

A study of book marketing in publishing houses in Peninsular
Malaysia: contexts, practices, problems

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FOR MOK, AYOH, FAMILY AND FRIENDS

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For introducing me to the publishing world I would like to thank my former teachers and Royal Professor Ungku A. Aziz.

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ABSTRACT

This study aims to examine and review efforts taken by Malaysian publishing houses towards the marketing of books in the country. In addition, a comprehensive appraisal of the historical background that shaped the later developments in the trade is also presented because the early years set the contexts of the development of the book trade in Malaysia. Next, the environmental appraisal of factors in the current situation and how these factors each pose threats or opportunities are studied in terms of their impact on the trade.

To achieve the objective of studying the marketing strategies of Malaysian producers of cultural products, a comprehensive mail-questionnaire survey enforced by personal visitations was conducted as an instrument to gather the necessary data on 49 publishers and distributors of books in Malaysia. The respondents are regular fee-paying members of the Malaysian Book Publishers Association (MABOPA) and also the Malay Book Publishers Association (IKATAN).

The findings indicate that production of educational books is the mainstay of Malaysian book publishing and these books are the main source of income for most houses. Government policies especially in the educational system have become the major instrument in encouraging the growth of indigenous book publishing during

the post-Independence years. The government is thus found to be rather influential on trends developing in the trade. Its actions lay emphasis on locally written and published books and have minimised dependence on imported publications.

The other results of this study also show that in terms of usage of marketing research, Malaysian houses generally have a high awareness of marketing and marketing communications. This awareness is generally applied advantageously by most houses. With regard to the study of marketing practices, the approach includes the analysis of the 4Ps of the marketing-mix. When these practices are examined, it is concluded that the houses regard sales promotion, advertising, personal selling and direct mail as important tools and they are utilised continuously.

It is concluded that publishing houses, especially among the larger and well-organised establishments, have a high level of awareness and knowledge of marketing communications and have applied this capability to their advantage. There is however scope for more market-oriented approach among the smaller indigenous houses.

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CHAPTER I

RESEARCH BACKGROUND

1.1 Introduction

Research on book marketing is a relatively new area in Malaysia, although it is now beginning to get the attention of the trade and the authorities concerned with its future developments. It was assumed previously that since the book trade is too small to be regarded as an industry capable of contributing towards overall economic development, neither the government nor non-government support agencies working for the promotion of small businesses have taken the initiative to create and maintain a comprehensive data base about these producers. The few studies that investigated the book trade relate largely to the question of textbook publishing for the educational system of newly independent nations (Chelliah 1960, Salleh 1981, Ministry of Education 1964, 1970, 1984).

This study was chosen partly because of a life-long interest in exploring the role of the book as one of the several important means of providing knowledge and information to a developing Malaysian society. The book and other printed media are

crucial in initiating changes which contribute to the development of a people. Thus the study of publishing and the book trade is also a study of the growth of knowledge, a cultural and intellectual activity which reflects the society's efforts to communicate and in the process chart its history and tradition through the printed word.

The very choice of book publishers and their marketing practices as the focus of the study allows us to explore the importance of publishing and the marketing of publishing products in Malaysia because the publishing industry is still in its infancy although a casual observation of the trade reveals that it is growing at a fast rate. Local publishers have started to enter into the book market, breaking the hold of the foreign publishing houses on the local market-place although their foray is greatly helped by the government's policies, especially in education. Research into the marketing of books is expected to ultimately contribute to market expansion and thereby to the development of the Malaysian book market.

Malaysian publishing houses and their practices in disseminating the book to the public are examined because such a study will contribute towards more awareness and understanding when formulating policies concerning the enrichment of the people's mind and nurturing steps towards total literacy and intellectual development. Yet at the same time these policies should also be formulated specially to assist towards the building up of a viable book trade because, at least as far as Malaysia is concerned, it is an area that was largely neglected due to the main concern of the

government in channelling all their energies and resources towards developing the economy above all else. The Malaysian book trade in the 60s and 70s was still an area that had never quite grown out of its infancy and can only be described as underdeveloped (Ong 1978, 112); however both the government and the public are now beginning to seriously realise that books do in fact play an important role in national life as well as in the lives of the individuals (Hassan 1987, 97).

The Malaysian book trade is also an area where there has been scant research although there have been several efforts to explore the early history of publishing especially the development of book and periodical publishing in pre-independent Malaysia as well as religious publishing, both indigenous and colonial in pre-war Malaysia, and the nationalist newspaper and periodical publishing activities in the 1950s (Ahmad 1963, Byrd 1975, Proudfoot 1993, Teeuw 1961, and Winstedt 1977). However the contemporary publishing houses and problems of the book trade in management and especially marketing performance have been largely ignored by researchers.

This study will attempt to address both of the topical areas mentioned above. The publisher, which in the ideal Western sense is more often than not a highly specialised organisation, is studied as the producer that offers its products to the masses through various efforts. The book producers are studied and described and

analysed as marketers of cultural products in a nascent publishing industry (Graham 1992, 36) in a developing country.

An important concern in this study is to analyse the practices of the publishers' marketing organisation and their strategies or otherwise in marketing a cultural product which apparently is not high in the preference list of the Malaysian buyer, although all the economic indicators are pointing towards a lucrative market segment considering the unprecedented economic growth and rather remarkable social change during the last decade. The market indications show that this trend is likely to continue well into the 90s (Ariff 1994, 40) and this decade could indicate the emergence of a stronger book publishing presence in the country which could lead to greater demand for and production of books.

This study will seek to determine if the publishers in Malaysia in their present stance can contribute to general development of the book trade. Attempts will be made to go beyond describing what publishers in Malaysia actually do although there is as yet no record of how these publishing organisations work in Malaysia. For instance it is of benefit to everyone concerned with the development of the book trade to study the best ways to stimulate and sustain the reading habit, to awaken the latent section of the literate public and most important of all to give the potential reader and buyer more opportunities to see new books (Ghai and Kumar 1984, 136) and encourage them to buy or borrow those books. This is where the book producers and

marketers play their most crucial role in the whole process of book publishing and bookselling.

1.2 Objectives of study

To date not much formal research in terms of volume on the Malaysian book market has been carried out except for a postgraduate study (Lee, 1985) on the pre-school book market in the Petaling Jaya area in the state of Selangor, West Malaysia, and various academic exercises at the undergraduate and diploma levels in the institutions offering book publishing or mass communication studies especially at the University of Malaya, Kuala Lumpur, and the MARA Institute of Technology, Shah Alam, Selangor, Malaysia. A doctoral study on the academic book market in Malaysia has recently been completed at the University of Stirling (Firdaus, 1995). An earlier study on the topic of scholarly and academic book publishing in Malaysia was submitted in 1988 by the researcher as part of the requirement for the fulfilment of the Master of Philosophy in Publishing Studies course in the same University.

This dissertation aims at achieving two main objectives and a number of sub-objectives directly related to the topic of research. The main objectives are:

a) To study the overall view of the existing marketing orientation and practices of the Malaysian publishing houses and the utilisation of marketing research which is

supposed to help market expansion and thus bring about book trade development in a nascent book publishing industry in a developing country.

b) To examine and evaluate the role of marketing in creating sales, and specific areas in the utilisation of market research and planning, marketing communications practices, especially promotion methods, pricing policies, distribution channels and the marketing organisation in the publishing houses under study.

The other objectives of the study are:

a) To develop a profile of the Malaysian book publishers and their approach to the business and their commitment with regard to producing and disseminating cultural products. The data collected is expected to provide information on the publishing houses and form the basis of understanding the business of publishing and marketing of books in Malaysia.

b) To provide an understanding of the marketing problems faced by the Malaysian book publishers caused by the peculiar readership environment, induced by various periods of neglect and failure to understand the crucial business of book publishing during the early and formative years of the nascent book industry. Problems with the underdeveloped status of the Malaysian book trade have to be seen partly as a legacy of circumstances of history.

1.3 Scope of study

a) This study focuses on the activities of active members of the Malaysian Book Publishers Association MABOPA (Appendix A) who have steadfastly taken part in the last three years' Malaysian International and National Book Fairs and members of Malay Book Publishers Association, IKATAN (Appendix B). The selected unit of study (See section 1.5.1) therefore comprises 65 publishers out of a body of possibly 107 publishing houses, a figure that is believed to be the general population in the Malaysian book producing scene.

b) Owing to a number of constraints, such as non-availability of crucial information such as production and sales figures of the publishing houses and the reluctance of publishers to divulge full information such as profit and loss accounts or balance sheets willingly, the research is limited to using only one financial indicator readily disclosed by the houses, i.e. sales turnover for the year 1993. The researcher has to therefore limit presentation solely to averages. References to publishing houses by name are limited to those that have authorised the disclosure of their identities, which the researcher will refer to from time to time.

c) The categories of books that are studied cover the types of publishing prevalent in the local scene which therefore include textbooks, general and non-

general books. Question 10 in the Questionnaire form (Appendix C) lists all the possible entries in the product mix of the Malaysian book producing scene. Primarily these books are published in *bahasa Melayu* or Malay or *Bahasa Malaysia* (BM), the national language, and English, the language of global knowledge and world communication (Graham 1992, 31).

d) The study devotes a section to the environmental appraisal of the book trade. The data is collected on general aspects of the role of the government, through its publishing arm, the Dewan Bahasa & Pustaka, DBP (Language and Literature Agency), in developing the trade and nurturing national interest by becoming a major producer of textbooks and general and non-general publishing.

1.4 Organisation of study

The study is organised and divided into nine chapters.

Chapter I provides an overview of the research background and provides a description of the objectives of study. The scope of study is then defined followed by brief outlines of the organisation and methodology of study.

Chapter II begins with an exposition of the development of early Malay cultural and intellectual history, and the early beginnings of the education system and

indigenous publishing. It provides a review of the formative years of Malaysian publishing and then presents the various historical aspects which directly and indirectly affect the readership and publishing climate of Malaysia. Such background knowledge can contribute to our understanding of the relationship between education policies and their future implications on reading behaviour and intellectual climate.

Chapters III and IV are devoted to providing an overview of the present situation of the book trade gathered from secondary sources. Chapter III begins with a review of the book trade especially from 1966 onwards and presents the current situation of book publishing in the country. This is followed by sections on the performance of the trade as a whole. Chapter IV begins with a review of the various environmental aspects which directly and indirectly affect the publishing climate. The factors include general environmental factors, which lead into an assessment of strength, weaknesses, opportunities and threats faced by the industry.

Chapter V provides the theoretical framework of the study. It reviews the general concepts of marketing in both advanced and developing countries as observed by the experts and reviews the literature done in marketing research. It focuses on the theoretical aspects relevant to a study on marketing in the book trade and also reviews the literature that could provide the framework for a comprehensive marketing development programme. Graham (1994b, 24) feels that publishing has its own

unique managerial requirement although running a publishing house is just like running any other business.

Research design and methodology are described in Chapter VI which discusses the main questions for the investigation and explains the reasons for selecting the mode of enquiry.

