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IMPACT OF COMPONENT CONFIGURATION AND DESIGN SOLUTION IN BOOK GIFT EDITION ON TARGET AUDIENCE PREFERENCES

Abstract. *The study analyzes the influence of component configuration and design solutions on target audience demand for gift book editions. The analysis focuses on design strategies and component configuration of gift editions, assessing their functionality, and visual elements such as cover design, typography, color schemes, illustrations, and book format. Additionally, the study identifies gift and decorative elements preferred by the target audience and establishes criteria for their evaluation.*

This study investigates the impact of gift components and design solutions in fiction gift editions through an empirical marketing survey targeting a predominantly young audience aged 19-22. It analyzes how component configuration of a book edition and visual design influence demand, identifying preferred decorative features (foil-stamped covers, illustrated endpapers and spreads, ribbon bookmarks) and supplementary gift items (stickers, bookmarks, posters, thematic figurines). These elements form a cohesive aesthetic composition that enhances the book's value and reflects growing popularity.

Recommendations have been developed regarding the component configuration of a standard gift edition of a book, as well as the key principles and advantages of applying the proposed design approaches. The results may be used by publishers, designers, illustrators, and authors to develop more effective marketing



strategies for gift books editions on the Ukrainian book market.

Keywords: *book, edition, gift edition of a book, decorative embellishment, gift, marketing, target audience.*

ВПЛИВ КОМПЛЕКТАЦІЇ ТА ДИЗАЙНЕРСЬКОГО РІШЕННЯ ПОДАРУНКОВОГО ВИДАННЯ КНИГИ НА ВИБІР ЦІЛЬОВОЇ АУДИТОРІЇ

Анотація. У роботі аналізується вплив комплектації та дизайнерських рішень на попит цільової аудиторії на подарункові книжкові видання. Аналіз зосереджено на дизайнерських стратегіях і комплектації подарункових видань, зокрема на оцінці їхньої функціональності та візуальних елементів, таких як дизайн обкладинки, використання шрифтів, кольорних рішень, ілюстрацій та формату книги. Крім того, у дослідженні визначено подарункові й декоративні елементи, що є найбільш привабливими для цільової аудиторії, а також сформовано критерії їх оцінювання.

У роботі досліджено вплив подарункових компонентів і дизайнерських рішень у подарункових виданнях художньої літератури на основі емпіричного маркетингового опитування, орієнтованого переважно на молодіжну аудиторію віком 19-22 роки. Проаналізовано, як комплектація видання книги та візуальне оформлення впливають на попит, а також визначено найбільш бажані декоративні подарункові елементи (обкладинки з тисненням фольгою, ілюстровані форзаци та розвороти, стрічкові закладки) і додаткові супровідні матеріали (наліпки, закладки, постери, тематичні фігурки). Ці елементи формують цілісну естетичну композицію, що підвищує цінність книги та відображає зростання популярності такого оформлення.

Розроблено рекомендації щодо комплектації стандартного подарункового видання книги, а також визначено ключові принципи й переваги застосування запропонованих дизайнерських підходів. Отримані результати можуть бути використані видавцями, дизайнерами, ілюстраторами та авторами для розробки ефективніших маркетингових стратегій для подарункових книжкових видань на українському книжковому ринку.

Ключові слова: *книга, видання, подарункове видання, декоративне оздоблення, подарунок, маркетинг, цільова аудиторія.*

Formulation of the problem. The study examines the issue of increasing demand for gift editions of books. Analysis of this issue can help publishers to create more visually appealing editions, thus potentially increasing the popularity of editions of classical and contemporary fiction. Various options for component configuration of a gift edition of a book are investigated. A study was conducted to examine the impact of the gift component, represented by additional souvenir and gift items (merchandise, collectible elements), as well as design solutions, primarily targeted at a young audience aged 19-22 years. Customers tend to view a gift edition of a book primarily as an aesthetic object, and only then as a source of information and new emotions. The presence of exclusive gift items in such editions often becomes a critical factor in the purchase decision.

Analysis of recent research and publications. A gift book is an emotionally meaningful present that can leave pleasant memories for a long time. However, there is currently a tendency showing that relatively few consumers are interested in purchasing gift book editions for various reasons, including the high cost of such publications, unappealing design solutions, or simply the lack of engaging supplementary gift items [1].

According to data from the State Statistics Service of Ukraine, Ukrainians bought 15% more gift books in 2023 than in 2022, which indicates the growing popularity of books as gifts. In addition, a gift book is not just a text, but also an aesthetic object. The component configuration [2] (supplementary items, slipcase, souvenirs) and design solution [3-4] (cover, endpapers, typeface, illustrations) influence the choice of a book as a gift. There are few scientific studies that have thoroughly examined the impact of component configuration and design on the choice of a gift book from a marketing perspective [5-6].

The growing demand for gift and special reprints of books raises the question of how their visual appearance can be improved and what types of components should be offered to the target audience in order to maintain the interest of readers and book collectors [7-8]. Gift editions of books are typically relatively expensive purchases due to the additional decoration of the book block and the inclusion of supplementary gift items, which may cause potential buyers to hesitate. Therefore, finding a balance between price and the quality of the included components of a book lies at the core of the proposed study.

Modern buyers of book editions are individuals aged 25 to 45 (primarily women) who are interested in contemporary Ukrainian and international literature (e.g. detective fiction, science fiction, romance novels, fantasy, psychological literature, and non-fiction) [9-12]. A certain proportion of readers are interested in source materials of their favorite series, films, or games; consequently, after watching new releases on screen, they tend to seek out the corresponding books. As a rule, the target audience for book editions has higher education, medium to high income levels, and lives in large cities where there is easy access to bookstores. Younger audiences are strongly influenced by social media, which often serves as their main source of information about new book releases [13].

