“Book PR: do readers influence on the communication of publishing company?”

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BOOK PR: DO READERS INFLUENCE ON THE COMMUNICATION OF PUBLISHING COMPANY?

Abstract

The impact of readers as target audiences of publishing houses in Ukraine on PR communication is not clearly understood. The goal of this research is to examine the role of readers in the communication process between publishing houses and customers. The readers become an important source of information about the events of the book publishing market and book novelties. The article shows the results of the poll of visitors of the largest book festivals in Ukraine – Book Arsenal Festival in Kyiv and Book Forum in Lviv for 2017–2019. These respondents (200 interviews per event) are not only the main consumers of book products publishing houses, but also they are the source of information about new books and activities of Ukrainian publishing houses themselves. According to the results of the poll, visitors of book fairs pay attention to the advice of their colleagues and friends, which are an important source of information about the events of the book publishing market and book novelties. Almost 50% of respondents create and distribute user-generated content about the events of the book publishing market. This activity is explained by the lack of information about the book market news of more than half of visitors. The results of the research confirm that readers are important publishing communications subjects, consumers are active advocates of the publisher's brand, friends and colleagues actively create the content about the events of the book publishing market in Ukraine.

Keywords book marketing, publishing brands, brand advocates, user-generated content, book festival

JEL Classification L82, M39, Z10

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INTRODUCTION

In the book market of Ukraine, the appearance of the new tools and practices, a set of new ways to create the informational messages and determine the place of PR in the new media space system are noticed. All these changes affect the quality of public relations in book publishing; however, this development can be the way to a better book PR as an important part of the marketing activity of Ukrainian book publishers.

Contemporary book publishing PR should take into account the new environment in the formation of communication strategies. The largest publishing brands are already beginning to integrate topical approaches to the effective development of modern business in an information society, where consumer habits are changing. In a changing world of modern business, it is not enough to evaluate the demand and provide a product; it is necessary to build a business model of communication, based on the target audience. In the digital environment, where PR specialists work nowadays, the audience is constantly responding, and this reaction integrates into media communication.

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The market of Ukrainian publishing houses was in decline because Ukrainian books could not compete with Russian publishing houses. In the past few years, the situation in the Ukrainian publishing market has changed significantly. Most book publishers have strengthened their position, because the domestic market has finally freed itself from the many years of expansion of Russian book publishers. The introduction of restrictions on the import into Ukraine of books from the Russian Federation occurred, because Ukraine has a law restricting access to the Ukrainian market of foreign printed materials of anti-Ukrainian content. For a long time, Ukrainian publishers could not compete with Russian publishers. The legislative decision complicated the import of Russian books into Ukraine (no more than 10 copies per person can be imported without permits) and freed up market space for books published in Ukraine. This was the push for the launch of the mechanisms of the book market and the development of the creative potential of Ukrainian writers, scientists, artists, translators, and publishers. The need to create recognizable the publishing brands, build a positive reputation and image convinces publishers of the need for active PR activities. Sales volumes can grow, because publishers will use advertising, unusual marketing moves and PR to win new readers. Especially not hoping for state support, Ukrainian book publishers begin to conduct their business as a full-fledged business, and for this it is necessary to develop full-fledged corporate communications of publishing organizations. Publishers need to look for new approaches to promote their brand and their products, because even the finest published book will not sell itself. The publishers will give preference to book PR, since advertising requires the significant investments, which Ukrainian publishers do not yet have. Some publishers are already using PR tools, and this influence will continue to grow.

Ukrainian publishing houses, in the context of market development and the liberation from the expansion of books imported from the Russian Federation, learn to build models of product promotion, for example, standard tours to cities in support of a new book. In the modern world, traditional methods of promotion are less effective than they were a few decades ago. Activity of the audience becomes more and more popular (in connection with the realities of the Internet). And it is important to take into account PR activity of book publishing houses of Ukraine, because marketing communications are a duplex process. It includes both the impact on the target audience and the receipt of feedback about the reactions of these audiences to media impact. Both components of the process are equally important; their unity helps to understand the marketing communications as a system.

1. LITERATURE REVIEW

Marketing problems of book publishing were described mainly by foreign scholars (Baker, Dobler, Lenger, Rouson, Heyvord, Romanos et al., 1999; Baverstock, 1999; Forsyth, 2008) who tell about the mechanisms of marketing communications in the book publishing industry. Among the re-published in Ukraine are the books of Behm, Hardt, and Schulz (1994), Vlodarchyk (2002), that represent the experience of Western (American, English, German, Polish) specialists in the field of the book industry and addressed to publishers, because in the West a publisher is the initiator and organizer of a whole set of book marketing activities. At the end of the 20th – at the beginning of the 21st century, several Ukrainian researches on book marketing appeared, and the systematic attempt to adapt a large array of knowledge on marketing and management for publishing experience was carried out by Teremko (2009) in the book "Publishing Marketing." In these theoretical sources on publishing marketing, PR (public relations) are considered as one of the advertising tools existing in the marketing system and used to advertise book products (Eriashvili, 2013). Marketing strategies may vary strikingly across different organizations (Ahmed Suhail Ajina, 2019). It usually depends on the nature of target audience and the industry in which the company operates. However, irrespective of the nature of the business venture, creating interest among the audience towards a brand may be utilized for the purposes like improving brand awareness, generating leads, fostering customer loyalty and developing an audience base.