Chapters VII and VIII present the findings of the Questionnaire survey and finally Chapter IX provides the summary and conclusions. It presents the limitations of the study and recommends further research areas.

1.5 Research design and methodology

The research reported here was derived from primary and secondary data. The secondary data were obtained from various sources in the United Kingdom and Malaysia, covering current available literature from academic periodicals and books as well as trade journals. The lack of specific data or published information on the current Malaysian book industry, and the lack of studies of actual marketing activity made it desirable to undertake several research activities.

The primary data collection involved preliminary interviews with experts in the book trade scene, from academicians to publishers and officials of the relevant

government authorities involved with the various support programmes in the book trade development (See List on page 322). To gather the necessary primary data crucial to the study, it was decided from the outset that a postal survey combined with personal interview with a structured questionnaire be conducted covering all publishers who met the requirements of the target respondents in Malaysia.

1.5.1 The population sample

As mentioned earlier a major set-back during the early phase of determining the population sample was the inability to draw-up the representative list of Malaysian book publishers. Several sources of literature gave different figures (cf. Directory of Malaysian Book Publishers 1991/1992, National Book Development Council, Ministry of Education, 1993, List of IKATAN members 1993, Yellow Pages, Kompas, Ho 1992, Shaari, 1993). It can be concluded that there was no up-dated and exhaustive list of book publishers in Malaysia that can be accepted as the representative figure. This problem is complicated further by the fact that the publishers' functions overlap in the sense that they may be publishers as well as book importers, booksellers and printers.

A decision was taken to conduct a thorough survey of publishers' premises and registration status with the MABOPA as well as the Registrar of Companies of Malaysia.

The population for this study is thus defined as the general, marketing, publishing or sales manager of active publishing houses who are regular fee-paying members of MABOPA and IKATAN, registered as bona fide companies or institutions, that had participated in the last three years' Malaysian International and National Book Fairs. After these vetting procedures a list of 65 active publishers was drawn-up from a total of 107 publishers extant in Malaysia. It was felt that the 65 listed after a systematic selection procedure would provide a reasonably representative sample of the sector.

The names and positions of the designated senior personnel are stated on the questionnaire forms. This has facilitated the sending of follow-up letters and personal visits in order to increase the response rate. Of the targeted 65 respondents, 49 usable replies were secured, constituting 75 per cent response rate. It is a coverage which should be representative of the population (See Appendix D).

1.6 Usefulness of study

This study is based mainly upon data collected from primary and secondary sources from United Kingdom and Malaysia. The University of Stirling provided a major collection of material needed especially on subjects pertaining to the book trade and book marketing management. This is further strengthened by the acquisition of materials from relevant authorities and agencies handling the Malaysian book

development scene. The bulk of the primary data is based on a questionnaire survey of active book publishers representing 75 per cent of the total active population. Thus the study could be a useful source of information for those responsible in formulating policies on book development in Malaysia.

This study will also provide the much needed insight into the myriad of problems faced by the struggling publishers in their ventures. This report could pave the way towards formulating effective strategies to meet the challenges ahead.

CHAPTER II

APPRAISAL OF FORMATIVE YEARS OF MALAYSIAN BOOK PUBLISHING

2.1 Introduction

In studying the contemporary Malaysian book trade it may be useful to examine the role of the colonial ruler in shaping the educational system because the life of a book-related industry is much dependent upon the development of the preliterate and oral-based society into the book-reading society of the 90s in Malaysia. Therefore the purpose of this section is to study the general thinking on education and development and its impact on the present structure of the trade.

Today Malaysia is considered as a developing country and is in process of industrial upgrading and diversification which is surely pushing her to emerge as a major economic power in the Asian Pacific rim at the end of the century. In 1992, Malaysia's Gross National Product was assumed to be around RM140 billion or approximately US\$50 billion. With the present population of more than 18 million

and an income per capita at around RM7450 or US\$ 2850, Malaysian GDP is about the same as New Zealand and Ireland (Osman 1993, 46). Vision 2020 is a blueprint produced by the Prime Minister of Malaysia with clear intention to steer the country into developed nation status by year 2020. It is hoped by then Malaysian society will be democratic, liberal and tolerant, economically just and infused with moral and ethical values (Mahathir, 1992).

The goal of government immediately after Independence was to correct whatever imbalances had been created by the colonial era, and logically the main thrust of action was to plan for the progress of society, develop the political, economic and socio-cultural fabric. For example, the Malaysian government played very active roles in stimulating and maintaining growth in rice and palm oil markets since Independence. Definite policies were designed to manage the growth leading to the success of the agricultural sectors. All efforts were clearly concentrated in accelerating the economy through massive investments in infrastructure, agriculture and rural development.

However, growth of a book publishing industry in Malaysia is a comparatively recent phenomenon. Post-Independent publishing of books for schools and the general market by local publishers began in earnest only in late 1950s. Prior to that the book market was monopolised by British publishers who saw the former colony as a good market and had provided Malaysian readers with their books except books in Bahasa Malaysia, Chinese and Tamil. Book publishing in the developing world began taking

strides in a systematic way only a quarter century ago when these countries became free from colonial rule (Malhotra 1984, 81).

Upon closer inspection of the book trade it is apparent that Malaysian book publishing has inherited amongst other things a book trade structure which has no clear distinction of roles within the trade: there is the obvious overlapping of functions between author and bookseller, that of publisher and printer and that of wholesaler and importer/distributor. More importantly, it is apparent that growth of the trade is slow, the market is small, unorganised, fragmented and divided further into urban and rural segments. The situation is further burdened with the lack of reading habit although there is growth in literacy and increase in spending power.

This study is carried out primarily as an effort to investigate how small and large Malaysian publishing houses define their marketing mission. It is hoped that the findings will help shed some light on how Malaysian publishing houses can establish effective marketing directions for their companies in order to ensure that the market is fully arrested and tapped.

It was reported widely in the print media that the average Malaysian reads only half-a-page of one book a year (*The Malay Mail* 1993). This is based on a survey of the reading habit covering books read for fun and excludes reading for information from textbooks or other information sources. The Director-General of the Malaysian National Literary Society then, Datuk Hassan Ahmad, who was also the former

Director General of DBP and former Permanent Ambassador to UNESCO, suggested that such a rate fell below the UNESCO reading recommendation of 80 pages per person per year for developing countries (UNESCO Rep. 1967, 17).

However, it was clear from the outset that the researcher has immediately to address problems faced by producers of cultural products which are not high on the desired list of the purchasing public even though there is an obvious improvement in the rate of disposable income among the public. *The Treasury Economic Report* (1993) showed that the total spending of Malaysia's domestic residents has increased at a rapid rate and in 1992 the potential domestic market was over RM150 billion. Still, book producers regard the business as a huge undertaking with slow and doubtful returns, but its importance and potential, if managed efficiently, should reinforce the commitment to improve the situation.

Therefore the early part of the study seeks to investigate reasons behind this discouraging performance in a very important trade. What has contributed to this state of affairs which can be described only as a small and unexciting market with slow and small returns of investment produced by a small demand from a community that regards reading and writing and other literary pursuits a relatively minor part of their lives although a great deal of attention is given to reading for schooling and academic purposes?

Although the trend is changing for the better, this still remain as the crux of the matter; what makes a community poor readers, poor library users and more importantly for this study, poor book buyers? These attributes of the Malaysian public are cited as reasons why publishers, especially of general books, are reluctant to invest and tie up capital in publishing ventures.

If Malaysia is setting her goals towards being recognised as a developed nation, its book industry, which can also be seen as indicative of the nation's intellectual development (Hassan 1987, 93, Rohani and Rustam, 1987), has a long way to go before she joins the ranks of truly well-developed publishing nations in Asia, in the fullest sense of the term, like Japan. Japan in 1990 had attained 100 per cent literacy status and had published a total of 40567 new titles, a majority of which are general titles, with income from books listed as Y849 billion (Japan Club, 1994). In 1991, the Japanese publishing industry was reported to be worth US\$22 billion (Ho 1992, 34). The publishing industry in Japan is also aided by the fact that the Japanese authorities claim that every man, woman and child is a reader, at least of the magazines. It is reported that in 1990, 3,889 magazines were published. Japan's success story is also attributed to support from 120 million highly information-oriented people (Minowa 1991, 90) and their advanced technologies and superior management systems and other significant features such as its distributive systems, especially the role of the giant distributors, selling by consignment and their retail price maintenance system (cf. Hattori 1984, 121).

In comparison with advanced nations, the Malaysian book trade leave much to be desired. The sluggish state of book development in the country is not making a significant contribution to achieving the objective of developing literary development and to increase considerably the number of books published in the country. In the same year (1990) statistics on the Malaysian side showed a turnover of RM250-400 million (Ho 1992, 34) and 4578 new titles (National Library 1992). The rate of literacy was reported in Parliament as 79.9 per cent. However, the mainstay of Malaysian publishing is still the production of books for the school system. Shaari (1993,7) reported that 102 publishers were selected to supply textbooks to Malaysian schools for the 1992-1993 school session. The number of publishers selected have exceeded even the list of members of the MABOPA itself! However this is indicative of the fact that Malaysian publishers still are not able to break free of educational publishing and venture into publishing of general books, considered by some book people as the real indicator of literate society. Instead, what we have as a general scenario of the Malaysian book scene is a publishing industry involved mainly in the production of textbooks, all kinds of supplementary reading material for students concerned mainly with examinations only. There is also a proliferation of model question and answer books, work books and revision courses. Thus, of the yearly production of about 3,000 titles of books, more than 60 per cent are books for the educational systems, about 25-30 per cent are general books (including literary and creative works, general knowledge books for children and religious books) and about 10 per cent are higher learning books (including textbooks for university level and some scholarly and academic works (Shaari 1993, 8).

Despite the rapid economic progress experienced in recent years, the Malaysian book trade is still suffering from setbacks unlike the other sectors in the economy. The rapid economic growth of about 8 per cent a year has generally boosted the incomes of the masses, however, this has failed to spill into the book trade. The problem seems to point in the direction of the lack of reading consciousness and habits and this condition is recognised as the main deterrent to publishing growth in Malaysia (Ong 1978, 94). Table 2.1 shows the mean monthly expenditure of households on books derived from the 1984 survey on the reading habits and interests of Malaysian people (DBP 1984, 27). The mean expenditure on books was RM 4.00 which represented only 15 per cent of the total monthly expenditure.

Table 2.1

Mean monthly expenditure on books

	Mean	S.D	No. of households
Ethnicity			
Malay	4.1	24.8	3,420
Chinese	5.2	16.7	2,178
Indian	2.3	7.0	571
Location			
Urban	6.5	25.4	2,615
Rural	2.3	15.5	3,431
Language			
Malay	4.1	24.7	3,486
Chinese	4.8	16.4	2,079
Tamil	1.0	3.8	465
English	11.2	18.4	166
SES			
Low	2.1	13.7	4,247
Middle	6.8	26.2	1,360
High	18.0	44.8	450
Overall	4.3	21.0	6,196

Source : *A Survey on the Reading Habits and Interests of Malaysian People*, DBP 1984, 27

Such problems in the local book trade stem from our past. Thus a clear understanding of Malaysia's historical background could provide the contextual information on the probable causes and effects that gave rise to the situation as seen today.