Potential customers tend to focus more on the external appearance of a gift book edition (external design) than on its informational content. They first perceive the book as an aesthetic object and only subsequently as a source of knowledge and emotional experience [14-15]. Exclusive supplementary gift items in a book edition frequently play a decisive role in consumers' choice to buy the gift edition [16].

The study will help publishers, designers, and illustrators in making rational and well-grounded decisions when developing layouts and defining the component configuration for gift book editions.

The purposes of the article. The aim of the study is to identify design solutions, including visual presentation and component configuration, that may contribute to increased demand for gift book editions of fiction among a young audience aged 19-22 years.

In order to achieve this goal, the following objectives must be addressed:

- to identify the supplementary gift items and decorative elements that are currently popular among printing and publishing companies;
- to establish evaluation criteria for decorative and gift components;
- to determine the most desirable gift and decorative elements for target audience;
- to develop recommendations for the component configuration of a standard gift book edition.

The implementation of these recommendations will enhance the target audience's interest in gift book editions, which in turn will lead to increased demand for such kind of books.

The main material presentation. The following research methods were used in the work:

- collection of data for the research – surveying the target audience;
- processing of the obtained data – the Analytic Hierarchy Process (AHP) method [17].

The study investigates the impact of the book's supplementary gift items and design solution on the preferences of the target audience.

Impact of component configuration:

- the variety of supplementary gift items (additional accessories, souvenirs, postcards, etc.) and their impact on the perception of the book;
- functionality and practicality of the included component configuration;
- aesthetic value and harmony with the book's overall design.

Impact of design solution:

- cover design and its impact on the visual perception of the book;
- use of typefaces, colors, illustrations, and other visual elements;
- influence of the book's format and size on its perception.

Decorative Elements of a Book. These are all the details that transform an ordinary edition into a true work of art. They give the book individuality, emphasize its thematic concept, and create a memorable impression. Decorative elements may be both internal and external. Special decorative techniques include foil stamping, lamination, die-cutting, and others.

The following decorative elements are examined (see Fig. 1).



Fig. 1. Decorative elements of a book

Source: behance

1. Dust jacket. It serves a decorative function and, in many cases, may be more elegantly designed than the main cover of the book.

2. Ribbon bookmark. It adds refinement to the book and emphasizes its status, especially when made from high-quality materials.

3. Decorated edges of the book block. Each page has its own color or pattern along the edge, which collectively forms a specific image.

4. Illustrated endpapers. They are thematic illustrations (maps, book characters, abstractions, world-building information) that enhance the overall decorative appearance of the book.

5. Foil stamping. According to statistical analyses, products whose packaging includes foil stamping or embossing are purchased more frequently. The demand for such products is 30-45% higher.

6. Illustrated spread. Such illustrations help reader's engagement with the narrative and are perceived as a window into another world.

7. Metallic inks. They add a special charm and sophistication to books; may be applied within the book block to highlight specific words or letters.

8. Slipcase. It's a decoration element that adds elegance and luxury; increasingly used for book series or collections of works by a particular author.

9. Half-title and protective leaf pages. The half-title creates the first impression of the book and sets the reader's mood. The protective leaf protects the title page from stains and damage (either blank or featuring a small illustration, ornament, or vignette).

10. Holographic film. It is applied to the cover as a decorative finish, adding a shimmering effect to illustrations that immediately attract attention.

11. Drop cap. It can set the thematic tone and overall emotional atmosphere of a book chapter.

12. Author's notes. It adds interactivity and create a certain connection between the reader and the creator.

13. Ornamented text dividers. They are decorative elements used to divide the book's text into logical sections.

14. Protective metal corners for the binding. As part of a particular cover styling, these protective corners may also serve an aesthetic function.

15. Frontispiece. It's a kind of visual "calling card" of the work, intended to capture the reader's interest and convey the book's central idea.

Supplementary Gift Items Included with a Book. These are additional components and attributes that

transform an ordinary book into a special gift with distinctive character and emotional value. The set of items may vary depending on the budget allocated for the gift edition.

Below are the supplementary gift items most commonly included in gift book editions (see Fig. 2).