Modern manufacturers in many segments (including those in the book publishing business)

mainly rely on end users as the main representatives of target audiences in corporate communications. Thus, it is the most popular system, besides B2B (business for business), is now B2C (business for consumer), however, is it effective in the modern world? Currently, only large publishers can expect the significant results from standard "top-down" promotion methods, with the help of expensive marketing and PR campaigns, mass media, and other channels. Publishers that belong to small and medium-sized businesses do not have the opportunity to spend so much communication efforts and money on active advertising. The Ukrainian book publishing market is just starting its development, so it is not possible to use expensive marketing tools to promote the book products to readers. Unlike traditional ideas, in the C2B (consumer for business) approach, priority is given not to product manufacturers, but to consumers.

In the Ukrainian book publishing business, consumers are not considered to be important participants in marketing communications. While exploring the publishing promotions, Skiban (2017) calls only the author, editor, publisher as active participants in the process; readers as subjects of communication are not considered, they are assigned the role of passive consumers of information. The cancelling of the lines between authors and users of media content, the media activeness of consumers, the development of media consumerism as the latest paradigm of media consumption, as described by Krainikova (2014), involves transforming of the consumer into an active subject of communication. Under such conditions, PR specialists of Ukrainian book publishers should take into account the advantages of approaches to communication with consumers of products using C2B and C2C models.

It is important to know who are the members of your audience, what needs they have, and which format of communicating with your brand is more comfortable for them? How do publishers have to build the communications? What points of contact with the audience are the most effective? This approach requires the manufacturer to think of as a consumer in terms of consumer demand. Through which channels would customers be more likely to receive the product or service information? In some cases, it is the media; in others, it is directly connected with publishers: it may be a site, a publisher's social network, although the best option would be a combination of several channels. The media are no longer exclusive, and individuals and corporations perform their functions. The media competitor is the "authors-publishers," to which Miroshnichenko (2011) suggests recruiting ordinary people, celebrities, brands, and their media. Publishers quickly learn to cover a variety of topics and the speed of viral distribution. They actively compete to get a reader and improve their media skills.

Nowadays, modern people are tired of obsessive marketing campaigns. In addition, the popularity of social networks has facilitated the communication between people with similar interests, which has highlighted the importance of "viral marketing" or "word of mouth" in leading positions. In the modern world, the response of the leader of opinions or even of a simple person to the effect of the impact on the audience can be better than a millionth advertising campaign. For example, what will have a greater impact on the idea of a new book: expensive TV ads or a story of a friend who bought and read this book last week? It is the Internet that transforms each particular consumer into a separate media, and, moreover, is very effective. The viral potential of social networks is large but does not require significant contributions. Of course, the level of consumption remains high, and loyalty to major brands also does not fall, but the modern marketing world is changing significantly. People help spread brand information and influence others. Leading scientists have proven that personal contacts have a greater impact than mass communication. American sociologists Katz and Lazarsfeld (1995) formulated five reasons why personal communication wins the mass:

1) personal contacts, although incidental, but difficult to avoid, there is no selective behavior characteristic of mass communication;

2) personal contacts are more flexible, so the content varies to overcome the resistance of the audience;

3) direct communication within the framework of personal communications increases the amount of rewards/punishment in case of acceptance/rejection of the message;

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4) people more trust in personalized communicators;

5) personal contacts can make a person do something, even without really convincing her. For example, a friend can vote as he was asked without changing his views.

If there is much talk about the role of leaders of higher-order opinions (celebrities) in corporate communications, then the role of leaders of the lower order (ordinary consumers of products) is still underestimated. However, thanks to the development of the Internet in general and social networks, they became active communicators. Any organization, including the publisher, can influence on the information on the target audience not directly, but indirectly through consumers (often they are the opinion leaders), which play an extremely important role in shaping the opinion of the target audience. It is important to take into account the communication features that are related to the active position of readers as the main segment of the target audience in the PR activity. In the conditions of the Internet as a whole and social networks in particular, PR specialists of publishing houses should take into account the publishing activity of readers, their steady civic position, and the consequences of their published posts.