To begin with, a brief description of the early cultural and intellectual history of Peninsular Malaysia will be presented.

2.2 Early Malay cultural and intellectual history

Asmah (1982, 58) claims that among the legacies of the British colonial government, the most valuable is the English language. While this heritage cannot be disputed the colonial era was accountable for some controversies in the educational policies executed in the colonial lands. There is a school of thought that claimed that there is a traditional absence of any overall policy for education in the colonies and it was only from 1923 that the Colonial Office (CO) finally recognised the need, prompted by strong missionary pressure, to establish an Advisory Committee on the subject (Whitehead 1989, 269). Trocki (1992, 92) suggested that even when colonial government initiated the establishment of the school system it was with the intention of recruiting local personnel for clerical services in government service and commercial houses.

In pre-World War I and II Malaya, the British colonial government's lack of enthusiasm for native education was matched by the Malays who were unwilling to send their children to government schools because the curriculum did not include subjects related to Islamic knowledge. This reluctance to embrace fully the introduction of a vernacular Malay education can be easily understood because the Malays had already in their history a long and creative tradition of indigenous learning. Writing, both as literature and for communication, had been in use for centuries (Gullick 1965, 52). Accounts by the famed Chinese traveller I-tsing even mentioned pre-Islamic centres of learning in the Malay archipelago of Indonesia and Malaysia. When Islam came to the Malay world in the thirteenth century, beginning with Pasai (modern Aceh) on the island of Sumatra, Indonesia, the Malay world was further enriched with the acquisition of a new alphabet and literature (Winstedt 1966, 130).

Muslim evangelisation, like the tradition of the Christian mission, gave great significance and importance to personal reading of the sacred scriptures. Thus in the Muslim tradition too, a great deal of importance was and still is given to acquiring the skill to read the Quran and the studies of the interpretations and other religious writings. Therefore in a sense there existed in the Malay world a long tradition of religious scholarship where students were personally tutored by religious experts, the Imam or To Guru, in private learning areas called the *pondok* (literally hut), private houses of Malay chiefs and the courts of the rulers. This early learning and memorising of the whole scripture was followed by further education in Muslim

theology pursued by those able to finance education in the Muslim centres of scholarship in Mecca and Cairo (Winstedt 1966, 131).

There were also other forms of lay education although they were not literary in the real sense. Malay students were expected to cultivate a flair for elocution and were trained in the art of debate. Other literary activities include readings from texts in the greater tradition of the courts to oral-based forms such as the ingenious *pantun*, proverbs and pithy sayings. They were also expected to be well-versed with the oral traditions of animal fables and satires, anecdotes and the cycle of trickster stories. To this day this literary style remained popular. Malay novels from their earliest debut till now enjoy good demand and some new titles are launched with all the hype not unlike the British version.

The indigenous Malay by the arrival of the first European would have acquired religious, literary and secular education and was well-versed with his oral traditions. He would also, in full accordance with earlier traditions of the Malay world, be fully receptive towards the introduction of new influences and ideas that would have further enriched his outlook. Such traits before had led to the emergence of the Malay entrepot state and also to the cultural melting pot that was Melaka. However the arrival of the Portuguese with their political agenda and the subsequent siege of Melaka brought the collapse of the sophisticated Asian trade network (Andaya and Andaya 1982, 55) and with it the Melaka Sultanate which brought repercussions throughout the Malay archipelago. This encounter should have brought the benefits

of Western civilisation but instead colonisation blocked such benefits to the colonised lands (Syed Hussein 1977, 20).

The Malay archipelago after the fall of Melaka was marked by the continued presence of Europeans who were driven by international rivalry amongst themselves. By this time the states had little scope for opposing the Europeans. The European domination was based on superior military technology, economic strength and national and mercenary armies (Trocki 1992, 87). Any chance of revival was finally dashed by the establishment of trading centres by the British in Penang in 1786, Melaka in 1824 and Singapore in 1819 which later emerged as the major entrepot for the region. What had initially started as the establishment of trading centres led to full intervention due to the development of a new demand for tin from 1840s and for rubber at the turn of the century (Tarling 1992, 29).

Studies by Andaya and Andaya (1982), Porter and Stockwell(1987), Whitehead (1989), Tarling (ed.) (1992), Proudfoot (1993) and Bartle (1994) show that educational programmes by missionary organisations and the government were linked to the motives behind Western intervention in Southeast Asia. As far as Malaya was concerned, Kratoska and Batson (1992, 250) quoted two reputable colonial officers assigned to the Malay states. Frank A Swettenham believed that British intervention was "duty forced upon England" and "imperative from motives of humanity alone" although he admitted that he was certain that it would be "highly beneficial to British interests and British trade". Hugh Clifford found the Malay peninsula in the 1880s

"surrounded by all appropriate accessories of the dark centuries" which needed immediate liberation.

However, even before British intervention, the Roman Catholic missionaries since the coming of the Portuguese had begun working in education and had established the mission school in Penang in 1826. After the territories of Penang, Melaka and Singapore were united as the Straits Settlements and the Straits of Melaka came firmly into British hands, the missionaries saw this as the "passage through which the light of the Gospel seems ordained to pass" to China (Bartle 1994, 21).

In their efforts to spread the gospel over the whole Orient, the missionaries began to alienate the local people. Proudfoot (1993, 12) felt that Christian evangelical zeal brought the local intelligentsia against the Christians and anything the Malays perceived as controversial, including the introduction of the first printed translations of the Bible into Malay by the Dutch East India Company as early as 1629. Another example of what must have been one of the early collisions between the two beliefs was the report written by Martha Wallace, a missionary teacher with the British and Foreign School Society (BFSS). In 1829 when she was put in charge of the girls' education of a school, she lamented that the Malay school had run into trouble because Malay parents insisted that their children be taught nothing but the Quran and that she would rather see it empty than comply with the request (Bartle 1994, 25).

Another major communication problem was the problem of readability of the translated Christian scriptures. It was a well-known fact then and even now that the Malays could not accept any other language of worship than Arabic (Proudfoot 1993, 42). The Malays, as customary then and now, would memorise prayers in Arabic, so even if the scriptures were translated into Arabic, the Malays could not read them because very few Malays had full command of the Arabic language outside the rituals of worship. Proudfoot (1993, 12) argues that this problem of access to the Malays led to the initial introduction and promotion of the romanised script of the Malay Jawi from the middle of the nineteenth century. It also led to the setting up of schools to teach basic literacy and numeracy so that students could read the printed word of the gospel either in the Malay Rumi (romanised Malay alphabet) or in English. The romanised Malay alphabet was introduced into the Malay vernacular school curriculum in 1897-1899 (Proudfoot 1993, 18).

Therefore Miss Wallace's Malay-medium programme in the secular public school, the Singapore Free School, would use spelling books, tracts and bibles prepared by the missionary B.J. Keasberry. After a circulation of around 14,000,000 pages of literature (not all in the Malay language) from the Mission Press, the Malayan campaign was abandoned in the 1840s due to lack of achievement (Proudfoot 1993, 13). Instead the missionaries turned to China which until then remained closed to their influence.

Keasberry stayed on to carry out his individual work in education and was later responsible for a major initiative in Malay printing and publishing. In an attempt to capture his readers, Keasberry, with the help of Abdullah Munsyi (1796-1854) pioneered the use of lithography which reproduced not the printed text but a facsimile of the manuscript. He had recognised the Malay affinity with the manuscript form and with the co-operation of Abdullah, produced multi-coloured lithographs that could be easily read by the Malay readers. In other words, the precursor to the marketable tome in the Malay world.

Keasberry also stopped disseminating free copies of the Mission's publications to everyone. Instead free copies of their publications were given only to interested literates. Apart from translations of Christian scriptures, Keasberry published Malay language magazines such as *Taman Pengetahuan 1848-51* (The Garden of Knowledge) and *Cermin Mata 1858-59* (Eye Glasses).

It is important to realise that given the opportunity, the Malay world would readily embrace new ideas and new technology that would further broaden its knowledge base. It is important however also to realise that rapid technological changes in industrial Europe remained inaccessible to the colonised lands. The future of the Malays then was tied up with British policy in the Straits Settlements, especially policies pertaining to education because it has considerable influence over the growth of book publishing (Minowa 1991, 143).

2.3 British colonial policy and the formative years of Malaysian publishing

Stange (1992, 560) opines that missionary work was the catalyst that had facilitated the transfer of oral traditions into writing which in the end led to literacy for the Malays who were keen to preserve their language while receiving an acceptable form of modern education and technology. Despite this spin-off it is justified to maintain that the slow rate of growth in modern education that could lead to further development of an indigenous intellectual base and equip the Malay to face the rapidly changing free world was a direct result of the educational policy of the CO.

It was mentioned earlier that British lack of enthusiasm for native education was matched by the resistance of the Malays towards government schools, for reasons which should be clear. The reality is that the underlying policy of the CO was not lost upon the natives. Despite the rhetoric of *la mission civilisatrice* or Kipling's *White Man's Burden* (cf. Fanon 1963, Said 1993 and Tarling 1992), British colonial policy was conducted in the "fond traditions of parsimony and neglect" (Whitehead 1989, 271). They were also keen to avoid repeating their mistake in India whereby their education policy had created a class of educated natives who became critical of their policies. Thus what was actually carried out was basically a static policy which became "a euphemism for excessive paternalism and lethargic conservatism" (Whitehead 1989, 271).

In Malaya the Pangkor Engagement of 1874 marked the beginning of the British period. Frank Swettenham, one of the most influential British officers, was anxious that instruction should be given on a need-to-know basis only, adequate only to the point of helping the children become better farmers rather than offering them any wider view of life. E.W. Birch, a colonial secretary, was satisfied to know that the education system "does not over-educate the boys... almost all (of whom) followed the avocations of their parents or relations, chiefly of agricultural pursuits" (Orr 1972, 79).

Even when Malay vernacular education was introduced to fight illiteracy it was not solely advocated in the interests of social development but more of social Darwinism. It was to prepare the Malays to accept their place in colonial society (Andaya and Andaya 1982, 231). It is sobering indeed to realise that from 1800 until decolonisation during the Second World War and Independence in 1957 very little was done to prepare the Malays to face the rapid expansion of science and technology in the Western world. There was no investment in human capital that could guarantee the supply of educated young Malays from the villages, from the masses.

In marked contrast, Japan for instance was free from colonial influence and was able to promote the country's literacy development after contact with the West. Realising the great benefits that could be reaped from the Western knowledge industry, Meiji Japan introduced compulsory education in 1872 and by 1900 illiteracy was almost eradicated (Jeffries 1967, 33). The fact that Japan was far more populous,

rich and sophisticated had also contributed to the rapid literacy development. Minowa (1991,143) for instance, argues that publishing takeoff followed successful education policies by the Germans in the eighteenth century. There, education was also made compulsory and by 1780 book clubs made their debut and all Germans were reported to have spent part of their time reading.

