

THE COLOR DESIGN OF THE BOOK SLEEVE AND THE CONSUMER'S PURCHASING BEHAVIORS

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ABSTRACT

This paper aims to explore which color design of the book sleeve was chosen by the consumers for purchase. 160 university students, who had paid for the book, were requested to choose a book covered by one of 16 types of the sleeve. The book was the textbook of psychology which would be used in the class. The cover of the book was largely in yellow-green with black gothic letters (Kanji). The book sleeve chosen most was the white surface with red letters of Mincho font and the black one with white letters of Mincho font. The results generally showed that the clear image of the book sleeve was critical and the Mincho font was preferred. The second experiments were conducted both in Japan and China, in which the image of the same books with 16 types of the sleeve were measured with the SD method for the students in each universities. The results show that for Chinese students the image of "heavy-light" is important for choice of book. They prefer to a book having "heavy" image. On the other hand there seems no particular image which is relevant with choice of book for Japanese students.

INTRODUCTION

The color design of the book cover and sleeve are very important for the book to be purchased [1]. The author studied the book design in a university in China and created several works shown in Fig. 1 and 2[2][3]. The conclusion of the study was that the higher the value of beauty of the book design, the more the consumers want to buy the book. But that is a theoretical prediction. There was no actual data indicating the positive correlation between them.

The present study, which was conducted after belonging in the present affiliation, tried to prove the above assumption.

Experiment 1 was carried out to explore which design and color of the book sleeve would be chosen by university students for purchase. Experiment 2 was tried to see which image of the book sleeve would be correlated with the choice of the book. This experiment was done both in Japan and China for cross-cultural comparison.

EXPERIMENT I

METHOD

Books:

Some of the books used were shown in Figs. 3, 4, and 5. In total of 16 kinds of books with different sleeves (5 colors, 2 fonts including reverse patterns) were used. Those books were arranged at random in a way like a square on the desk.

Participants:

In total of 160 students of Kanagawa University, who would take the class and had already paid for the book, were requested to choose one of them one by one by before the class started. The age of them ranged from 18 to around 23.



Fig. 1 A Creation by Li (2008)



Fig. 2 A Creation by Li (2008)



Fig 3 The book sleeve chosen most.

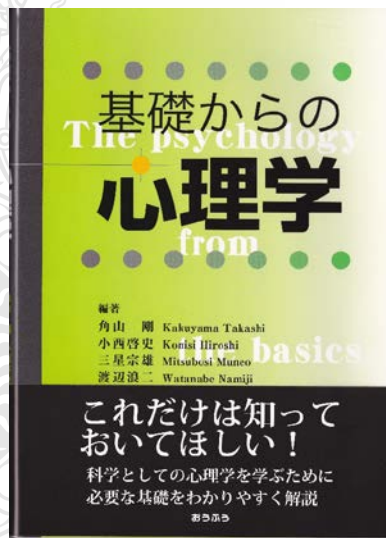


Fig. 4 The book sleeve chosen second most

RESULTS AND DISCUSSIONS

The Figs 3 and 4 show the books chosen most at the same rate (0.12). The book sleeve of Fig 3 was the one which female students chose most, and that of Fig. 4 the one which male students chose most. The books chosen second most were the one with white letter of Mincho font on the blue background and the one with white letter of Gothic font on the black background at the same rate(0.11). The book sleeve chosen least was shown in Fig. 5 at the rate 0.012.

Generally speaking, clear images of the book sleeve, white letter on the background of any colors, were preferred to the students. Fig 3 is exceptional! The font of Mincho was a favorite for them.

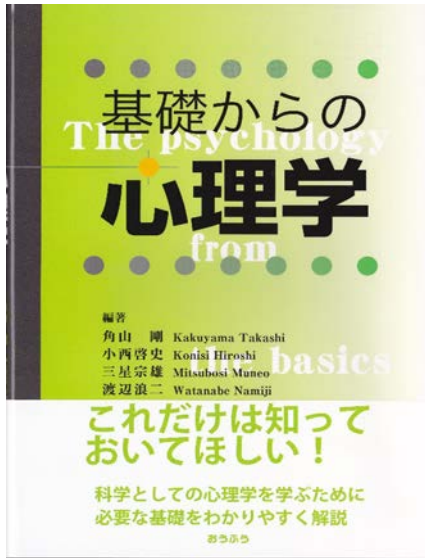


Fig.5 The book sleeve chosen least

EXPERIMENT II

METHOD

Materials

The images of the same 16 kinds of books with different sleeves were used. The images of the front covers of the books with sleeves, just like as Figs. 3, 4, and 5, were printed and delivered to the students.