The main tasks of PR, except planning, are expanding and maintaining two-way communication between the organization (publishing house) and target groups (first of all, buyers of books and readers), and the support of marketing activities of the organization. PR in the modern publishing business is a strategic direction of the publishing industry, focused on achieving the marketing goals, consistently forming a positive image, organizing the interaction with consumer readers, authors, investors, etc. An analysis of recent research and publications, which initiated a solution to the problem of publishing media in the media space, has shown that insufficient attention is paid to consumers' communications, which is competing in the information space with brands and the media. There are no researches on the readers' potential as a source of information to support the brand of book publishing companies in Ukraine, which determined the relevance of the study.

2. AIMS

The purpose of the article is to find out the role of consumers as active brand advocates of a publishing house, an important source of information about events of the book publishing market and book novelties. In the PR communication of book publishing houses in Ukraine target audiences are not passive recipients of messages, but rather active individuals.

3. METHODS

The methodical tools of the conducted research were the methods of analysis of scientific sources and the method of scientific generalization, methods of analysis and synthesis for processing the results of respondents' answers, methods of generalization and interpretation of the data for their further comparison. The subjects of the research are the visitors of the largest book fairs of Ukraine – Book Arsenal Festival in Kyiv (Book Arsenal Festival) and Book Forum in Lviv (for 2017–2019), since these respondents are the main consumers of book publishing houses products.

The research was conducted through a selective survey of visitors to book fairs of Ukraine regarding the study of readers' attitudes towards the communication component of the activity of Ukrainian book publishers. Visitors of the largest book fairs of Ukraine – Book Arsenal Festival and Book Forum in Lviv (2017–2019) – were selected as the object of research, since these respondents are the main target audience of Ukrainian book publishers. The survey was conducted through a personal formalized interview in the National Cultural and Artistic and Museum Complex "Mystetskyi Arsenal" (Lavrska St. 10-12, Kyiv). The Book Forum in Lviv, the annual international book fair, was held in the Palace of Arts (Kopernika St., 17, Lviv). Data collection period: at Book Arsenal in Kyiv – May 17-23, 2017, May 30 – June 3, 2018, May 22-26, 2019, and at Book Forum in Lviv – September 13-17, 2017, September 19-23, 2018, September 18-22, 2019. Method: personal interviews with respondents. Interviews: 200 interviews per event. Interview duration: 10-15 minutes. Our respondents are people of

all ages (from 15 to 80 years old), mostly young people, women (two-thirds), people with higher education (more than half) or the ones that are getting higher education (one-third), middle-income class (more than half indicated), residents of different regions of the country. The sample is representative of visitors for events by gender, age, number of visitors, and region. The largest book fairs in Ukraine are visited by people who take an active life position, they are interested in book novelties and are the most active in the media space. They are experts in the issues of consumption of information products of Ukrainian publishers, because they have the relevant knowledge and experience, because they choose book products, choose one or another brand of a publishing house under the influence of information from various media.

In the course of our research, sociological quantitative and qualitative information was collected, which made it possible to identify the information inquiries and interests of readers regarding the activities of the publishers. Using the survey of visitors, it is necessary to provide the following: 1) to analyze the specifics of publishers' perceptions of publishers' communication in book forums, 2) to find out what sources of information about new books and activities of Ukrainian publishers people trust, 3) to identify the effectiveness of publishers' PP communication with readers as the main target audience. Using the comparison method, the results of responses from visitors to book forums in Kyiv and Lviv were compared, and the trends over several years at the Book Arsenal and the Book Forum that characterize the development of the publishing industry in the country were identified. It is important to focus on the following research questions:

RQ1: How do the respondents evaluate whether there is sufficient information on the activity of Ukrainian book publishers in the media space?

RQ2: How much are the respondents active as sources of information about the market of publishing houses and book novelties?

RQ3: What is the role of readers in the communication of Ukrainian publishing houses?

In the research, possible implications from the influence of customers on marketing communication of book publishing houses in Ukraine were explored.

The hypothesis was formulated in response to the research questions. The hypothesis is consequently that Ukrainian publishers are not active enough in the media space, so readers as active consumers of information become the sources of information and effectively influence on the communication policy of the publisher.

4. RESULTS

The results of our research – a survey of visitors to the largest book activities in the country – the Book Arsenal Festival (BA) in Kyiv and the Book Forum (BF) in Lviv – demonstrate that readers actively create and distribute the informational announcements about the events of the book publishing market by themselves. Approximately half of the respondents who visited the country's largest book fairs share the information on book subjects, fill the media with their own created content (texts, photos, videos, comments, reviews, reviews), actively tell other readers about important books (Yezhyzhanska, 2018). At the same time, other readers actively listen to them, that is, ordinary consumers of book production of Ukrainian publishing houses are an important source of information about book novelties.