There were brief periods of respite although they were probably spin-offs from education policy for the Malays. Stamford Raffles had plans to develop Singapore as a centre for education which materialised later on. He encouraged Malay nobility to educate their children in the English-medium schools. Anglophiles from the royal houses of Johore and Perak saw the advantages of English educational systems and actively supported them in their states.

Malay vernacular schools received the attention of R.J. Wilkinson when he was appointed Federal Inspector of Schools in 1903. He saw the state of neglect, lack of teachers and training opportunities. He observed that the majority of teachers "had never read any books except those used in their classes and that only three out of 50 had more than a shillingsworth of literature in their private library" (Hon-Chan 1967, 227). Proudfoot (1993, 77) claims that Wilkinson in his report ignores or dismisses locally-published books. Among Wilkinson's successes was the standardisation of Malay spelling which was accepted and used in Malay publications thereon.

He was succeeded by R.O. Winstedt who began his long career in Malaya as Director of Education. His tenure resulted in the establishment of Sultan Idris Training College (SITC) in 1922. Although the College was intended to teach gardening and agriculture for commoner Malays, it later became a think-tank for Malay awareness. When it was merged with the Malay Translation Bureau its publishing programme included a newspaper, a magazine, Malay textbooks and other publications from the teacher trainees.

Thus, book publishing in Malaysia began to emerge into its modern form beginning from the nineteenth century with the introduction of the Jawi and later on the romanised Malay script. Early activities involved translations of Arabo-Persian works on religion into the Jawi and later Rumi scripts. Previously any form of reading or study were conducted in an unsophisticated, face-to-face settings of religious instruction or oral-based traditions. This sphere of traditional religious studies was the basis of trends in Malay literacy, cultural and intellectual history. In these groupings, teachers, readers and listeners studied, analysed and memorised the Quran. The Quran's first verse begins with the call to read/recite. Thus oral recitation and oral transmission of the Quran has been the main component of Malay education. The literate and the oral intermingled in an atmosphere of reflection and memorisation and this blended very well into the lives of rural Malays.

In pre-war Malaya this tradition of religious studies and oral traditions was most active in Kelantan and later on in the northern part of Perak, areas at the

periphery of British interest and outside mainstream secular education. These areas later developed into centres of learning, publishing and printing. For example the state of Kelantan in the north eastern part of the peninsula evolved as a centre for Islamic knowledge and publishing and this development is well documented by Roff (1972 and 1974).

In due course these places emerged as vibrant centres of Malay reformist education, publishing and ultimately nationalism. Robinson (1993, 232) finds that Muslims under colonial rule accepted print technology more willingly and quickly. Previously, Muslims put great importance on learning from the scholar or the author himself, and were cautious of the printed word. Print technology was not accepted in the Muslim world until the nineteenth century, when they were compelled to use it to protect their faith, four hundred years after Western usage.

Bowen (1993, 629) points out that in the British and Dutch colonies of Southeast Asia the reformist schools developed a two-tier system of religious communication. At one level was the publishing of periodical journalism for the masses and the other was the publication of all archipelagic materials into local vernaculars such as Javanese and Malay. Sheikh Mohd. Tahir and Sheikh Al-Hadi, reformist followers of Sheikh Mohamed Abduh of the Al-Manar Group in Cairo, returned to Malaya and started the first Malay newspaper *Al-Iman* in 1906. Roff (1972) dealt in great detail with the development of Malay and Arabic periodicals in the Malay states from 1876-1941. The study is developed further by Proudfoot (1993),

detailing early Malay printed books up to 1920. The survey thus covers the first hundred years of Malaysian printing with reports on marketing, distribution and quantity of publications which were not covered by Roff in his earlier study. This study was later extended to the period until 1949 (Mohd. Sidin, 1992).

During these formative years of Malaysian publishing the structure of their business was small-scale and informally organised. Publishers were also retailers and buyers were encouraged to buy directly at publishers' premises. The Malay Islamic Press played an active role and their productivity until 1920 surpassed the European press who could not gauge the needs of the reading public (cf. Proudfoot 1993). Readership support from the *pondok* and reformist educational system was the basis of their success. To this day religious publishing remains one of the most active areas in the Malaysian scene.

The second trend in the early years of Malaysian publishing had its origin in early Malay literature which evolved into modern Malay literature. The list of Malaysian scholars who studied this area is extensive. It includes Abu Bakar (1992), Ismail (1976), Teeuw (1961) and Winstedt (1977). The most prominent originator cum innovator of modern Malay literature was Abdullah Munsyi. He was right in the centre of events by virtue of his position as language teacher to none other than Raffles and the missionary Keasberry. His critical account of Malay life as observed on his many trips produced the first autobiographical works in Malay. *Pelayaran Abdullah* (The Voyage of Abdullah) was chosen by Wilkinson as part of his

publishing efforts in the Malay Literature Series in 1904. It was a move to push for Malay literacy in Rumi, the Malay script using Roman alphabets, over the popular Jawi script which is based on Arabic. During this disorienting period in Malay historiography, romanised and Jawi scripts existed concurrently.

Although the British preferred the easier Rumi script they limited usage and readership of this medium to only three years at the primary level. What little was needed in terms of Malay textbooks was adequately met by the Malay Translation Bureau at SITC. The fact that Malay-medium schools were seen as less prestigious, less marketable on the job front in comparison to English-medium schools, also contributed to a further immobilisation of Malay-based elements. This expropriation of cultural identity (Fanon 1963, 170) led to literary resistance in the works of the reformists at the turn of the twentieth century, as articulated by Syed Sheikh Al-Hadi, Shaykh Mohd. Tahir bin Jalaludin and others and institutions like Majlis Ugama Islam dan Adat Istiadat Melayu Kelantan (The Council of Islamic and Malay Customs of Kelantan) (cf. Roff, 1974 and Syed Hussein, 1977).

Syed Sheikh bin Ahmad Al-Hadi remains a significant persona in Malay cultural and intellectual history. Apart from penning *Hikayat Faridah Hanum*, the first Malay novel, in 1925, he was also instrumental in publishing the earliest Malay newspaper *Al-Iman* in 1906 at his own press. In addition he was a religious teacher trained in Cairo and had journalistic capabilities. His novel marked the beginning of a literary output outside the old aristocratic manuscript tradition. Readers and writers of

the Malay novels represented the newly literate masses deeply rooted in the agricultural cycle of peasant experience. They were brought up listening to romantic adventures of popular folk tales. The Malay novel in the twenties and thirties accompanied the moment when Malay peasantry began to move out of rural life into clerical, white-collar occupations of the newly growing urban areas (Watson 1989, 45). This genre has retained its popularity because of its proximity to the Malay roots, accompanying all their anxieties and experiences of rural life into the new environment of post-Independent cities.

2.4 Publishing and the post-colonial state

Curiously enough events that prompted the first decline in Malay publishing after 1900 and later on during the post-World War II years were both executed in good faith. The decline after 1900 was a direct result of the influx of imported books from Mecca, Cairo and Bombay. Local publishers of repute turned to retailing and entered the global market in a sense by becoming stockists for books printed in Istanbul and Russia (Proudfoot 1993, 44).

It would have been the most natural development except that by turning their attention to retailing, the publishers had indeed lost focus of their most crucial role, that of developing and producing locally written, printed and published books for a newly-emergent and captive market. This period also proved to be a major turning point whereby previously exclusive texts for the courts enjoyed by the privileged class

could then be made available to the masses with the introduction of print technology. But ironically enough, in the 1920s also, the Malay world had become recipients of mass-produced cultural products from abroad.

On the English language front, grants in the form of books for missionary work and school lesson books had been regularly sent to the Empire since the early days of the missions. However around 1875-76 there were reports of decline in the demand for old lesson books because new textbooks were being supplied by commercial publishers who had by then entered the trade. They must have seen the potential market due to rapid development of English education in Singapore and other cities of the Straits (Bartle 1994, 32). If some form of partial control of excessive flow of books from abroad had been exercised at this point, the local publishers would probably not have turned to retailing. Or, if this move into marketing had been encouraged and supported, a more developed system of bookselling might have prevailed as early as this period in the history of the Malaysian book trade. However, given this situation, it was inevitable that the local trade could not chart its own course effectively and had thus figured prominently only in the study of Malaysian cultural and intellectual history, not for developing publishing infrastructure, establishing their grip on the local market, or stimulating the knowledge industry, much less the economy.

The other period of decline in the local scene followed the post-World War II years. It could be attributed to certain developments in the international arena and by

British desire to avoid scrutiny and critique from outside the Empire, mainly from America and UNESCO (Whitehead 1989, 277). The Americans had advocated an egalitarian policy in education in the Philippines and worked towards preparing the Filipinos for self-government (Kratoska and Batson 1992, 251).

As was suggested by Minowa (1991, 143) a good system of education could launch publishing takeoff. However the reader will realise that progress in literacy in the formative environment of Malaysian publishing was manipulated to give rise to a few streams of development which in the final analysis brought disservice to the Malays (Hon-Chan 1967, 288). One result that is especially of importance to this study is the lack of stimulation in the environment to create a pro-learning society which could lead to a pro-reading society and which in turn could lead to a pro-book society.

There were indications that literacy was spreading by 1870 (Gullick 1965, 53), and Roff (1977, 162) also mentions that the Malays from 1880 had organised literary and debating clubs and had a network of publications to disseminate their ideas. The census of 1920 counted a round figure of 175,000 literate Malays in British territories (Proudfoot 1993, 89). They presumably were the readers of religious literature and didactic novels published during the period. From the English-medium schools they would also read about heroes from Greek mythology and English literature. In addition the literate Malays were also avid readers of newspapers and magazines from Constantinople, Cairo and from Indonesia. However it is believed that the majority of

this group were from the elite English educational system and urban areas, whereas the vast majority of the Malays, especially from the vernacular schools, were left in rural poverty and were unable to reap the benefits of a well-planned and progressive system of education. The Malays were "led down a blind alley" (Hon-Chan 1967, 288).

The wind of change in British colonial education policy began immediately after the Second World War (Stockwell 1992, 347 and Whitehead 1989, 277). By this time they were watched by United Nations Educational, Scientific and Cultural Organisation (UNESCO) founded in 1945, which immediately launched an international agenda to eradicate illiteracy and was devoted to the cause of books (Behrstock 1991, 29). The seminal study and subsequent publication of UNESCO's *World Illiteracy at Mid-Century* painted a grim picture in the distribution of illiteracy around the world round about 1950 (Jeffries 1967, 26). The colonial authorities then became more attentive towards the need for literacy in the colonised lands after the Second World War. There were urgent calls for economic and social progress and the birth of political revolutions.

