



Identifying the psychological components in the book buying behavior of students of medical sciences universities during the corona epidemic

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ABSTRACT

Background and Aim: The emerging corona virus has presented new challenges to the printing industry that were unprecedented before, and these challenges include new opportunities and threats. Also, the coincidence of Corona with the paralyzing American sanctions on Iran's economy has caused an unbridled increase in the cost of books and a sharp decrease in the financial capacity of book buyers, which requires a comprehensive research in accordance with the tremendous changes that the simultaneous impact of these two emerging components of Iran's economy (Corona) and the crippling US sanctions) on the pattern of book buying behavior and makes it necessary for the publishing industry. Therefore, this research has identified the psychological components in the book buying behavior of students of medical sciences universities during the corona epidemic as its main goal. **Method:** The statistical sample was also selected based on the purposeful/judgmental sampling method from among the managers and decision makers of the University of Medical Sciences in Iran, academic professors and prominent organizational consultants. In order to identify the factors affecting the book buying behavior of students of medical sciences universities during the corona epidemic, the qualitative method of data theory of the foundation has been used. **Results:** Based on the results, social and cultural factors, branding in the field of books, study values, sales promotion and quality of content and structure are the known factors affecting the book buying behavior of students of medical sciences universities during the Corona epidemic. **Conclusion:** In relation to the social and cultural factor, we find that most people in our country devote limited minutes to study, while in some countries there is an average of 4 hours of study per day. In relation to branding in the field of books, marketing is particularly important, because attracting the satisfaction of the audience and increasing the purchase of books will promote the culture of reading and reading in the country and will bring about the cultural development of the country.



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Introduction

The global crisis caused by the coronavirus pandemic has had various consequences, including in the economy and especially in work. Many workers have been caught in temporary or sometimes permanent unemployment, which has had no effect other than cutting or reducing their income (Abadi, 2020). Also, in response to the spread of the coronavirus and policies based on social distancing, many countries, including Iran, have decided to change the previous legal requirements for holding public meetings (Soltani, Baghestani, Beheshtiroy, 2020). A study conducted by the Research Institute of Culture, Art and Communication in the era of Corona showed that more than 45% of the audience devoted more than average time to reading. Also, the results of the study of the Culture and Art Research Institute show that reading books for the respondents was an activity that was done as a tool to achieve peace these days. This study shows that Corona is an excellent opportunity to strengthen and institutionalize this model of It is cultural consumption (book) (Eskandrian, 2019). Therefore, this virus has had many effects on the main stakeholders of the publishing industry so far and will continue to do so in the future (Nigwin, Bang, & Wolff, 2020). Currently, with the entry of internet media into the world of marketing, it is possible to change the distribution channels and inform the book through the internet. Therefore, publishers and booksellers must develop and strengthen their online presence. They should also develop effective marketing strategies to attract consumer purchasing behaviors and understand consumer motivations for online book purchases (Nguyen & et al., 2020). This research aims to identify the factors influencing the book-buying behavior of students during the simultaneous coronavirus and inflationary stagnation caused by the crippling US sanctions on Iran's economy and answers the following question: What are the most important psychological factors in the book-buying behavior of students of medical sciences universities during the corona epidemic?

Method

The method of this research is qualitative and based on foundational data theory. In this research, by reviewing several theoretical foundations, a suitable framework has been used to investigate and study the research problem to

develop and localize research indicators. Since no model has been presented to explain the book-buying behavior of students of medical sciences universities during the corona epidemic in Iran, using the grounded theory method to identify the factors, a model has been presented to explain the book-buying behavior of students of medical sciences universities during the corona epidemic. Managers and decision-makers of the University of Medical Sciences in Iran, university professors, and prominent organizational consultants are considered as the statistical population. The statistical sample was also selected based on the purposeful/judgmental sampling method. This way, ten experts will be selected based on preliminary investigations and asking the opinion of the respected professor. This process will continue until the theoretical saturation of the researcher is reached. The data collection methods in this research are the library and the field methods. SPSS software was used to analyze obtained data. The reliability of the questionnaires was also determined by Cronbach's alpha method. Thus, a pre-test consisting of 30 questionnaires was conducted, and Cronbach's alpha was taken from the received answers. Since all Cronbach's alpha values are greater than 0.7, the constructs used in this model have high internal consistency. In order to identify the factors affecting the book-buying behavior of students of medical sciences universities during the corona epidemic, the qualitative method of data theory of the foundation has been used.