Nowadays, the principles of filling the information space with the messages of the publishing organization have also changed significantly, since the content is created not only by PR publishers or other professionals, but also by the readers themselves who write texts and shoot photo and video reports and distribute them. In particular – a survey of visitors to the largest book events in the country – Book Arsenal (BA) in Kyiv and the Book Forum (BF) in Lviv – testify to this. The study examined if the readers themselves were engaged in content creation and distribution, so they answered a question: "Do you personally create and distribute newsletters about book publishing events?" Let us analyze the answers received. BA 2019: 53% of visitors do not create or disseminate information about the book publishing market;

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42% of respondents are active media consumers, of whom: 18% create, 12% share information, 12% create and share; 5% did not answer the question. Consequently, many visitors to the Book Arsenal are not just interested in the book industry but are themselves repeaters and/or authors of posts about books, events, authors, and more. There are such results among BF 2019 visitors: 48% of respondents do not create or share information about the publishing industry, and 47% of respondents do create and share, in particular, 18% are the most active media consumers, who indicated that they create and share information about the events of the publishing industry by themselves, 5% of respondents did not answer this question. Some comments on this question are illustrative: "Out of desperation, because it is necessary, no one speaks about these things…" (35-year-old a university teacher from Lutsk). The results of next year's poll showed a similar trend. At BA 2017: 57% of respondents said that they do not create or share messages about the book publishing market, 38% are active media consumers, of whom: 24% create, 20% share, and 6% create and share; 5% did not answer the question. At the Lviv Book Forum BF-2017 44% of respondents said "no" to the question "Do you create and share informational messages about events of the book market?" However, 46% of the respondents are active media consumers, 23% of them create messages, 29% share them, the most active 6% of respondents both create and share the information, 10% did not answer. This year's research at BA 2018 has the following results: "No, I do not create and do not share" – 52%, "Yes" – 44%, of which 30% create the content and 30% only share it, and 11% respondents both create and share the information, 4% did not answer. BF 2018 showed the following results: 49% of of respondents said "No", but 46% of those surveyed are active media consumers, 31% of them create the content, 37% share it, 15% of the most active respondents create and share the information, 5% did not respond (see Figures 1, 2).

Thus, a significant percentage of visitors to the country's largest book fairs (approximately a half) personally write and/or share messages (texts, photos and videos, comments, reviews) about books/events of the publishing market. Comparing the visitors to book forums in Kyiv and Lviv, one can see that there are more active visitors in the Book Forum in Lviv in the media. At the Lviv's forum, each year one can observe a tendency in which the number of active audiences exceeds the number of passive consumers of information.

The informational activity of visitors to the Book Arsenal and the Book Forum can be explained by the fact that, according to this research, visitors of book fairs are experiencing a lack of information about the book market news. To the question "Is there enough information about the activities of Ukrainian book publishers, their novelties in the media space?" there was an answer "not enough" by 56% of respondents of Book Arsenal in 2019, 57% in 2017, and 55% in 2018, as well by 58% of respondents of the Book Forum in Lviv in 2019, 59% in 2017, and 57% in 2018 (see Figures 1, 2).

The results show high media activity of the readers. Visitors of Ukraine's largest book fairs share the information on social networks, exchange with friends, classmates, and teachers. Most often, event visitors share the information in the social networks on their pages. Among the respondents, many people who are close to the media by field of activity are journalists, students, educational workers. If more than half of the respondents have unmet information needs, this indicates, in our opinion, the unsatisfactory activity of the publishing house RR specialists. At the same time, PR specialists should not underestimate readers as a source of information and their role in the activities of a publisher.

Visitors to the largest book activities of the country are not only interested in the events of the book market, but also create and retransmit the reports about books, events, authors, etc. Of the 200 respondents in each event, almost half responded positively to the question "Do you personally create and distribute informational announcements about the events of the book publishing market?" More specifically, the results are the following: in the Book Arsenal Festival in Kyiv active media consumers, who created and/or distributed the information, were found in 2019 – 42%; 2018 – 44%; 2017 – 38%; at the Book Forum in Lviv, in 2019 – 47%, in 2017 and 2018 – 46% of respondents indicated that they are engaged in the creation and distribution of content, disseminate the information in social networks, exchange with friends and colleagues.