The UNESCO survey reported that two-fifths of the world's adult population cannot read or write pushing the colonial authorities to rapidly reassess their priorities in order to concur with rapidly changing ideologies and international opinion. The British responded by establishing the British Council although the Council was originally set up before the Second World War to counter cultural propaganda by

other European powers. The Council was organised to help literary and education movements by contributing British expertise and material (Jeffries 1956, 188). Independent Malaysia, being one of the Commonwealth members, became a major recipient of British Council aid and donation. Along with the Christian bodies, the United Kingdom government provided textbooks, educational materials and English literature. Gifts of nearly 1.5 million books from the Americans and nearly 2.5 million books from United Kingdom were distributed to schools, libraries, reading rooms, hospitals and institutions in 1964-1966.

In Malaya, Winstedt (1966, 133) reported that by September 1956 there were 4878 schools with 972,665 pupils, of whom 398,412 studied in Malay, 320,168 in Chinese, 205,563 in English and 58,522 in Indian (Tamil). These four diverging streams resulted from the way the British administered separate educational policies for the three ethnic groups in pre-Independent Malaysia. These policies strengthened the divisions between the communities (Trocki 1992, 116). The impact of these distinct segments, so vastly different from one another, is tremendous on the market structure of contemporary Malaysia. At the same time Malaysia had become a major market for English books because the medium of instruction in the mainstream education system was English. The former colonies had an almost unlimited capacity to absorb English books (Jeffries 1967, 147). Buchan (1992, 349) also considers them as natural market places for British book exports since local publishing industries had not been fostered to become producers of books. The colonies presented a vast market

consisting one-fifth of the habitable world and UK publishers began to establish contacts with these markets in the early 1900s.

One of the earlier efforts was undertaken in 1915 by E.C. Parnwell of OUP who travelled to Africa, Malaya and Hong Kong to promote the Oxford English Course. These early excursions paved the way towards the later opening of branches all over the Empire. A branch in Singapore was established in 1955 which moved later to Kuala Lumpur in 1957. OUP's Overseas Education Department remained active even after the dissolution of the old Empire and by 1967 overseas exports had reached nine million books, representing 55 per cent of sales (Sutcliffe 1978, 115). The Far East branch in Kuala Lumpur became the most successful producer of educational books and enjoyed buyers' preference in the constantly growing demand for the teaching of English as a second language in the region (Barker 1978, 58). OUP is still a major player in Malaysia and when the local government changed the medium of instruction for schools to Bahasa Malaysia in the mid-70s, the local arm of OUP, Penerbit Fajar Bakti took over the task of publishing books in Malay.

After the War, UK publishers who were handling the overseas service began to realise that they have to "export or die" although they had already managed to secure a fair share of the overseas school market (Attenborough 1975, 173). In the 1950s, one of the earliest expatriate bookmen of Malaysia, Donald Moore, began to play an active role in the local publishing scene. Moore arrived in Singapore in 1947 after serving as a war-service naval officer. He was encouraged by UK publishers, especially the

Hodder and Stoughton group, to set up what may be the earliest agency house in the country. Soon other UK book publishers were also represented by the Donald Moore Group and in the 50s the agency had offices and warehouses in Kuala Lumpur, Penang, Hong Kong and Tokyo (MBPA, 1968). Apart from basically fulfilling a marketing function the Group did venture into local publishing. Moore himself was instrumental in reactivating the local publishing scene by coming up with a list of local works written by expatriates. He began to diversify his activities and it is believed that by doing so his business began to weaken. Attenborough thought that it was a case of “expand and die” (1975, 178). By 1967 it was evident that this Group had overtrading problems and Moore had to sign over his business to, among others, Hodder and Stoughton who had a majority share. It was later operated under United Publishers and Eastern Universities Press, managed by Goh Kee Seah in Singapore. Heinemann Educational Books also left the Moore Group and established a branch in Kuala Lumpur in 1961. Heinemann reported a sales profit before tax of £169,000 in 1982 from Asian subsidiaries (St. John 1990, 479).

Therefore the period between the 50s and 70s was marked by active involvement by British publishing houses. Even then it must be realised that the activities here were mainly efforts taken in a second market; Singapore was the main thrust. Sutcliffe (1978, 284) maintains that the overseas branches were not more than stockists for the sale of Oxford books. One thing is certain: the indigenous book publishing centres in Kelantan and Penang began a period of decline due to imports of books from overseas in English as well as Malay.

However it is accepted that by then the local book trade had evolved into a commercial enterprise and the activities had exhibited early beginnings of book marketing practices such as the placing of advertisements, book competition, book reviews and incentives for bulk purchases. Throughout this period of infancy local publishers had problems with capital and excessive inflow of books. Foreign publishers had no financial constraints and were actively pursuing the textbook market, the most lucrative market, while indigenous publishers had to contend with the production of general books, mostly dime novels, stories and romances in a society just emerging out of illiteracy and neglect.

It is clear therefore that Malaysia at the threshold of Independence remained underdeveloped as far as the indigenous book-related business is concerned. By the late 1940s the indigenous publishing centres in Kelantan and Penang began to decline, leaving Singapore as the only centre of activity. In the 1950s publishing activities in the local scene were mainly carried out by the members of the *Angkatan Sasterawan 50* or *Asas 50* (Generation 50s Literary Society), a group comprising of writers, journalists and poets. They were all committed to the nationalist cause and many were involved in the literary and language activities and publishing. Their political and literary agenda called for progress and awareness of the importance of knowledge and is believed to have reactivated the indigenous book trade and marked the beginning of the nascent book industry in post-Independence Malaysia.

Coincidentally, this period of rebirth met head-on the first period of overseas expansion of British publishing. By a quirk of historical coincidence too, this period was accompanied by the spreading influence of UNESCO and book aid activities of UNESCO Press, UK and America. Provision of free books for the newly-independent and book-hungry society is an honourable act. Such undertaking had provided immediate relief by offering cheap reprints, subsidised and used books covering a wide range of subjects. It was soon realised that the long and arduous road to full literacy and good education for the masses is a crucial responsibility of government and nation-building. Unfortunately outright aid does not help create a viable publishing industry (Buchan 1992, 33). Instead it created a situation of overflow of books which deterred local publishers from venturing into the business and thus carrying out their roles in the trade.

At this threshold point too new governments felt the necessity to intervene and began to take over certain sections of the book business which are considered crucial, such as textbooks. Again, this well-meaning act had produced the institutionalised arm of government publishing through the establishment of Dewan Bahasa & Pustaka, DBP, in June 1956. Although its primary duty is developing and promoting Malay literature and language, DBP holds the monopoly in primary level (year 1-4) textbook publishing, which is disadvantageous to publishing development in the country, an issue discussed at length in the next Chapter. In fact, DBP's activities may have been detrimental to the growth of the local industry. However, DBP has been exemplary in developing the literature of the nation. After all, the creation of literature

is the one thing that must come from within the nation and no amount of external aid could help nurture the creativity of a people (Jeffries 1967, 139). Due to this belief, all efforts should be taken to ensure that books are ably produced by our own indigenous capabilities. Books must be written, published and above all must be accessible to one and all by an effective marketing system. At the same time the industry should remain open to the free flow of books especially educational materials, as endorsed in the 1950 Florence Agreement.

Altbach (1992, 122) suggests that British colonies fared better than colonies ruled by other European powers in the sense that the British publishing companies paved the way towards a better organised publishing infrastructure. He also maintains that they laid the foundations of the modern book industry and had recruited and trained local editors who later left to set up their own companies. These publishers too supplied books where none were available, especially in the Third World. In some cases these companies had indigenised their operations, like OUP, Longman and Heinemann and continue to lead the market without any competition from the local publishers. However, Altbach, in agreement with the general consensus reviewed here, also feels that the colonial rulers themselves had not contributed enough to the development of the indigenous knowledge base.

It was only after Independence that the book development aspect was nurtured and planned by new governments in order to build up a young nation imbued with all the ideals of nationalism and pride in one's history and traditions and most

importantly the reality of Third World aspirations vis-à-vis the international knowledge system.

The weakness in the Malaysian situation points to the tradition of not having a continuous growth in the intellectual tradition and never trying to seriously cultivate the habit of reading for pleasure and life-long education. Coupled with a relatively young print-on-paper publishing and a long history of oral tradition, it seems the business of book publishing needs to be reassessed and restructured right from the roots of its existence in order to ensure the proper rites of passage into an orderly and systematic build-up of book publishing and bookselling business infrastructure. The options are a synthesis between proven models with adjustments in order to suit local ways of managing the book trade.

Looking back into the historical past may help us to understand the predicaments facing the nation now but it must be realised that continual recrimination or completely putting the blame on the past will get us nowhere. Attempts must be made to rectify and build up from the positive elements left behind.

CHAPTER III

AN OVERVIEW OF POST- INDEPENDENCE BOOK PUBLISHING IN MALAYSIA

3.1 Introduction

This chapter aims at giving an overview of the period from 1966 to the present situation of the book trade. The decision to begin at 1966 stems from the fact that the year in question marks the beginning of Malaysia's involvement with international book development aid agencies, especially those initiated by UNESCO as part of the educational policies launched for the World Literacy Programme (1966-1974). UNESCO especially promoted the idea that books are important tools for the diffusion of literacy, culture and for the fostering of international understanding. In this region the organisation set up in 1971 the Asian Cultural Centre for UNESCO (ACCU) in Tokyo, Japan which soon became the focal point for book development and training centre for book personnel and a cultural melting pot. The 60s marked the beginning of a major awareness in book development policy which culminated in the developments which are now taking place in publishing. It has been established that the trade is still in

its growing stage and that growth in the post-Independence years was mainly in educational publishing. It is hardly surprising because with Independence the government put education as the most important tool in achieving both economic and social development. Schools, libraries and other institutions of learning as well as student enrolments have multiplied rapidly. The demand for textbooks in the rapidly-increasing primary, secondary and tertiary educational sectors and other training courses needed a wide range of suitable books.

In the past the book market was very dependent on imported books from UK due to its ties with the colonial education system. By the 1950s British publishing houses which formerly were just distributive outlets to service their parent companies began to establish themselves locally and began to actively produce books for the lucrative school market. Their lists were mainly reading series adapted from original works. British publishers however still dominate the general and popular paperback market and children's books. Enid Blyton and Ladybird titles remain popular among Malaysian children and enjoy buyers' preference. Most of these books were written by foreign authors, usually former British officers attached with the British Education Service. However, during the 60s this situation began to change. The Malaysian government began to introduce reforms in the education policy. It started with the introduction of *bahasa Melayu* (the Malay language) or BM as the official language of the nation and it became the medium of instruction in all primary schools, triggering transformation of the local publishing scene.

· On August 1957 Malaysia became independent and in order to ensure its status as a fully independent and self-governing country, the government initiated efforts to revise the school curriculum so as to ensure that the contents of books reflect the history and traditions and experiences of a truly independent society with all the traditional and cultural values. In short, the school curriculum no longer followed British syllabuses and textbooks. This prime concern on the part of the government also led to the switch from English to Malay, the national language, as a medium of instruction in schools, universities and the government administration. The impact of this change in policy on the book trade was tremendous. It generated an increase in the level of activity and production of local books and is believed to have offered a new lease of life to the local book trade. It resulted in an increase of locally- written books with local themes and values and the outcome of this development is the decline of imported textbooks from UK.

