

A Study on the Factors Influencing Consumers' Choice Between Online and Physical Bookstores

Online Bookstores

vs.

Physical Bookstores

Which Book-Buying Method Would You Choose? Research Results

📖 63% of consumers prefer purchasing books from physical bookstores.

💻 37% of consumers choose online bookstores.

Why Choose Physical Bookstores?

- ✓ Browse and flip through books in person
- ✓ Enjoy a pleasant reading atmosphere
- ✓ Get books immediately after purchase
- ✓ Participate in bookstore events and activities

What Consumers Value Most

- 📖 Being able to browse books in person (33%)
- 📚 Well-organized book categories (21%)
- 📍 Convenient location and accessibility (20%)

Why Choose Online Bookstores?

- ✓ More promotional offers and discounts
- ✓ Fast and convenient delivery services
- ✓ Available for shopping 24/7
- ✓ Easy-to-use search functions

What Consumers Value Most

- 📦 Fast shipping speed (26%)
- 🔍 Convenient search functions (20%)

Research Findings

Although online bookstores offer convenience and discounts, most consumers still value the reading experience and the ability to physically browse books that physical bookstores provide.

Future Trends in Bookstore Development

✨ More convenient online shopping experiences

✨ Unique and enhanced in-store experiences

✨ O2O (Online-to-Offline) integrated services

Reading is more than just buying books—it's a lifestyle experience.📖