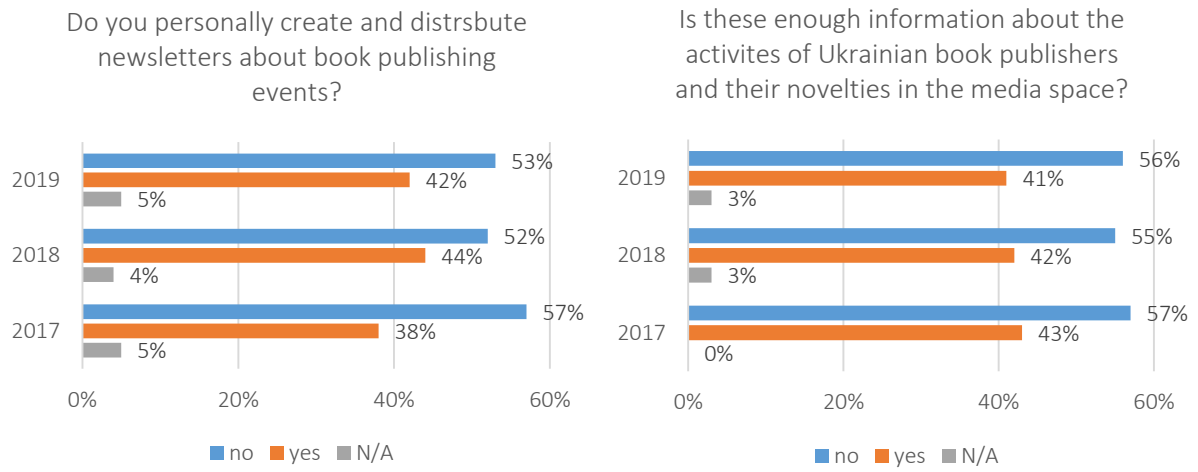

Figure 1. The poll results of the Book Arsenal visitors in Kyiv

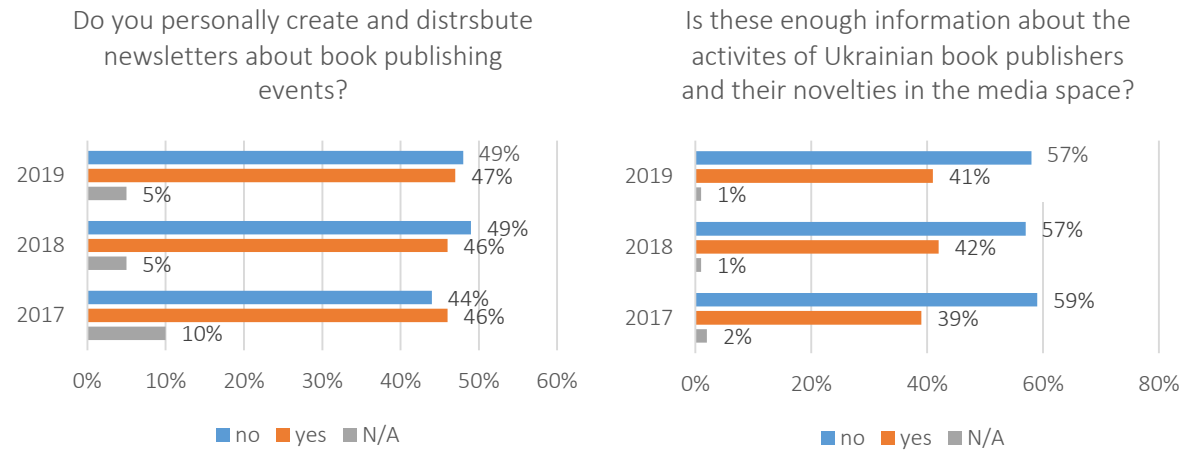

Figure 2. Results of the poll of visitors to the Book Forum in Lviv

The largest book fairs of Ukraine are visited by people who take an active life position, they are interested in book novelties and are active in the media. Answering the questions from our questionnaire "Where do you get information about new books and activities of Ukrainian publishing houses," respondents had to choose the sources for obtaining the information on the activities of publishing houses (print media, including newspapers, magazines), radio, television, Internet, bookstores, friends, friends, colleagues, advertisements, etc.) and number them by priority level, evaluate on a 7-point scale, where 1 is the highest priority, 7 is the lowest. According to the research, the main source of information about the activities of publishing houses, their events, book novelties for visitors of Book Arsenal Festival in Kyiv (BA) and Book Forum in Lviv (BF) is the Internet (about 80% of respondents put it in the first place and only 2% of respondents do not use it to get the information), and in the second place, the importance of informing about new books and activities of Ukrainian publishing houses is from family, friends, colleagues, and not the mass media (both printed – newspapers, magazines, and electronic – radio, television). Thus, about 80% of visitors to Ukrainian book festivals use their friends and colleagues as the second most important source of news about the news of the publishing industry after the Internet, and about one-third of them put this source in first place. Let us look at the details of the 2019 year on Book Arsenal in Kyiv (see Figure 3): 75% respondents think that friends and colleagues are important source of information about books. Among 35% of respondents friends and colleagues is #1 priority by influencing on the final de-