Instead it boosted local writers and publishers although, as mentioned earlier, DBP as the government publisher managed to secure a monopoly of the primary grades 1-4 textbook, depriving local commercial publishers of a major source of income. In actual fact by doing so, DBP in the post-Independence years took over the function of the Translation Bureau at SITC in the sense that it became the centre for developing and enriching the national language as well as promoting literary development. More importantly to this research, DBP, especially from the 70s onwards, became the most active publisher of books in the national language.

Although this Chapter will not be discussing in detail the role and policy of the state publisher DBP, it should be clear that the very choice of book publishers as an object of study makes the need for special mention of DBP rather important because of its substantial contribution to the development of a book publishing culture within the Malaysian environment. The purpose here is not to concentrate entirely on the activities of DBP but rather to stimulate discussion on the current situation. Besides, there are a number of studies on various aspects of DBP at Master's level in local and overseas universities. There is also a huge collection of local undergraduate and graduate work done on various topics ranging from textual analysis of DBP's literary works to its business performance, especially questions regarding the burden of its social obligations as opposed to calls for the organisation to set itself on a profit-making footing in order to become a self-financing organisation in the near future.

DBP itself publishes numerous reports and actively organises conferences and training sessions for book trade personnel. Papers presented at such meetings are available on request. While it is quite right that data derived from these meetings are helpful indications of the book trade scene, it should not be assumed to apply automatically to other local publishers. DBP's unique position as publisher within the Ministry of Education of Malaysia, MOE, will be continually referred to in later sections.

One can perceive that over the past two decades DBP had been the country's answer to immediate and effective assistance in the creation of internal publishing

within the Ministry of Education. DBP's complementary programme for educational publishing and other support activities as well as fulfilling the responsibility of supplying books to the state remains as one of the success stories in Malaysian publishing. (See Table 3.1) From 1956-1991, DBP published 3,596 titles. The number of books published by the DBP in the 80s have increased considerably. Books on literature appear to be most frequently published followed by titles in the social sciences, language and pure sciences. General titles have the lowest number among the disciplines. This is the second stage of book publishing development following the earlier establishment of British publishers in what was predominantly a British-based school system, using British curriculum and textbooks and examinations set by the University of Cambridge. This phase should be considered as a major step forward in the history of the development of contemporary publishing in Malaysia.

Table 3.1
Total number of titles by disciplines,
published by DBP, 1956-1991

Disciplines	56-59	60-69	70-79	80-89	90-91	Total
Literature	11	87	303	709	178	1285
Language	9	59	103	187	66	424
Social sciences	4	25	83	260	138	510
Pure sciences	4	45	90	215	83	437
Applied sciences	1	17	40	182	85	325
Geography & history	2	59	73	87	22	243
Religion	-	2	30	79	46	157
General	-	1	1	9	8	19
Arts	-	7	15	37	8	67
Philosophy	1	11	44	62	11	129
Total	32	313	782	1824	645	3596

Source: Planning Division, Dewan Bahasa dan Pustaka, 1992 (Mimeo)

It is also interesting to note that much of the development in book publishing in the decades following independence was directly connected with the commencement of the various UNESCO book programmes aimed at encouraging book development in Southeast Asian countries, centred mainly in what is now known as the Asian Cultural Centre for UNESCO (ACCU), Tokyo Book Development Centre, Japan. Moreover the idea of national planning for book development as part of the national agenda for economic and social development became the common concept for newly independent countries, and UNESCO devoted unlimited attention to providing assistance in publishing in developing countries in the 60s. The book programme was the brain child of Ronald E. Barker who was appointed to study the problems of publishing in the post-War world (Behrstock 1991, 29).

Chapter III will thus be an exposition of the second phase of book publishing development beginning with the UNESCO Secretariat seminal Meeting of Experts on Book Production and Distribution in Asia, held in Tokyo on 25-31 May 1966 up to the current publishing situation in general in Malaysia. It outlines the historical context for Malaysia's involvement in international organisations' programmes for education and book development. Publishing support from international agencies provides valuable assistance for the creation of a publishing capacity within developing countries. This Chapter will also deal with the environmental appraisal of the trade in the current context.

3.2 Assistance in the implementation of appropriate publishing concepts during the post-Independent phase

During the 1950s and the 1960s, the central question occupying the minds of the Malaysian government was about the laying of plans for the creation of a nation. The leaders' aim was nothing less than a Malaysia industrially developed and due to this, thankfully, they concluded that widespread education was a crucial contributor. They were quick to perceive education as a key to a developing nationhood.

In time the policy-makers at the highest levels began to see the dualism of the pursuance of educational and the special significance of such policy for the development of broader intellectual and technological purposes. From then on the planners participated in major meetings and conferences held at international levels, especially programmes sponsored by UNESCO, The World Bank and International Institute for Educational Planning (IIEP). The Tokyo meeting in 1996 marked the beginning of such keenness to develop and improve the quality of Malaysian education which eventually led to the subject of Malaysian books for Malaysian students and readers.

Although it can be said in general that whatever we have learned of the book trade after Independence has been acquired from the British experience, it must be remembered that in Malaysia they were first and foremost marketers. They were more of importers, stockists and most importantly they were also former administrators legislating to ensure markets for the export trade of home companies. Therefore,

although their activities were based on foreign non-English surroundings, their publishing houses thrived with publishing mainly in the English language without venturing into general publishing or publishing in the local languages. This grip was only loosened through local government intervention with the language acts of the 70s as mentioned earlier.

Concern with the the disadvantageous position of the local publishers led to active participation in international aid programmes geared towards improving educational quality, development and provision of books, basic aspects of fundamental importance to a developing country. The continuous absence of a viable indigenous publishing environment after Independence will not end total dependency upon former networks for the supply of books.

Altbach (1984, 231) spells out the risks of continued cultural imperialism in the literature of a nation. He observes that a Third World publishing industry has special significance because it is there that books are urgently needed for education, and more importantly, for the development of broader intellectual and technological purposes. Such opinion was also the driving force behind UNESCO's initiatives since the 50s. By the 60s the intellectual climate for action on book development was fully developed (Behrstock 1991, 32). The urgency to build a local publishing capacity is, according to Graham (1992, 32), an entirely "postcolonial phenomenon" because none of the colonialists "fostered nascent publishing" in their midst's.

· These decades too saw the publication of *Books for All* by Ronald E. Barker in 1956, followed by *The Book Revolution* by Robert E. Escarpit in 1966, both originating from seminal studies on book development commissioned by UNESCO. These publications represented the central question occupying the minds of the UNESCO Secretariat in handling global book development and distribution problems. The Secretariat's continuing interest in this subject was further evident in the publication of the classic, *The Book Hunger*, jointly authored by Barker and Escarpit in 1973. Here the authors stressed the urgency needed in developing the book trade in the Third World because there is an urgent need to appease the "book hunger" there (Behrstock 1991, 32 and Altbach 1992, 2).

In the period between 1966-1987, Malaysian policy-makers cum book development planners participated in book aid programmes conducted mainly by UNESCO, sometimes in co-operation with The World Bank and British Council, American non-governmental organisations such as Franklin Book Programme, International Development Research Centre (IDRC) of Canada and The Toyota Foundation of Japan. These schemes provide direct assistance to publishers, particularly in the training of book personnel, book production and the overall promotion of educational, social and economic development.

· The seminal Meeting of Experts on Book Production and Distribution in Asia in 1966 was attended by 38 experts from 20 countries including Malaysia. Leading Western publishers served as observers and consultants. The meeting was the follow-up

to a resolution adopted by the General Conference of UNESCO at its thirteenth session. Discussion centred mainly on the importance of book publishing to foster "mutual understanding and economic and social development" (UNESCO Report 1967, 8).

Challenging the experts in Tokyo was a 1964 study on the book situation in Asia which shockingly illustrated the book gap or the "book hunger". The Asian region in the study comprised eighteen UNESCO Member States including Malaysia. With a population of about 910 million or 28 per cent of the world total, these eighteen countries in 1967 produced 29,790 titles of books and pamphlets, about 7.3 per cent of the estimated world total of 408,000 titles. This group produced only 32 book titles per million population. The world average for the same period was 127 and the average for Europe was 418 (cf. Altbach and McVey 1976, 84).

The Meeting also reported that the subject matter of the books was found to be unsuitable for the development needs because not more than half of the titles published were educational books. The output from Malaysia was also not satisfactory. As indicated in a report from The National Library of Malaysia (*Annual Report 1966*), the Malaysian output for 1966 was 563 publications, of which 314 were published in Bahasa Malaysia, 83 in English, 134 in Chinese, 15 in Indian and 17 in other languages.

The UNESCO Statistical Yearbook (1967, 390) presented a slightly higher number of publications for the year 1966 but gives an idea of the breakdown of titles according to subject matter as follows:

Table 3.2
Number of titles published in Malaysia according
to subject, 1996

Generalities	104
Philosophy	16
Religion	40
Social sciences	67
Philology	91
Pure sciences	88
Applied sciences	66
Arts	2
Literature	195
Geog/Hist	55
Total	<u>724</u>

As shown in Table 3.2 the number of titles in the social sciences and literature is higher than scientific books. This scenario again proved to be true to the norm in the Malaysian book scene, confirming an earlier observation in the pre-Independence formative years. In the 60s too there was an overall low level of production. Altbach and McVey (1976, 86) suggested that in many Third World countries the conditions for intellectual life were not conducive to publishing and these societies were dependent on European languages and educational patterns. This explains the often high reliance, in economic terms, upon import trade with Western producers of intellectual products.

The 18 developing countries in the study imported books valued at around US20 million in 1963, mainly from UK, USA, and France. The Asian region not only imported books but also the raw materials and the printing equipment needed to manufacture books to the value of about 98 million dollars (UNESCO Report 1967, 9). The disparity between the two worlds was obvious, the Third World was placed at an extreme disadvantage in terms of the creation and distribution of knowledge.

Under these drastic circumstances, the Meeting set forth a programme of action for the promotion of book production in the developing region. The Meeting called for governments to give priority to national publishing industries to overcome the book shortage. Other recommendations included the importance of organising seminars, training courses and workshops for the training of book personnel. Central to this plan of action was the recommendation to establish in every member country a national book development council to co-ordinate book promotion activities in Asia. Such councils would harness the advantages of having representatives from the government and those of the professional book associations. The meeting stressed that the need for regular training to publishers can never be over-emphasised and more benefits can be acquired if such programmes can be arranged by the Publishers' Associations, National Book Development Councils and Ministries of Education with the assistance of the experts.

It would seem that on at least one count Malaysia had already initiated one of the Meeting's recommendations, because by June 1956 foundation work had begun for the future establishment of its national publishing agency, the DBP. By 1959 the DBP was

finally set up by an Act of Parliament as a statutory body under the Ministry of Education. Its objectives are to develop and enrich the national language, encourage literary and creative growth and more importantly to this study, to help publish books in the national language and to develop new terminologies (Shaari 1993, 7).

