books more frequently	274	-0,574	0,147	-0,799	0,293
I often buy romance books after seeing them on BookTok	274	0,046	0,147	-1,386	0,293
BookTok has increased my interest in buying romance books	274	-0,116	0,147	-1,361	0,293
Recommendations about a romance book on BookTok influence my decision to buy it	274	-0,328	0,147	-1,261	0,293
I often buy books in English after seeing them on BookTok	274	-0,721	0,147	-0,328	0,293
BookTok has increased my interest in buying books in English	274	-0,832	0,147	-0,145	0,293
Recommendations about a book in English on BookTok influence my decision to buy it	274	-0,756	0,147	-0,149	0,293
I often buy older books published years ago after seeing them on BookTok	274	-0,244	0,147	-0,871	0,293
BookTok has increased my interest in buying older books	274	-0,300	0,147	-0,954	0,293
Recommendations about an older book on BookTok influence my decision to buy it	274	-0,339	0,147	-0,885	0,293
Valid N (listwise)	274				

Source : SPSS Outputs.

APPENDIX C – TABLES OF PCA ANALYSES

Exposure to BookTok

Table 31: Correlation Matrix – Exposure to BookTok.

Correlation Matrix					
		How often do you watch BookTok content?	How engaged do you feel with BookTok content (e.g., recommendations, reviews)?	How much time do you spend on BookTok per session?	How often do you see Book related content on your TikTok feed?
Correlation	How often do you watch BookTok content?	1,000	0,483	0,516	0,651
	How engaged do you feel with BookTok content (e.g., recommendations, reviews)?	0,483	1,000	0,411	0,447
	How much time do you spend on BookTok per session?	0,516	0,411	1,000	0,433
	How often do you see Book related content on your TikTok feed?	0,651	0,447	0,433	1,000

Source : SPSS Outputs.

Table 32: Component Matrix – Exposure to BookTok.

Component Matrix ^a	
	Component
	1
How often do you watch BookTok content?	0,856
How engaged do you feel with BookTok content (e.g., recommendations, reviews)?	0,731
How much time do you spend on BookTok per session?	0,740
How often do you see Book related content on your TikTok feed?	0,815
Extraction Method : Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS Outputs.

Purchasing frequency

Table 33: Correlation Matrix – Purchasing frequency.

Correlation Matrix				
		BookTok videos (e.g., recommendations, reviews) have encouraged me to buy more books	I buy books more often because of BookTok	Since discovering BookTok I have been buying books more frequently
Correlation	BookTok videos (e.g., recommendations, reviews) have encouraged me to buy more books	1,000	0,710	0,653
	I buy books more often because of BookTok	0,710	1,000	0,678
	Since discovering BookTok I have been buying books more frequently	0,653	0,678	1,000

Source: SPSS Outputs.

Table 34: Component Matrix – Purchasing frequency.

Component Matrix ^a	
	Component
	1
BookTok videos (e.g., recommendations, reviews) have encouraged me to buy more books	0,888
I buy books more often because of BookTok	0,899
Since discovering BookTok I have been buying books more frequently	0,874
Extraction Method : Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS Outputs.

Romance genre book purchases

Table 35: Correlation Matrix – Romance genre book purchases.

Correlation Matrix				
		I often buy romance books after seeing them on BookTok	BookTok has increased my interest in buying romance books	Recommendations about a romance book on BookTok influence my decision to buy it
Correlation	I often buy romance books after seeing them on BookTok	1,000	0,789	0,786
	BookTok has increased my interest in buying romance books	0,789	1,000	0,799
	Recommendations about a romance book on BookTok influence my decision to buy it	0,786	0,799	1,000

Source : SPSS Outputs.

Table 36: Component Matrix – Romance genre book purchases.

Component Matrix ^a	
	Component
	1
I often buy romance books after seeing them on BookTok	0,925
BookTok has increased my interest in buying romance books	0,930
Recommendations about a romance book on BookTok influence my decision to buy it	0,929
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source : SPSS Outputs.

English-language book purchases

Table 37: Correlation Matrix – English-language book purchases.

Correlation Matrix				
		I often buy books in English after seeing them on BookTok	Recommendations about a book in English on BookTok influence my decision to buy it	BookTok has increased my interest in buying books in English
Correlation	I often buy books in English after seeing them on BookTok	1,000	0,672	0,715
	Recommendations about a book in English on BookTok influence my decision to buy it	0,672	1,000	0,686
	BookTok has increased my interest in buying books in English	0,715	0,686	1,000

Source: SPSS Outputs.

Table 38: Component Matrix – English-language book purchases.

Component Matrix^a	
	Component
	1
I often buy books in English after seeing them on BookTok	0,893
Recommendations about a book in English on BookTok influence my decision to buy it	0,881
BookTok has increased my interest in buying books in English	0,899
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS Outputs.

Backlist title purchases

Table 39: Correlation Matrix – Backlist title purchases.

Correlation Matrix				
		I often buy older books published years ago after seeing them on BookTok	BookTok has increased my interest in buying older books	Recommendations about an older book on BookTok influence my decision to buy it
Correlation	I often buy older books published years ago after seeing them on BookTok	1,000	0,767	0,704
	BookTok has increased my interest in buying older books	0,767	1,000	0,795
	Recommendations about an older book on BookTok influence my decision to buy it	0,704	0,795	1,000

Source: SPSS Outputs.

Table 40: Component Matrix – Backlist title purchases.

Component Matrix^a	
	Component
	1
I often buy older books published years ago after seeing them on BookTok	0,899
BookTok has increased my interest in buying older books	0,935
Recommendations about an older book on BookTok influence my decision to buy it	0,910
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS Outputs.

**APPENDIX D – SIMPLE LINEAR
REGRESSION COEFFICIENT TABLES**

Exposure to BookTok and purchasing frequency

Table 41: Coefficient table – Hypothesis 1.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4,497E-17	0,051		0,000	1,000
	Exposure to BookTok	0,532	0,051	0,532	10,351	0,000

a. Dependent Variable: Purchasing frequency

Source: SPSS Outputs.

Exposure to BookTok and romance genre book purchases

Table 42: Coefficient table – Hypothesis 2.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	-1,489E-16	0,056		0,000	1,000
	Exposure to BookTok	0,360	0,057	0,360	6,368	0,000

a. Dependent Variable: Romance genre book purchases

Source: SPSS Outputs.

Exposure to BookTok and English-language book purchases

Table 43: Coefficient table – Hypothesis 3.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1,567E-17	0,055		0,000	1,000
	Exposure to BookTok	0,417	0,055	0,417	7,560	0,000

a. Dependent Variable: English-language book purchases

Source: SPSS Outputs.

Exposure to BookTok and backlist title purchases

Table 44: Coefficient table – Hypothesis 4.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,070E-17	0,060		0,000	1,000
	Exposure to BookTok	0,181	0,060	0,181	3,038	0,003

a. Dependent Variable: Backlist title purchases

Source: SPSS Outputs.