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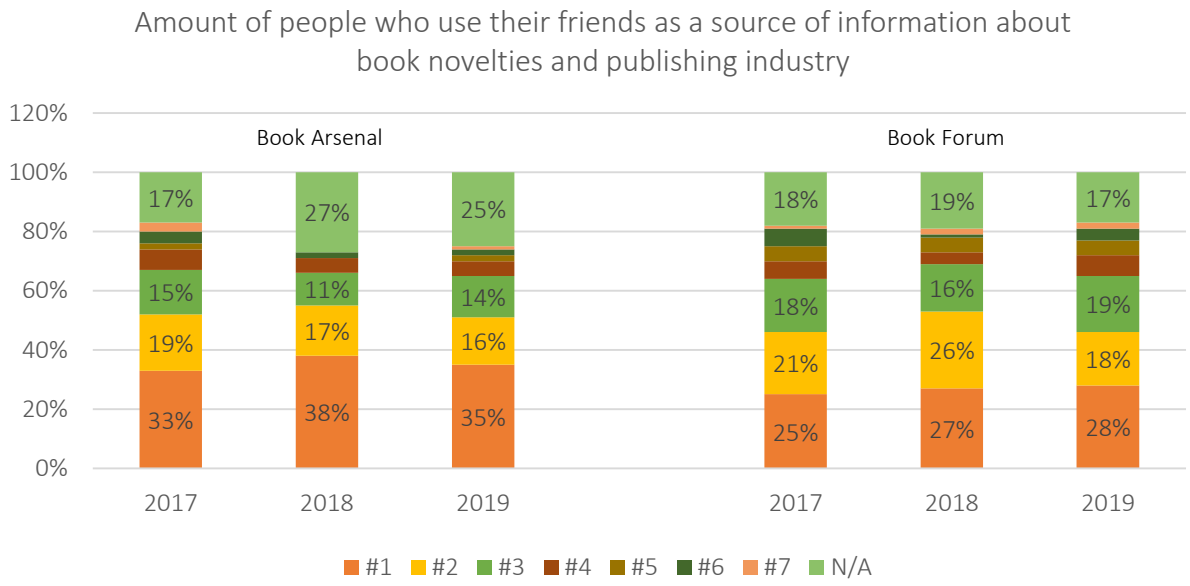

Figure 3. Results of a survey of visitors to book activities about their friends as a source of information about book novelties and publishing industry

cision on book selection, #2 priority chose 16%, #3 priority – 14%, #4 priority – 5%, #5 priority – 2%, #6 priority – 2%, #7 priority – 1, and 25% of respondents did not chose this section as an important one for choosing a book or increasing the loyalty to a publishing company. Talking about Book Forum in Lviv (2019) (see Figure 3), 83% of respondents chose friends and colleagues as an important source of information (28% – the first place, 18% – the second, 19% – the third, 7% – the fourth, 5% – the fifth, 4% – the sixth, 2% – the seventh), 17% did not choose this section as an important one.

Visitors to the Book Arsenal and the Book Forum, according to our research, are dissatisfied with the level of filling the media space with information about the activities of Ukrainian publishing houses and book novelties. About 50% of respondents in Kyiv lack the information on the news of the book market, and in Lviv, this percentage is even higher – about 60%. In Lviv, where visitors to the book forum are particularly suffering from a lack of information on events in the book publishing market, the percentage of friends and colleagues as a source of information is even higher than in Kyiv (if in Kyiv about 70% use friends as a source of information, then in Lviv – more than 80%). Consequently, if there is a lack of official information from the media or directly from the PR services of the publishing house, viral marketing works more actively. Readers themselves fill the information space with their created content about book novelties, competing with mass media and PR specialists of publishing houses.

Friends' recommendations are a valid argument for choosing a book, because it is the source of information that is most trusted. According to another study recently conducted in Ukraine on the state of the book market and readership of Ukrainians by 2018, "Ukrainian Reading and Publishing Data 2018," the recommendations of friends are most influenced by the recommendations of friends when choosing a book (46% of those reading it books) (Ukrainian Reading and Publishing Data 2018). Usually, they are more likely to trust friends as opposed to strangers (recommendations from the seller, for example, in a bookstore, on a book exhibition, they trust three times less – 12%), but this source of information is still much more popular than electronic media (references to TV and radio – 5%) and popularity is close to reviews on book websites (10%), reviews and reviews in the press and online media (11%), and reviews in social networks, on sales sites (12%), which is also the voice consumers, not the brand (Ukrainian Reading and Publishing Data 2018).

In the study of reading books in Ukraine-2014, conducted by GfK Ukraine for Kyivstar (Research

Reading Books in Ukraine-2014), it is determined that the choice of a new book is a rather random phenomenon and depends on many factors. Among the objective parameters, the most important are reviews of the book (including the Internet), that is often the book is chosen on the advice of friends, read reviews of people on the Internet. So, in the process of choosing books, people will learn about new items from the tips of friends. In the question of the sources of information about books, readers increasingly searched for information on book novelties on the Internet (more than 50%) (which is not surprising, because the share of Internet users has increased considerably) and ask for advice from friends/relatives (about 15-25%, more specifically, adult readers-buyers – 24%) (Research Reading Books in Ukraine-2014). The results of these authoritative studies correlate with the results of the poll of visitors of the largest book festivals in Ukraine, especially when comparing the category of adult readers-buyers and visitors to book fairs, which are also active readers and buyers of books.