Through the establishment of DBP, the government aspires to develop and create home texts for the local market. DBP actively seeks support from international agencies to provide assistance for the creation of indigenous publishing capacity within the government's sphere of influence. It identifies closely with the nation's hopes and aspirations and educational philosophy. Its publishing programme adheres to guidelines fostered by the government. DBP is an example of new governments controlling publishing development directly and assumes responsibility in the production of essential textbooks and overall development in the fields of educational publishing and later on general publishing, mainly in the national language. The government through DBP assumes control in order to ensure that publishing remains true to the common national goals, especially crucial to multiracial societies like Malaysia. Special thought must be given, for instance, to publishing books for development of the mind and the spirit, to character-building and national integration, promotion of literacy, and popularisation and dissemination of science and technology in order to prepare for the emerging future.

So, for Malaysia, the direct result of the Tokyo Meeting was the establishment of the National Book Development Council (NBDC) in 1967. It is a non-profit

organisation and it co-ordinates and stimulates the activities of government and private sector agencies in book promotion. The Council is attached to the Ministry of Education and its membership has links with the professional book associations such as The Malaysian Book Publishers Association, The Malaysian Booksellers Association and The Library Association.

However, the Council in the initial years was not able to perform the tasks assigned in the UNESCO papers because the scope is believed to be beyond the capacity of the early organisation which had internal problems since it was operated only on a voluntary basis and lacked the necessary legislative and administrative infrastructure (Hassan 1972, 51 and Ong 1978, 95). The decision to revamp the Council and establish it on a more authoritative mode was proposed to the government, and in 1984 the Council was reactivated and was effective enough to manage to forward a proposal for the implementation of the National Book Policy to the government. The researcher has noted that of late the Council has been playing a more pro-active role in the trade and is able to provide service as the co-ordinator and stimulator of activities fundamental to the promotion of the book industry.

According to Menon (1972, 53), other book events triggered by the Meeting were the National Seminar on Children's Literature in September 1966, conducted by the National Commission for UNESCO and a training session on Book Production and Distribution in Malaysia on January 1967. However, the major book event for this period was the founding meeting of the Malaysian Book Publishers Association

(MBPA) on 18 May 1968. Ghazali Yunus of the Franklin Book Programme was appointed President from 1968-72. Membership to the Association is voluntary and the MBPA has been and continues to be the official body representing all the publishers in Malaysia. Any person or publishing house who publishes books or acts as agents for local or foreign books is encouraged to join. Current membership consists of publishers who are publishing, marketing and distributing works in the categories of educational publishing, children's books, general titles, academic and scholarly works and reference. Its formation was purely an act of necessity to fight rampant acts of infringement of copyright in the later 60s. The MBPA led the effort to tackle loop-holes in the previous copyright law which was later on amended and was passed as the Malaysian Copyright Act of 1969. That Act was repealed and replaced by the Copyright Act 1987 (Act 322) and in October 1990 Malaysia became signatory to the Berne Convention.

By and large the 60s could be seen as a period of trying to pave the way forward into the professional side of the book trade. The British houses on the whole had employed Malaysian staff who benefited from on-the-job training. Some of these trained personnel left to open up their own companies and their management style helped to keep up a certain level of professionalism. While the British houses and their agents still retained a fair share of the textbook market, they began to face competition when the local houses started to come into the picture in the 60s like Pustaka Antara, Anthonian Store, Federal and Times International. Federal for instance quickly became a fully-fledged publishing house and managed to clinch the lead in the market for primary

textbooks, at least before the introduction of the National Language Policy and the National Education Policy Act.

It would appear that the local book trade started on the road to recovery from the 70s. The Association concentrated on the objective of encouraging fair trade practices in publishing and promoting the distribution of the printed media in Malaysia and abroad. MBPA continues in the struggle to protect the interests of publishers and upgrade the level of professionalism in the trade. It maintains close contact with the MOE, the Curriculum Development Centre, as well as the higher learning institutions. The purpose of saying this is that by now a considerable level of expertise is beginning to be available. There is hope that eventually a strong publishing environment with personnel trained in the proven methods of management, editorial function, modern production techniques and book marketing can develop over the years. Therefore the economics of publishing in all its disciplines is beginning to take form in the nascent book publishing industry. Book people see the need to equip themselves to meet the tasks of providing books for the neo-literates whose numbers are expanding every year.

3.3 Publishing within a government agency: the Malaysian context

Unfortunately, the economic dimensions of the trade, however important, need to be considered along with other challenges of the newly independent countries. Gopinathan (1989, 64) mentions that in multiracial and multilingual countries like India and Malaysia, the immediate concern of the government was mainly to promote unified

national goals. The Malaysian government, for instance, implemented national policies in order to fulfil national aspirations, and obviously, this new nationalism was imposed on the educational system. Of particular relevance to this study is the National Education Policy, enacted by the Education Act of 1961 which recognised Malay, now officially known as Bahasa Malaysia (BM) as the national language of the country and the medium of instruction in schools. The Policy also carries with it the provision of free primary education for all Malaysians up to Form Three in the secondary schools. Also, by 1978, all secondary schools were expected to switch to BM as medium of instruction, and the Universities by the mid-80s (Ministry of Education 1990). By 1976, Malaysia was able to achieve full schooling for the primary school children.

The extensive implementation of BM as the medium of instruction for schools and other institutions of higher learning was translated as the requirement for a new set of textbooks. The expected windfall for Malaysian publishers failed to materialise because the government decided to grant sole publishing rights of the primary school textbooks to DBP as part of their efforts to maintain standards of production and ensure the completion and the supply of those books to the schools and the students. The decision to create a state publishing monopoly through the DBP disrupted the 70s publishing scene because at that time almost all publishing activity was concentrated on textbooks. According to Ong (1978, 90), textbook publishing represented 75 per cent of the total annual book production. This decision meant that the local publishers were deprived of any chance of sharing the profits from the primary school textbook market. The situation forced them to find alternatives and some managed to expand into other

product lines such as the production of teaching and learning aids, revision courses and examination guidebooks for the highly examination-oriented market. Some switched to being agents for overseas publishers.

The boom created by the nationalisation policy did create a tremendous advantage to DBP. The School Book Loan Scheme introduced by the government in 1975 ensures that the MOE buys the textbooks in the National Primary textbook list and loans them to all the primary schools in the country. Sales to the MOE generated about 70 per cent of the total sales revenue for DBP.

The consolation from this generosity of the government to the local book trade especially to the booksellers is the arrangement DBP has with their agents who are again, booksellers throughout the country. In order to ensure the delivery of textbooks to all primary schools in the country, DBP has to utilise their network of agents in the various zones. These agents receive ten to fifteen per cent commission, and in 1988 DBP's payment for their services amounted to some 6.8 million Malaysian ringgit (RM) (Zainab 1991, 81). The nationalisation of books did activate a section of the distribution process throughout the country.

The MOE created another impact in the book trade when they implemented the New Curriculum for Primary Schools (KBSR) in 1982. Again, a new set of textbooks were required and DBP still was appointed sole publisher of textbooks for primary level 1-4. There is every indication that the MOE will request DBP to supply textbooks for all

levels in the primary years. From 1986 to 1988, DBP produced 65 textbooks for the primary and secondary levels out of 603 titles published in other categories during the period. Revenue generated from sales of the books during the period amounted to RM94,305,549, covering nearly 60 per cent of the total costs incurred. Reprints from the titles ensured DBP a profit of RM21 million in 1988 (Zainab 1991, 90 and Jumaat 1993, 4).

DBP also managed to acquire publishing rights to some of the textbooks for the New Curriculum for the Secondary School (KBSM), especially in the subjects of BM, History, Islamic Studies and Moral Studies. With the KBSM other publishers for once were offered the opportunity to participate. The Textbook Bureau of the MOE invited publishers to submit their proposed titles in final artwork and should they succeed, up to 60,000 copies of their publication will be purchased by the MOE for distribution to schools. This open tender system created strong repercussions in the trade because almost everyone can make a bid without having to really prove that they are able to deliver all the important requirements of being a publisher. The potential abuses in the system made other publishers of repute rather sceptical of the procedures. The scheme managed to attract the attention of dubious publishing companies hoping to cash in on the windfall. Profit making became the all-consuming motivation with almost no thought given to the responsibility of ensuring quality control in the contents of books or otherwise. There were clear indications that some private commercial publishers merely intended to carve out lucrative niches offered by the educational publishing schemes.

DBP at least has the excuse of having to channel vast profits into other less lucrative categories of publishing, especially general books, academic and scholarly titles, part of its social obligations as the state publisher. However DBP should not be allowed to acquire monopoly rights over the KBSM as it did with the KBSR. Failure to keep the KBSM open to other publishers could prolong the sluggish nature of the industry. Few local houses could afford further loss of revenue from the textbook market. Most of the houses have voiced their dissatisfaction regarding the near monopoly granted to DBP. Some have, such as Federal, expanded into other areas of publishing although this may be seen as something positive in the long term!

There are however, a number of local houses who made their entrances during this period. Preston Corporation Pve. Ltd. and Sistem Educational Co. are two examples of successful entrants who managed to penetrate into the textbook market and the lucrative sideline of publishing supplementary readers, test materials, revision courses and workbooks. The quality of some of these products is comparable with those produced in the developed world.

3.4 The beginning of non-educational publishing and the commercial publishing houses

In the previous section it is clear that by seeking assistance from international agencies for the local book trade, the government has improved the conditions surrounding the trade. The creation of DBP and the nationalisation of textbooks for the local

environment was one of the many aspirations of developing countries and this goal is supported by the international agencies which provide all assistance such as entering into bilateral agreements, multilateral loans or co-operative projects from, for example, UNDP, The World Bank, Toyota Foundation, and the IDRC of Canada.

A positive spin-off from successful state internal publishing, which is the local textbook publishing, is the development of the local publishing industry and expertise. Profits from educational publishing can bring about diversification into other types of publishing such as general publishing. Ong (1978, 92) suggested that DBP's take-over of all primary textbook publishing of level 1-4 has forced other, non-contending publishers to concentrate their efforts in general publishing and set their minds to tapping the mass market audience. A new crop of general publishers had entered the book scene. Publishing for the general market is still not much tested and what is most needed in pursuing this other market is proper management and marketing methods. Judging from a number of reports at book development seminars, the situation in the general book market has not been too encouraging.

One such observation was made by the then Chairman of National Book Development Council of Malaysia, Datuk Hassan Ahmad, during the 1987 Meeting of Experts for Planning Book Development in Tokyo. In his report (1987), textbook publishing and related supplementary readers still remained the bulk of Malaysian publishing activity, with about 1,000 titles of school books in circulation in the school system. General publishing was estimated to be around 200 titles, roughly 20 per cent of

the total annual production. Hassan believed that this poor state of general publishing is indicative of the state of underdevelopment in the publishing industry, although the publishers felt that the number of books were sufficient for the Malaysian readers should they want to read. The argument is that the Malaysian mass market has not even exhausted that small output to warrant further calls for more general books to be published. Booksellers and publishers instead wish for more action on the part of the government to develop a wider readership of books, especially of general books. If such efforts succeed they will increase output of new titles and the number of print-run.