SD scales:

Twelve SD scales with 7-points were used: 1. like - dislike, 2. soft - hard, 3.thick - plain, 4. elegant - vulgar, 5.monotonous - changeful, 6. heavy - light, 7. dynamic - static, 8. simple - tedious , 9. romantic - realistic, 10. modern - ancient, 11. natural - unnatural, 12. beautiful - ugly.

Procedure

The participants evaluated the image of the book cover using 12 SD scales in their classes. Sixty-six students participated in Hunan City University, China and eighty-one students in Kanagawa University, Japan.

RESULTS AND DISCUSSION

Figs 6 shows the rate of choice of book by the students in China (left) and the most relevant image (right) judged from the similarity of the shapes of two curves. The other 11 images are totally different from the trend of Fig. 6 (left). The students in China seem to choose the book by the image of "heavy-light" as long as this data shows. They prefer to a book having heavy impression.

Fig. 7 shows the choice of rate of book by Japanese students. There is a tremendous difference between Fig 6 (left) and 7. Chinese students preferred the No. 3 book sleeve most, while Japanese students did prefer that sleeve least. Fig. 8 show the No.3 sleeve. There seems no particular image which is relevant with the choice rate for Japanese students. Thus Japanese students seem to choose book not by a single image but by multiple factors.

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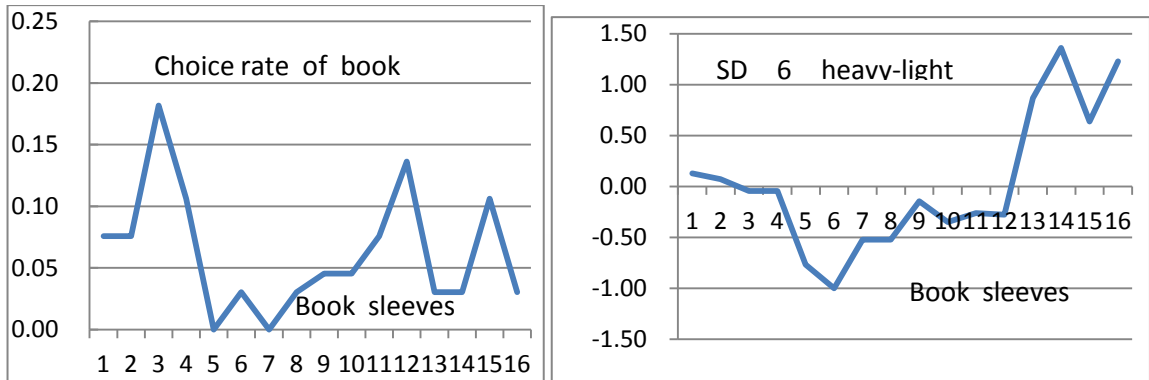


Fig 6 The choice rate of book in China (left) and the most relevant image (right) .

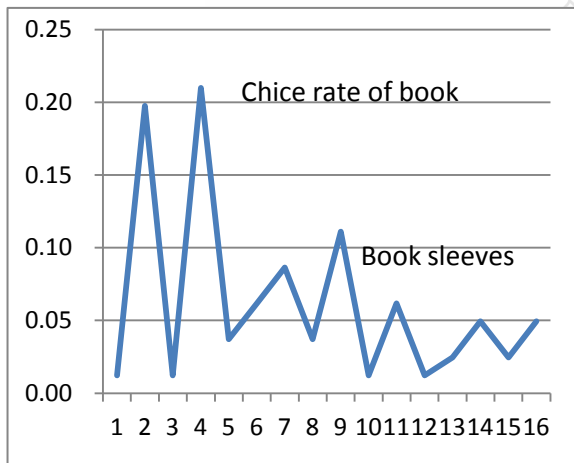


Fig 7 The choice rate of book in Japan.

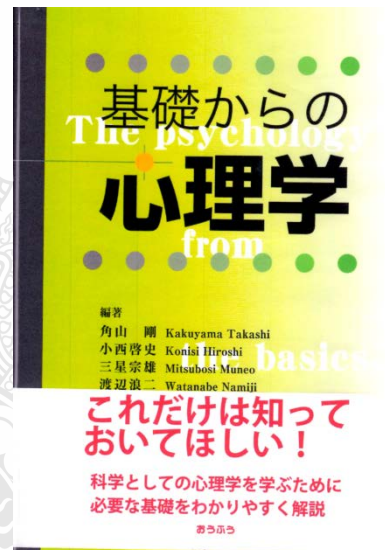


Fig.8 The book sleeve No.3.

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