The study was conducted to find out which aspects of the PR activities of the publishers should be emphasized based on the data from the poll "Publishers' Communication with the Eyes of the Readers." The small percentage of respondents across the country and their uneven distribution by region suggests that the received data can only give an approximate picture of communication activity in the publishing industry. However, the answers are useful for building a further communication strategy for book publishing.

5. DISCUSSION

Let us pay attention to the fact that friends and colleagues often use the Internet as a leading communication channel for the exchange of information, and our respondents called it the priority source of information (more than 90% of respondents gave him the first place). Because of the Internet the readers' ability to distribute information is even more powerful. Technology has simplified people's organization around common interests or goals. By allowing communication quickly and simply, social media enabled the exchange of information and coordination of people's action plans with a related way of thinking. This is a potential that PR specialists of the publishing house cannot underestimate. At the same time, this is an uncontrolled communication channel that PR publishers do not have direct influence, so readers may, in certain circumstances, easily damage the reputation of the publisher by disseminating the negative information. For example, in social media, readers can create communities in which all content would be created by the community. This would be a good support for readers who would like to consult other members of the community about which book to read or what publisher event to visit. In a world where new technologies are emerging and interconnected communities are growing rapidly, PR specialists should take into account the transformation of the media space into a more horizontal and social environment, where "customers begin to focus more on horizontal connections" (Kotler et al. 2018). As well-known marketer Philip Kotler wrote, instead of brand marketing communications, customers rely on "F-factor" (friends, families, Facebook fans, Twitter followers) (2018, p. 25). PR publishers are not easy to interact with this trend. Publishers will not be able to control such communications, because if the content is created by the community, companies cannot control communication, and censorship of content will reduce trust in the company. Readers as the main target audience of publishers listen more to their surroundings, pay attention to the opinion of other people, collect a huge number of reviews. "Together, customers create their own vision of companies and brands, which is often very different from the image that companies and brands are trying to demonstrate," warns Kotler (2018, p. 23). The Internet, especially social networks, has contributed to this important change by providing a platform and tools.

According to Kotler (2018), the decisions of customers at the time of purchase are mostly influenced by three factors: firstly, marketing communications in various media, including communications with the public, and secondly, they are convinced by close friends, and, thirdly, they have personal knowledge and attitudes towards certain brands based on existing experience (which, incidentally, in our opinion, are also based on awareness). And the second factor is now in the trend, because "current customers have become

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very dependent on the opinions of others," "the words of others are even more important than personal preferences and marketing communications" (Kotler et al. 2018, p. 35). The collective opinion influences the decision to receive advice from others is very convenient, so the importance of viral marketing for making the final decision on the purchase is increasing. PR specialists, as well as marketers, need to start the discussion of brands in customer communities, customers will ask other people about the brand, so there should be loyal brand advocates who will decide in his favor. Interesting is Kotler's view of the role of opinion leaders in corporate communications. He believes that opinion leaders are not a panacea, because "advice from strangers may be more reliable than a recommendation from a well-known person promoting the brand" (Kotler et al. 2018, p. 37). Consequently, due to interconnectedness, the promotion of the brand by the customers who are faithful to the brand have a desire to maintain and promote the brand to their friends and relatives.

This thought resounds with the idea of "Marketing without Marketing" by an American scientist and the practice of Wipperfurth (2008) about the brand hijack, their involvement in the brand, how to get customers to work for a company. Engaging in a brand is brand empowerment by consumers and their participation in its construction and development. Inbound marketing, interconnected marketing is a system of marketing tools for building trust in customers and forming long-term loyalty to the target audience, which allows moving away from classical sales schemes for the benefit of trusted advisor marketing. The author states that in XXI century marketing, consumers mean much better than professionals, so consumers can be considered as an inexpensive, innovative and widespread resource. By the way, the brand's supporters become consumers only when the brands offer an idea with which people can identify themselves, something they would like to have a deep connection with. Typically, the brand captures fans, representatives of certain subcultures, and unexpectedly for the marketing department and regardless of its efforts (Wipperfurth, 2008).

In fact, the illusion of "marketing without marketing" is an unusual form of marketing in the face of growing cynicism of consumers due to the excessive amount of advertising noise (Wipperfurth, 2008). Theft of a brand or the capture of a brand by the consumers is a situation in which a consumer chooses a brand from marketers and independently manages its development. Consumers gain control over the ideology, by using and coining the brand as a result of capturing the brand. Marketing theft of a brand does not mean the rejection of the media and the use of only interpersonal communication. It involves only a consistent approach to advertising, which takes into account the need to vary tactics in different phases of entry. At the stage of implementing the brand, interpersonal communication channels are used. This is done in order to tempt the primary market and ensure the adoption of the brand by the bulk of consumers. But in order to maintain the pace and increase awareness of the brand, it is worth returning to traditional marketing methods, according to the author of theory marketing without marketing (Wipperfurth, 2008).