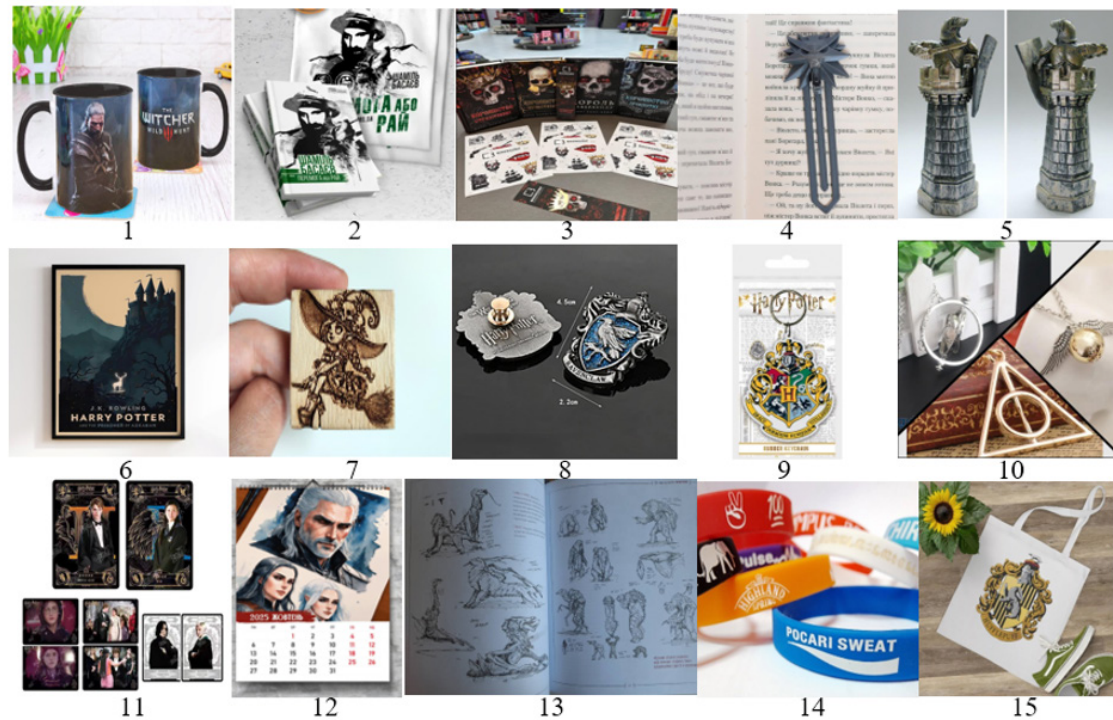


Fig. 2. Supplementary gift items included with a book
Source: behance

1. Mug. Personalized printing or applying a pattern to mugs is a fairly cost-effective gift solution.
2. T-shirt. It is a popular gift component. However, the size range must be taken into account, which requires different component configurations of edition.
3. Stickers. Thematic stickers are often distributed by bookstores as gifts when purchasing promotional books or during special events.
4. Bookmark. A book and bookmark are inseparable items. Therefore, a thematic bookmark matching the style of the edition serves as an excellent addition to the composition.
5. Figurine. It is a decorative item – this may be a figurine of the main character or a more functional object (e.g., stands, holders, small toys).
6. Poster. A thematic poster can become a wonderful decoration for the reader's room, bringing their thoughts back to the fictional world of the book.
7. Magnet. Many people enjoy collecting magnets, so a thematic magnet is a fitting addition to a gift edition.
8. Pins. These are popular elements of clothing decor, especially among fans of a particular book universe.
9. Keychain. Since almost everyone carries keys, a thematic keychain can be a relevant and practical gift item.
10. Pendant. It is a piece of jewelry worn on a chain or cord around the neck. Readers often pay attention to such items.
11. Collectible cards. They are usually made of cardboard or thick paper that contains an image. They are a collectible item.
12. Themed calendar. It is a practical gift that readers are likely to use on a daily basis.
13. Sketch art by the author in the form of a brochure. For example, brochures may present all stages of developing the appearance and personality of the characters.
14. Silicone themed bracelet. It is often used as merchandise (but it is limited by design) and is highly popular among younger audiences.
15. Tote bag. It is ideal for daily use, which contributes to its popularity, especially among younger readers.

Data were collected using an author-designed questionnaire conducted among respondents from various age groups identified as potential consumers of gift fiction editions. The majority of participants belonged to the young target audience aged 19-22 years, which served as the main analytical focus. The questionnaire followed a structured sequence of thematic blocks (see Fig. 3). The questionnaire was implemented via Google Forms. The structure allowed for a comprehensive assessment of both aesthetic preferences and market-related behavior of the target audience.

The survey began with questions designed to establish a basic socio-demographic profile of the respondents (gender, age, and income level).

The next question focused on determining what budget the target audience of book editions is willing to spend for purchasing a book: *“How much are you willing to spend on a gift edition of a book?”*.

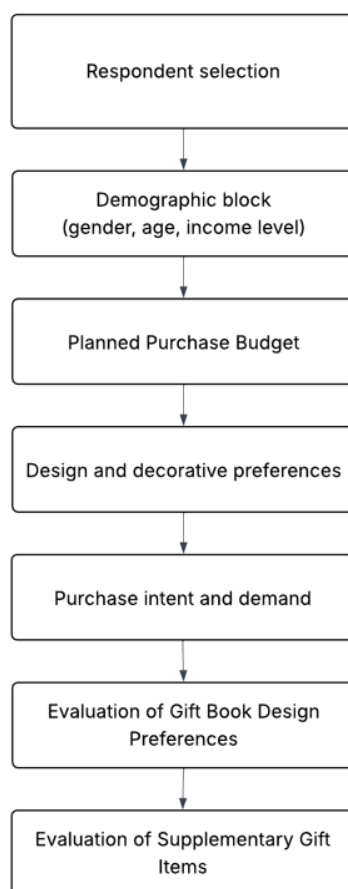


Fig. 3. Algorithm of the empirical survey

Source: created by authors

In this paper, we then identified what consumers primarily focus on when choosing a book – its external appearance or its internal design: *“What is the first thing you pay attention to when you pick up a book?”*

The following two questions were aimed at determining whether respondents were willing to purchase a book they might already own if a new special or gift edition was released, and whether the presence of gift-related supplementary items would encourage such a purchase:

- *“How likely would you be to purchase a book you already own if a gift or special edition is released?”*;
- *“Would the presence of supplementary gift items be a decisive factor for you when purchasing a book?”*.

Next, the respondents' interest in a book with decorative embellishment, which serves as an object of aesthetic appreciation, was evaluated: *“Are you attracted by the presence of additional decorative embellishment in a book's design?”*.

The next step was to determine which internal and external design elements were most appealing to respondents:

- *“Which types of book internal design elements are aesthetically appealing to you?”*;
- *“Which elements of the book external design are aesthetically appealing to you?”*.

The final step identified which supplementary gift items a typical buyer of gift editions would like to receive: *“You are given the opportunity to create the gift set for a book. Which supplementary gift items would you definitely include?”*.