Results

According to the results of sociological information of the respondents, 194 people, equal to 53.5% of the research participants, are men and 191 people, equal to 46.5% of the research participants, are women. The largest age group is 21 to 25 years, equivalent to 35.5% of people. Also, most of the participants (185 people) have a bachelor's degree, which is equivalent to 49% of people. Coding of factors affecting the book-buying behavior of students of medical sciences universities during the corona epidemic In order to identify the factors affecting the book-buying behavior of students of medical sciences universities during the corona epidemic, the coding process is used in the analysis of the data collected in the data theory method of the foundation. The coding process has been carried out in three stages: open coding, central coding,

and selective coding, and is presented in Table No. 1. Exploratory factor analysis test was used to identify the components in the research questionnaire. First, the Kaiser-Meier coefficient and Bartlett's test were used to check the sample's adequacy and the reliability of the factor analysis results. The results showed that the Kayser-Meir coefficient is equal to 0.988. This coefficient can be cited if it is higher than 0.6, and according to the results of Bartlett's test and the significance of this test at the alpha error level (0.05), it can be said that the instrument has internal dimensions, and it is possible to refer to the results of factor analysis. Is. Moreover, based on the results, the factor loadings in all the questions of the research tool are higher than 0.6, and therefore all the research questions are valid for the factor analysis test. The factor analysis matrix is formed after rotating the factors. According to Table 3, it can be seen that after rotating the factors, the number of factors observed in the research tool is five factors. In order to express and extract the main factors of factor analysis, a rotated component matrix has been proposed to determine the factor load of each question, emphasizing that each question is placed in one of the five factors. The matrix of the main factors of the factor analysis after rotation is presented in Table No. 4.

Therefore, it was found that five factors have been extracted from the rotation of the factor analysis and the factors affecting the book-buying behavior of students of medical sciences universities during the corona epidemic consist of five factors. According to the research items and similar factors, these factors are:

- Social and cultural factors
- Branding in the field of books
- Study values
- Promotion and promotion of sales
- Quality of content and structure

Conclusion

This research aims to identify the influencing factors on students' book-buying behavior during the simultaneous coronavirus and inflationary stagnation caused by the crippling American sanctions on Iran's economy. Based on the results of this study, the causal factors that play a role in the book-buying behavior of students of medical sciences universities during the corona epidemic include factors related to product characteristics, sociocultural factors, and psychological characteristics. Regarding product features,

many products and services sell poorly; Because it is very difficult for people to buy and use them. Social and cultural factors related to book sales include a wide range of factors, and it should be known that the more the culture of reading in the country develops. The position of book sales and publishing brands will also develop; in this context, the culture of reading in schools and universities should be developed. Moreover, various social organizations so that the study culture can be further developed and the study per capita in the country can increase. Psychological factors are another factor of this dimension. Some people consider books as a need of their mind and try to increase the amount of reading, and as this need and mentality of the need to read increases, it can be inferred that the amount of buying books also increases.

Content quality and product quality structure have always been one of the significant issues for consumers. Therefore, manufacturers should always try to produce high-quality products in order to gain the sales market and satisfy the applicants and their reputation. On the other hand, maintaining the reputation and competitiveness of manufacturers in the global arena requires proper planning for continuous control and evaluation of the quality requested by applicants in connection with new quality indicators. Also, communicating with as many applicants as possible while lowering production costs and ultimately reducing prices are important and successful factors for producers. In the field of books, in addition to the quality, the price of the book's content is also important, and the importance of the books should also be valued and publishing valuable and appropriate books for the audience.

Conflict of Interest

According to the authors, this article has no financial sponsor or conflict of interest.

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