Berger (2013), a scientist and a business expert, in her researches (both in academic articles and in the popular book about viral marketing "Contagious: Why Things Catch On") is looking for answers to the question: why some ideas and products, behavioural stamps become popular, even infectious, while others remain out of sight. Relying on the latest technology of marketing for the vow and social influence, the author discovers the secrets of infectious content and helps to understand the phenomenon of viral spreading of information. The most advanced technology of marketing of vocal and social influence involves the exchange of information "word of mouth" and social transmission. The choice of other forms of information is influenced by the desire of people to emulate. "What book to read ...? We do not know the correct answer. <...> To get rid of uncertainty, we look at others and follow them," – explains the scientist's effectiveness of the influence of some people on the effect of other trends, which psychologists call "social evidence" (Berger 2013, p. 134). Therefore, in publishing communication, it is important to keep in mind that people promote brand information and influence others, and also that people love to share useful, useful information and disseminate what has a positive impact on their image. The book is the main and traditional intellectual product that can satisfy the spiritual, scientific, cognitive, educational, aes-

thetic, and ethical needs of man. The dissemination of information about such a product, like a book, often meets the values of consumers, demonstrates them with a better side in the eyes of other people who also share their values. Marketing and PR departments should especially value those consumers who have a deep relationship with the values of the publishing brand.

In a digital economy, joint creation and customer engagement can increase the company's success, companies are getting a high chance of survival, says Philip Kotler (Kotler et al., 2018) and even proposes to change the concept of a marketing mix (4P – product, price, place and promotion) to 4C (cooperation, currency, community activation, and conversation) (p. 63). Marketing 4.0 provides an approach that combines "the interaction between the company and clients online and offline, combines the form and essence of the brand creation and successfully combines communication between computers with human communication to better attract customers" (p. 68). Obtaining support from the target audience is important not only in marketing, but also in PR, companies need to use the potential of customer relationships and their brand support.

Leading marketers have already realized that brands need content created by consumers. Consumers understand what they want and how they want it better than any marketer does. Octoly (https://www.octoly.com) is a gifting platform that connects a community of more than 10,000 influencers with the best beauty, fashion, and lifestyle brands, creating authentic reviews (Marshall 2013). According to Octoly, user-generated videos are viewed 10 times more than brand-generated videos on YouTube (Marshall, 2013).

When seeking information about a particular brand, over half (51%) of Americans trust user-generated content more than what is on the brand's official website (16%) or media coverage on the brand (14%) (Talking to Strangers: Millennials Trust People over Brands 2012). It is important for marketers to open up and seek help from the brand's community itself. These approaches are important for marketing and public relations in any field, including in book publishing, and especially for the Ukrainian book market, which has only mastered the market mechanisms of activity in recent years, becoming a full-fledged business.

CONCLUSION

Obtaining support from the target audience is an important part of company's PR strategy, so it is worth using the potential of the relationship between the readers and their support for the brand of the publishing house. The visitors to book festivals carefully listen to the advice of their, colleagues and friends, they consider it one of the most priority channels for obtaining the information about new books and activities of Ukrainian publishing houses. Most people trust the so-called "F-factor" (friends, families, Facebook fans, Twitter followers), only about 10% read reviews in media (conventional and online), reviews on book websites and TV and radio presentations. The final decision on book selection is most often influenced by the friends' recommendations (about 80% of readers), about one-third of them put this source of information in first place by priority. The results of the empirical analysis of the poll of visitors to these events have shown that more than half of the respondents (50-59%) have unmet information needs, this indicates the unsatisfactory PR of the publishing house. Active consumers (about 40-45%) became the distributors of user-generated content and effectively influence on the publishers' communications policies. Consequently, the results of the research confirm that visitors to the book forums are the source of information about new books and activities of Ukrainian publishing houses. Book publishers of Ukraine should use the potential of readers as a source of information to support the publishing brand, because readers-consumers are active advocates of the publisher's brand. Data obtained as a result of polls of visitors to the country's largest book events can be used by PR specialists of book publishing houses in the process of making decisions on the formation of vectors of publishing communication. Publishing company PR managers are encouraged to embrace a culture of engaging with readers, use them as an effective source for sharing book news, and try to turn them into promot-

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ers of publishing brands. Considering the above, it is necessary to further study the search for rational ways of promoting the publications, the choice of cost-effective tools and channels of dissemination of information, the effectiveness of communication with each subject of the book market and their target groups.

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