The processed survey data were then provided to a group of experts, which subsequently evaluated the selected decorative elements and supplementary gift items according to the criteria proposed for them.

A set of evaluation criteria was developed to assess the profitability of gift components, including estimated production cost, durability, aesthetic appeal, practicality (functionality), and production (printing) complexity.

The alternatives were assessed using the AHP method by conducting pairwise comparisons for each criterion, with subsequent calculation of integrated priorities.

Criteria for evaluating decorative elements:

- production cost – is the cost of adding a particular decorative element;
- durability of the decor – is the length of time during which a decorative element can retain its aesthetic appeal;
- aesthetic appeal – is the extent to which a decorative element is perceived as attractive by the target audience;
- practicality – is the appropriateness of using this specific decorative element in a gift edition of a book;
- production complexity – is the degree of difficulty involved in incorporating a given element into the book.

Criteria for evaluating supplementary gift items:

- production cost – is the price required to produce one unit of the item. The total cost of all supplementary gift items must not exceed the price of the book itself.
 - duration of use – is the amount of time during which a supplementary gift item can maintain its functionality and aesthetic appeal.
 - aesthetic appeal – is the degree to which the target audience would appreciate receiving a particular supplementary gift item due to its visual qualities or decorative potential.
 - functionality – is the number of possible uses for a given supplementary gift item, or the number of opportunities for its repeated use.
 - production complexity – is the level of difficulty involved in manufacturing one unit of the product.
- A supplementary gift item should either be easy to produce in-house or present minimal challenges when ordering a batch from an external supplier.

Using the AHP method, the highest-rated 4 decorative elements and 4 supplementary gift items would be identified.

The study sample consisted on 100 respondents. Figure 4 shows the gender distribution: 73% female and 27% male. Figure 5 presents the age distribution, highlighting that the predominant group was the young target audience aged 19-22 years (62%), which shaped the focus of the subsequent data analysis.

Figure 6 illustrates the income distribution of the respondents. The largest group (33%) reported earning up to 5000 UAH, suggesting that a significant portion of the sample has limited financial resources. At the same time, the survey results (see Fig. 7) shows that 49% of respondents are willing to spend between 700 and 1000 UAH on elegantly designed books with supplementary gift items, which is an important factor when planning the component configuration of gift editions of fiction, given that a standard edition typically costs 300-500 UAH [12].

Please indicate your gender

100 responses

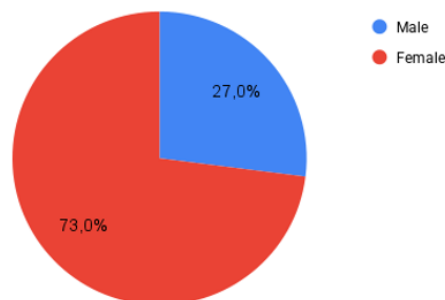


Fig. 4. Distribution of respondents by gender
Source: created by authors

How old are you?

100 responses

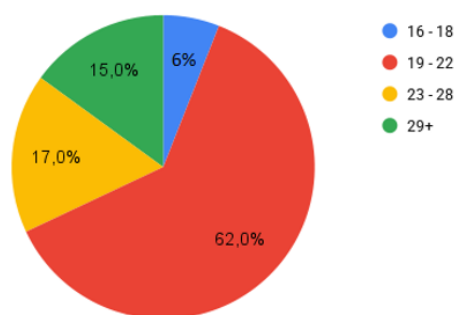


Fig. 5. Distribution of respondents by age

Source: created by authors

What is your income level?

100 responses

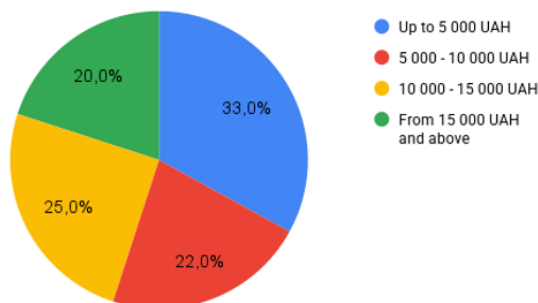


Fig. 6. Income level of respondents

Source: created by authors

How much are you willing to spend on a gift edition of a book?

100 responses

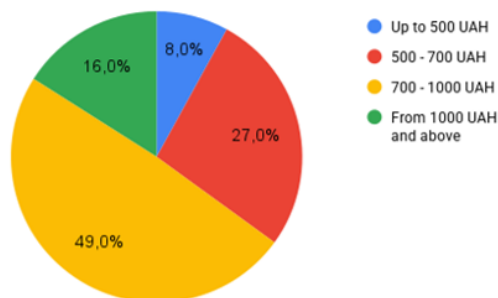


Fig. 7. The amount of money that respondents are willing to spend on a gift edition of fiction

Source: created by authors

It is important to understand what consumers primarily focus on when picking up books – whether they pay attention to the quality of the external design or the quality of the internal design. According to the survey results, most respondents (79%) consider the quality of the book's external design as the main factor when choosing a book, whereas 21% pay attention to the internal design (see Fig. 8). These findings indicate that the external design should be prioritized in the development of gift editions of a book.

What is the first thing you pay attention to when you pick up a book?

100 responses

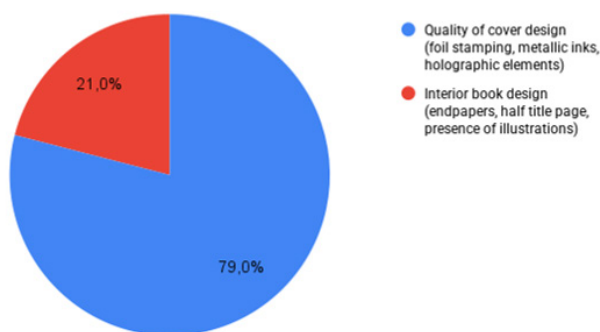


Fig. 8. Priorities for evaluating the book by respondents

Source: created by authors

Gift editions and special reprints of books often appear only after successful sales of the standard print run of a book or are timed with related media releases of a book, such as games or TV adaptation. Therefore, it was important to find out whether consumers are willing to spend money again on a gift edition of a book, given that they already own a standard edition of the same book.

As illustrated in Figure 9, respondents' intentions to purchase a gift or special edition were distributed as follows: 1% "Definitely will buy", 21% "Most likely will buy", 33% "Will hesitate in making the decision", 31% "Most likely will not buy" and 14% "Definitely will not purchase."

How likely would you be to purchase a book you already own if a gift or special edition is released?

100 responses

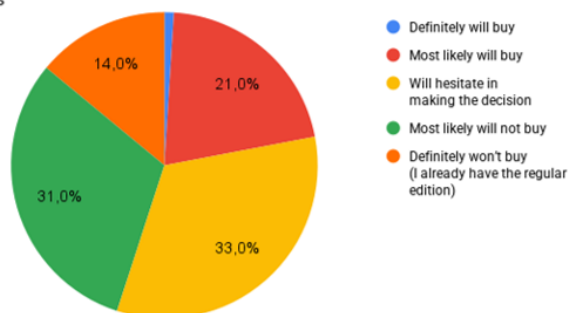


Fig. 9. Willingness of respondents to purchase reprints of books

Source: created by authors

The results indicate that the majority of respondents are either undecided or unlikely to make a purchase, which should be taken into account when planning marketing strategies. This highlights the need for sales stimulation through additional measures.

The inclusion of supplementary gift elements was treated as a stimulating factor for purchasing gift editions of books. Figure 10 shows that 47% of respondents considered these elements as decisive factor in their purchase decision, 36% stated they would consider buying, and 17% indicated that the factor was not relevant to their decision. This suggests that supplementary gift components may play a significant role in the purchase decision for gift editions of fiction.

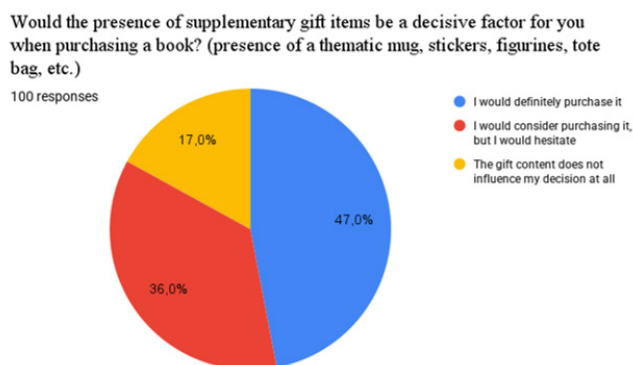


Fig. 10. Respondents' willingness to purchase books with a gift component
Source: created by authors

It was also important to find out whether the quality of decorative design solution influences the target audience's choice (see Fig. 11): 93% of respondents consider aesthetic appeal, which related to presence of additional decorative embellishment, when purchasing books, with only 7% reporting that design is not a determining factor. The results indicate that additional decorative embellishment elements of a book are a significant factor for the majority of respondents when making a purchase decision.

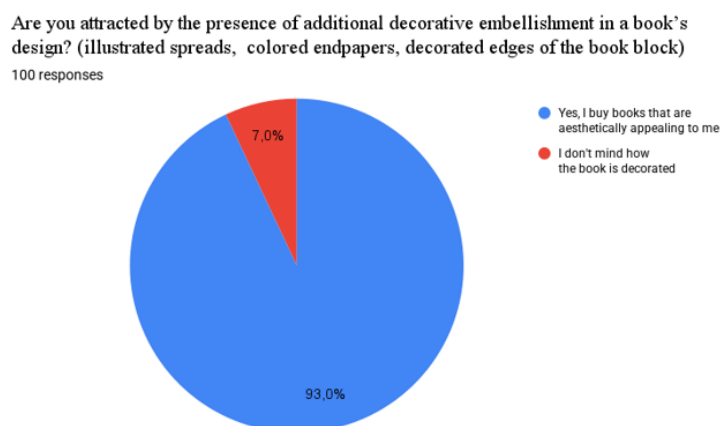


Fig.11. Respondents' preferences for additional decorative embellishment of the book
Source: created by authors

The next step was to determine which decorative elements would be aesthetically appealing to the target audience. The following elements were offered for selection.

Book internal design:

- illustrated endpapers – 73%;
- illustrated spreads – 73%;
- presence of a half-title and a protective leaf– 19%;
- presence of a ribbon bookmark – 50%;
- drop cap – 11%;
- geometric dividers – 51%;
- frontispiece – 22%.

Book external design:

- dust jacket – 24%;
- foil stamping on the cover – 69%;
- metallic inks – 72%;
- decorated edges of the book block – 80%;
- slipcase – 26%;
- holographic film on the cover – 11%;
- protective metal corners on the binding – 60%;
- stylized author's notes – 31%.

The majority of respondents voted for the presence of the next elements: illustrated endpapers, illustrated spreads, ribbon bookmark, geometric dividers, foil stamping on the cover, metallic inks, decorated edges of the book block, and protective metal corners on the binding.

The final step of the survey was to determine the supplementary gift items of the book edition. Respondents were given the opportunity to choose 8 items from 2 proposed groups – illustrated merchandise items and supplementary gift items – that they would definitely like to see in the final package of any edition.

Illustrated Merchandise Items:

- mug – 40 respondents;
- T-shirt – 25 respondents;
- stickers – 80 respondents;
- bookmarks – 79 respondents;
- figurine – 47 respondents;
- poster – 69 respondents;
- magnet – 43 respondents.

Supplementary Gift Items:

- pins – 66 respondents;
- keychain – 62 respondents;
- pendant – 69 respondents;
- collectible cards – 40 respondents;
- themed calendar – 39 respondents;
- sketch art by the author – 41 respondents;
- silicone bracelet – 8 respondents;
- tote bag – 57 respondents

According to the survey results, respondents preferred the following 8 items: stickers, bookmarks, a figurine, a poster, pins, a keychain, a pendant, and a tote bag.

Comparison of respondents with average and below-average purchasing power (Figure 6) and the preferences outlined above regarding the selection of gift components of the book indicates that most participants prefer low-cost, compact gift elements, such as stickers, bookmarks, tote bags, and posters.

After identifying the evaluation criteria and the alternatives for comparison, it is necessary to select the best options for both the supplementary gift items and the design solution. For this purpose, the AHP method is applied.

Based on the AHP ranking, 4 gift components were selected from 8 alternatives, namely those with the highest overall priorities (largest global weights). The exclusion of the remaining four alternatives is rational, as their contribution to the objective is statistically and systematically lower, ensuring maximum goal achievement with acceptable expert consistency.

The analysis of the problem of selecting elements for a gift edition using the AHP method began with constructing a hierarchical structure that includes the goal, the criteria, and the alternatives.

The top of the first dominant hierarchical model (decorative design solutions), as shown on Figure 12, is the goal: "To select 4 decorative solutions for the gift book edition" (first level). The second level of the hierarchy is formed by five criteria that specify the goal: "Production cost", "Durability of the decor", "Aesthetic appeal", "Practicality", and "Production (printing) complexity". The final level contains eight alternatives (Illustrated spread, Illustrated endpaper, Foil stamping, Protective metal corners on the binding, Ribbon bookmark, Geometric dividers, Metallic inks, and Decorated edges of the book block), which are evaluated according to the criteria of the second level.

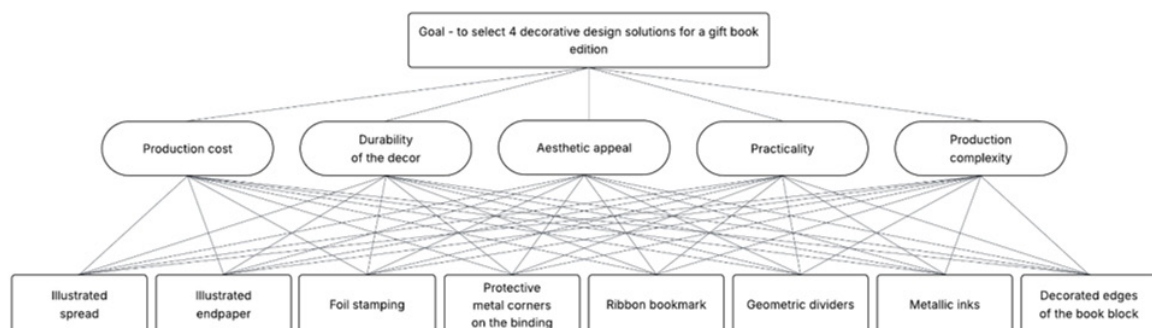


Fig. 12. Hierarchical model for decorative elements

Source: created by authors

The top of the second dominant hierarchical model (supplementary gift items) as shown on Figure 13, is the goal: "To select four supplementary gift items for the component configuration of the book edition" (first level). The second level of the hierarchy consists of five criteria that refine the goal: "Production cost", "Duration of use", "Aesthetic appeal", "Functionality", and "Production complexity". The final level contains eight alternatives (Stickers, Bookmarks, Figurine, Pendant, Pins, Poster, Keychain, and Tote bag), which are evaluated according to the criteria of the second level.

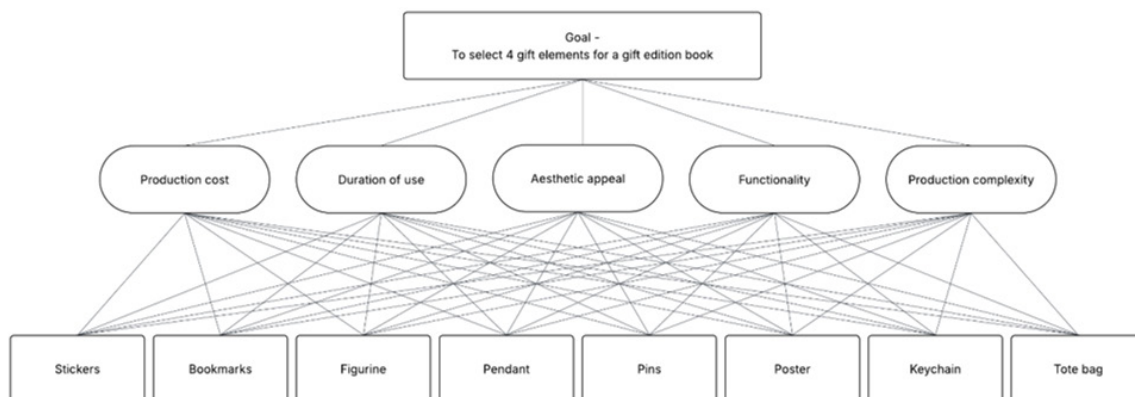


Fig. 13. Hierarchical model for supplementary gift items

Source: created by authors

After performing the calculations, the following results were obtained.

Weights of the decorative embellishment criteria: Production cost (0,51), Decor durability (0,23), Aesthetic appeal (0,16), Practicality (0,06), Production/printing complexity (0,04).

Best alternatives for decorative embellishment. The highest scores were obtained by: Illustrated spreads (0,32), Illustrated endpapers (0,21), Foil stamping (0,14), and Ribbon bookmark (0,14).

Weights of the supplementary gift item criteria: Production cost (0,48), Duration of use (0,24), Aesthetic appeal (0,19), Functionality (0,06), Production complexity (0,03).

Best alternatives for supplementary gift items. The highest scores were obtained by: Stickers (0,30), Bookmarks (0,21), Figurine (0,16), and Poster (0,13).

According to the results of the expert survey (n=8), the decorative elements considered most suitable for gift editions of books were illustrated spreads (32% of responses), illustrated endpapers (21%), foil stamping on the cover (14%) and ribbon bookmarks (13.7%), as shown in Table 1.

According to the experts, stickers (30%), bookmarks (21%), figurines (16%), and posters (13%) were considered the most suitable supplementary gift elements for inclusion in gift editions of books, as illustrated in Table 2.

Table 1

Results of evaluation of decorative elements by experts

Criterion	Weights	Illustrated spread	Illustrated endpaper	Foil stamping	Ribbon bookmark	Geometric dividers	Metallic Inks	Decorated edges of the book block	Protective metal corners on the binding
Production Cost	0,507	0,284	0,212	0,158	0,152	0,105	0,031	0,043	0,015
Durability of the Decor	0,232	0,352	0,231	0,094	0,136	0,093	0,043	0,028	0,022
Aesthetic Appeal	0,157	0,399	0,153	0,154	0,079	0,060	0,059	0,072	0,024
Practicality	0,061	0,302	0,198	0,139	0,152	0,100	0,043	0,034	0,033
Production Complexity	0,043	0,286	0,224	0,130	0,162	0,097	0,050	0,034	0,016
Weighted average ratings		0,319	0,207	0,140	0,137	0,095	0,040	0,043	0,019

Source: created by authors

Table 2

Results of evaluation of supplementary gift items by experts

Criterion	Weights	Stickers	Bookmarks	Figurine	Poster	Pins	Keychain	Pendant	Tote bag
Production Cost	0,482	0,349	0,257	0,095	0,125	0,068	0,056	0,033	0,017
Duration of Use	0,237	0,232	0,126	0,261	0,143	0,088	0,065	0,046	0,038
Aesthetic Appeal	0,190	0,284	0,163	0,215	0,126	0,073	0,053	0,044	0,041
Functionality	0,057	0,210	0,277	0,137	0,125	0,081	0,075	0,049	0,046
Production Complexity	0,035	0,372	0,248	0,090	0,116	0,072	0,049	0,037	0,016
Weighted average ratings		0,302	0,209	0,159	0,129	0,075	0,059	0,040	0,028

Source: created by authors

Comparing the target audience survey results with expert assessments indicates consistency in the perception of the main decorative and gift elements of the gift edition of a book. The elements most often identified by experts as appropriate included decorative elements (foil stamping, illustrated endpapers, ribbon bookmarks) and supplementary gift items (stickers, bookmarks, posters). These elements also received high evaluations from the target audience, with more than 69% of respondents rating them as desirable or aesthetically appealing. These findings indicate the potential significance of these elements in designing an attractive book product that meets consumer expectations. All of these elements are currently widely used in book printing, and almost every second book contains at least half of the listed design elements.

As a result of the conducted research, recommendations were formulated regarding the component configuration of a typical gift edition.

1. Decorative embellishment.

From the perspective of the target audience and experts, the most appropriate decorative elements were illustrated spreads, foil stamping on the book cover, illustrated endpapers, and a ribbon bookmark.

The edition shown (see Fig. 14) serves to illustrate the practical use of the aforementioned design techniques, yet it should not be interpreted as proof of their effectiveness and is presented solely for illustrative purposes (with gold foil stamping on the cover, illustrated endpapers, and text-integrated illustrations). Furthermore, this book is highly popular and is currently difficult to find on bookstore shelves.



Fig. 14. Typical gift book edition using the example of

Source: "Musai. Book 1. The Song of Eternal Rains" by E.J. Mellow [18]
<https://laboratory.ua/products/musai-knyga-1-pisnya-vichnyh-doschiv>

A more expensive example of decorative design is the book *“The Wonders of Nature”*. It has all the proposed decorative embellishment elements: a ribbon bookmark, foil stamping, illustrated spreads, and illustrated endpapers. (see Fig. 15).



Fig. 15. Typical gift book edition using the example of
Source: *“The Wonders of Nature”* [19]
<https://bookseller.com.ua/the-wonders-of-nature>

All of these decorative elements harmoniously combine with each other, making the book a complete object of aesthetic pleasure.

1.1. Foil stamping. Foil stamping creates a glossy, metallic sheen effect that gives books a luxurious appearance. Books featuring foil stamping are often perceived as more prestigious and valuable, as the metallic shine is commonly associated with wealth and luxury.

1.2. Illustrated endpapers. The endpaper is the first element a reader sees upon opening the book, where a vivid illustration creates a positive first impression and sets the tone for reading. A well-chosen illustration helps convey the book's atmosphere, its genre, and the emotions of the main characters. This allows the reader to immerse themselves into the story before they start reading the text.

1.3. Illustrated spreads. Among the text pages, the reader encounters bright, detailed full-spread illustrations that create a memorable visual experience. They satisfy the natural need for aesthetic perception and help the reader better visualize the scenes, characters, and settings described in the text. Moreover, an effectively chosen illustration can evoke a wide range of emotions – from joy to amazement, from admiration to fear – thus contributing to deeper engagement with the story. As a result, readers may return to the book simply to revisit the illustrations and relive the emotions associated with the reading experience. For this reason, books with illustrated spreads often become collectible objects due to their aesthetic appeal and remain in readers' memories for a long time.

1.4. Ribbon bookmark. A ribbon bookmark allows the reader to quickly find the desired page without bending the binding or leaving fingerprints. For avid readers, it also represents a tribute to book printing traditions and is associated with high-quality editions.

2. Supplementary Gift items.

As a result of the experiment, stickers, bookmarks, a poster, and a figurine were rated as the mostly highly valued supplementary gift items. The first three items have long been associated with gift supplements to many printed products (stickers and posters are widely used as gifts for numerous youth periodicals, while sets of bookmark are commonly offered in bookstores). Figurines are only beginning to gain popularity, given that the trend of collecting plastic characters has only recently emerged.

A representative example of a fully developed gift edition is the artbook *“The Ukrainian Magical Academy”* (see Fig. 16), which, in addition to the aforementioned decorative elements (foil stamping,

illustrated endpapers and spreads), also includes a supplementary gift item in the form of stickers, a thematic feather-shaped bookmark, mini greeting cards, and a poster.

2.1. Stickers. The widespread appeal of stickers can be easily explained: they have accompanied people since childhood. Even in school, stickers served as a means of self-expression and communication, showing one's affection for certain characters or cartoons. Today, stickers remain an important communication medium among young people. They are often applied to phones, wallets, and laptop covers as symbols of belonging to a particular subculture or interest group. A set of thematic stickers is always a pleasant addition to a book and will almost certainly be used in the future.



Fig. 16. Typical gift book edition using the example of

Source: "The Ukrainian Magical Academy" [20]

<https://malopus.com.ua/artbooks/ukrainian-magic-academy-deluxe-edition/>

2.2. Posters. They have long enjoyed popularity among youth. Nearly every teenager's room contains several posters featuring characters from a series, film, or music group. Posters have become an integral element of contemporary interior design, allowing quick and easy changes to the room's atmosphere while adding individuality and style. A poster can serve as a "reflection of the self," expressing personal interests and viewpoints.

2.3. Bookmarks. A thematic bookmark can reveal much about its owner. Each bookmark is a small expression of personality: fantasy enthusiasts may choose a bookmark featuring a dragon, admirers of classical literature may select one with a quote from their favorite author, and travel lovers often have a world-map bookmark. Moreover, a bookmark that corresponds to the theme of the book provides an additional layer of immersion. For example, books about Harry Potter may be complemented by a bookmark in the shape of a magic wand or a writing quill. Bookmarks are highly versatile and can be used not only for books but also for magazines, newspapers, and notebooks.

2.4. Figurines. The popularity of figurines can be explained by the modern individual's desire to connect with the fictional universe in which they have spent many hours immersed. Collecting figurines has become a popular hobby, as each new item represents a small step toward completing a collection, bringing a sense of accomplishment. Like stickers, figurines allow individuals to express their identity and interests, becoming a distinctive calling card of the collector. Additionally, certain figurines – particularly rare or limited-edition ones – may increase in value, making them attractive to investors.

Analysis of the survey responses reveals consistent, non-random associations identified through descriptive statistics, as well as associative links between decorative design, supplementary gift elements, and purchase intentions. Over 69% of respondents associate foil stamping, illustrated spreads and endpapers with higher book appeal, and 47% recognize the influence of supplementary gift items on repeat purchase intent. Respondents with limited or average budgets tended to prioritize practical and affordable components. Across the entire sample, stickers (80%), bookmarks (79%), posters (69%), and figurines (47%) were rated as the most relevant.

The selected decorative elements and supplementary gift items resonate with the emotional and aesthetic desires of the contemporary reader. The supplementary gift items appeal both to younger audiences and to older readers, who may experience a sense of nostalgia. The decorative elements were selected to harmonize with one another, forming a cohesive aesthetic whole.

Conclusions. Reading a book is a unique experience that allows one to fully immerse in the story, feel the emotions of the characters, and spend part of the day beyond everyday worries and responsibilities. Consequently, people increasingly try to share this experience with others, which has led to the growing popularity of gift book editions positioned as suitable presents for holidays and significant occasions. Books are capable of evoking a wide range of emotions – from joy to sadness, from anger to empathy. This emotional connection with the text is exceptionally strong and remains one of the key factors behind the enduring popularity of books. Therefore, it is very important to give meaningful emotional experiences, which in turn underscores the importance of high-quality book design and decoration of book edition.

The study analyzed current trends in design and book printing, and identified elements and methods of decorating a gift book edition most appreciated by the target audience. The most favored decorative elements are foil stamping on the cover, illustrated endpapers and spreads, and a ribbon bookmark. The most desirable and appropriate supplementary gift items include stickers, a bookmark, a poster, and a thematic figurine. This set of decorative elements is well integrated, forming a coherent compositional whole that transforms the book into an object of aesthetic enjoyment. Moreover, these design elements are widely popular, and most bestselling book series in Ukraine are produced with these trends in mind. The gift items, while simple and universal, elicit a strong emotional response from the target audience. Stickers, bookmarks, and posters serve as accessible tools for self-expression and for highlighting the reader's interests. For this reason, most book consumers are pleased to receive exactly these types of gift additions.

Based on the results of the conducted research, recommendations were developed regarding the component configuration of a typical gift edition. The popularity of the selected supplementary gift items and decorative elements among book enthusiasts was substantiated. The findings of this study may be used by publishers, designers, illustrators, and authors to develop more effective marketing strategies for gift editions, thereby increasing the competitiveness of gift books in the Ukrainian book market.

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