It is, however, interesting to refer here to the import figures contained in a study on the Malaysian market (Euromonitor 1984, 183) which shows the existence of a substantial demand potential from Malaysia. Based mostly on UNESCO's sources, the findings concurred with an earlier observation that the import of foreign books has such a strong impact on the state of general publishing in the country. The study indicated that in 1980 the value of book imports amounted to RM45 million whereas the local production of books totalled RM12.6 million. That makes Malaysia the largest market in the Association of Southeast Asian Nations (ASEAN). UK remains the main source of imported books with about one-third share. The question here is where is this market? The Annual Trade-Import Statistics published by the Department of Statistics for 1991 shows a staggering amount of RM136,687, 289 total import, inclusive of all categories of books defined in the Commodity Code which include non-print items. The import value is indicative of the prevalent attitude of the Malaysian mass market. In 1992 US book exports to Malaysia amounted to US\$5,751,000 (*Publishers Weekly*, 1993) while

Britain exported £2,597,145 worth of books to Malaysia in 1991. This illustrates the fact that *imported* general books, popular paperbacks and children's books enjoy readers' preference. However the more revealing note here is the fact that there is a ready market for books other than textbooks needed for the education system. The question here is why are local publishers not tapping into it! Perhaps not enough effort has been made to capture the interests of these readers. Imported books are not only highly visible in the major shops but also easily available in all the urban areas in the country. Perhaps their accessibility is something more than just accidental.

It is also obvious that Malaysia still imports a good deal of foreign printed materials including books, especially in the English language. Books in Chinese and Indian languages are also imported from Hong Kong, Taiwan, Singapore and India. (See Appendix E). The value of imports from Singapore is the highest, i.e. RM11,150,166 in 1990 and RM11,287,645 in 1991. The value of imported materials from USA and UK is also increasing, indicating a high proportion of imported books in the English language. The value of exports from this country can hardly match the imported figures. Most printed materials are exported to countries like Singapore, Hong Kong, Brunei, Taiwan and a handful to various other destinations. However there is every indication that those exported items are most probably just printed here and then exported.

We have seen evidence that the Malaysian reading public like to read imported books, especially imported paperback fiction and children's books. There is also a growing demand for local reading materials as well as a growing book reading public in

Malaysia although it is still rather small. This is evidenced by an increase in production of non-textbook publishing for the mass market derived from various reports published by The National Library of Malaysia. As a matter of fact, the oldest professional body in Malaysia was the Library Association, established in 1959. Due to an almost non-existent book trade literature, the National Library has been a valuable source of information on the book trade. The Deposit of Library Materials Act 1986 (Act 331) designates the National Library of Malaysia as the sole legal depository centre for the nation. It dates back to the Straits Settlements Book Ordinance, 1886, FMS Books Enactment (F.M.S. Cap 90) 1916, The Preservation of Books Ordinance 1950 and The Preservation of Books Act, 1966. This Act enforces by legislation the deposit in the Library of five copies of printed material and two copies of non-printed material. The materials include books, periodicals or serials, maps, charts and brochures or posters to the book bank. This depository is a valuable source of information and acts as resource centre reflecting the intellectual, literary and cultural heritage of the nation. The listing of these materials is later compiled and published in the *Malaysian National Bibliography*.

However it is assumed that only 85 per cent of publishers submit their publications to the bank. Non-depositors are never prosecuted by law. This point is made largely to illustrate the problem of obtaining proper documentation in the Malaysian book trade. As pointed out previously, there are no specific sources of book trade literature but it is fairly easy to access information from a number of government bodies, associations and academic institutions. However the problem lies in the fact that

these figures are seldom consistent and, more importantly, are derived according to terms of references, objectives or classification of compilation. Thus, the Library sources emphasise the collection, preservation, recording and dissemination of new books or non-book materials from the nation. These books and brochures are recorded according to subject, language and level of readers, but they are still unconfirmed figures and are only referred to in order to illustrate estimated number of titles, language and subject in order to gauge the publishing activity from, as for this study, 1966-1992, and the current period. (See Appendix F[I and II] : Total Number of Books and Brochures Received From Malaysian Publishers by The National Library According to Subject, 1966-1991).

During this period of 26 years, about 54,153 books and brochures were assumed to be published and deposited with the Library. In 1966 alone, Japan reported a figure of 20,000 titles of books while India produced 10,000 titles. Western book producing giants such as UK and USA produced 20,000 titles in the same year (Sasaki, 1969). On average, it would seem that Malaysia produced around 2594 titles per year for a population of about 18 million in 1995.

Graham (1992, 36) suggests that there are weaknesses in the publishing houses established during the Empire. As observed in the Malaysian contexts, most of the houses are only active in the lucrative educational sector which is also the area of interest of the government as part of strategy in nation-building. This illustrates very clearly the main malaise in the current publishing scene. There is too much attention on

the production of educational books. General book publishing, as observed by all, was and is still neglected by the publishers. A production figure of about 30 per cent of general books out of about 4000 titles in the 90s is not an achievement to be proud of, in fact, it deserves a great deal of thought. This very level is felt to be indicative of the state of book reading in contemporary Malaysian society. This could also more or less indicate the state of intellectual underdevelopment inflicted by years of not giving proper attention to book development. In fact, Behrstock (1991, 29) reported at the UNESCO Conference of Book Experts of Asia that the 18 developing countries including Malaysia, with 28 per cent of the world's population, produced only 7.3 per cent of the world's titles each year. The Tokyo Meeting ended with plans for immediate action of the members, and in 1984, Malaysia, in her effort to create a reading society drafted the proposal for a National Book Policy. There were also calls for a more efficient and effective Book Development Council and an urgent call for increased co-operation in book production and book distribution in the country.

These are national problems and must be handled with a lot of care. The odds appear insurmountable, but new thoughts, strategies, and opportunities not taken advantage of earlier on might prove helpful. Malaysian society en masse and publishers specifically must develop a new attitude and spirit towards embracing the good book. The book trade must therefore consider its problems hand in hand with the reading culture, or rather lack of it, growth in literacy and education and the emergence of the affluent society which augurs well for the trade. The total value of imported books,

especially general and popular paperbacks in the English language, is certainly worth giving a great deal of thought when dealing with actual buying power of Malaysians.

An assessment by subject category (Appendix F) shows that the highest output are children's books followed by textbooks or supplementary readers for the school system, accounting for more than 32 per cent of total output. Other categories are general books and STM. A further study of the general books output indicates that books on literature, language and religious study are preferred to others. It can be observed that the production of materials on scientific subjects is rather small, amounting to only 13.9 per cent of total output. Religious publishing has maintained its perennial popularity and it is observed that with the revival of religious consciousness, the number of religious books has consistently been on the increase since 1986. In 1990, 416 titles and brochures were published.

A similar increase is recorded in the production of economics and political sciences books, from 276 titles in 1990 to 333 in 1991, signifying a growing sophistication in the readership following a more robust economic atmosphere in the country. Another popular trend evolving in the book scene, which replicates the British book scene, is the growing popularity of biographical and autobiographical works.

An assessment of the total by language category (Appendix G: Total Number of Books and Brochures Registered According to Language Category 1966-1992) shows that around 31,800 titles were published in BM, 17,296 in English, 3,845 in Chinese,

3,246 in various languages such as Arabic and 467 titles in Tamil. From 1976 onwards, more books in BM were published due to the nationalisation acts introduced. Books for children enjoy preference over the adult category. This should inculcate the reading habit among children from an early stage, ensuring that they will grow up as reading adults.

3.5 Present situation of the book trade

The analysis of numbers and category of book publishing in the earlier section has been marked by a slowly growing output of new titles. Being a relatively young industry, the book trade industry is just beginning to stand on its own after being merged for so long with the printing industry. The combined industries recorded an estimated RM1.24 billion turnover in 1991. Malaysian researchers in trying to study the book trade, more often than not, use comparisons between the local output with the developed book industries such as UK, Japan and much nearer to home, Singapore, to illustrate general problems ailing the industry.

There are positive signs that should reverse the trend in the industry such as increasing enrolment of about 2.4 million pupils in 6,800 primary schools, a literacy rate of about 80 per cent and a readership that is growing more aware of the benefits of a life-long love for books. The people in the industry are finally addressing the internal problems plaguing the trade. The Council is fully revitalised and the Publishers Association, now adopting the acronym MABOPA, is keen to implement measures and

ideas to enhance the industry and upgrade it to a level comparable with other developed book industries.

- MABOPA President, Mr. Hasrom Haron, estimates book publishing to have a turnover of about RM250-400 million, out of which about RM40 million are derived from sales of textbooks (Ho 1992, 34). The annual rate of production from 1989 is estimated to be around an average of 4000 titles, mostly on categories such as literary works, religious texts and natural sciences titles, employing a work force of about 10,000 people.

Those in the book trade business, like any other business, desire to expand and become more successful and profitable publishers, booksellers or even the independent book runners. Graham (1993, 242) creates a fictional Bibliotopia, a country that needs to get down to the business of drawing up a policy to help the local industry develop. After the rhetoric of announcing all the willingness to forge the way ahead, there are bound to be difficulties and incompatibilities such as between "private gain and public good", between "government control and market forces" and between "culture and commerce".

To build up the national industry is a task for the present generation. It cannot be done solely by the government. All publishers and all agencies involved with the educational and social development must ask these questions: Has enough been done for the proper organisation of the book trade? Is there enough being undertaken in the various aspects of management, marketing and selling of books? Is there enough formal

information on the Malaysian book trade scene -- its systems, methods of operation, priorities, and the key question in the business -- is there a significant home market for books, general or otherwise?

A great deal of work has to be done in trying to achieve growth in the industry because growth needs to be sustained by all forces in the political, economic and social environments. It is these forces that determine the development of any industry. The next Chapter will describe how various factors in the publishing environment of Malaysia can either impede or encourage further development of the trade.

CHAPTER IV

GENERAL ENVIRONMENTAL APPRAISAL

4.1 Introduction

Chapters II and III are devoted to describing the evolution and the formative years of the Malaysian book trade, gathered mainly from secondary data. A close study of such sources, limited as they may be in the developing countries, shows that there exists at present a dominant position of state publishing in the Malaysian system. Textbooks remain the mainstay of the local activity although one can detect a strengthening of activity in general and STM publishing, especially academic and scholarly publishing in the universities and research institutions.

In this case it is perhaps opportune also to mention that the publishing centres within the domains of higher learning and research institutions are becoming more productive and more influential in the publishing scene. To illustrate this growing importance and influence is the election of the Publishing Officer of the National University of Malaysia

who is also the Chairman of PEPET (The Committee of Publishers of Higher Learning Books) to the post of President of MABOPA. Perhaps from now on there will be a co-ordinated effort towards improving the trade. We can look forward to another phase of publishing take-off where there is proper planning and systematic growth and productivity, both in editorial quality and production standards and a general improvement in marketing and distribution infrastructures. If previously it can be said in general that the book trade lacked any form of integrated planning and organisation, now we have some capacity of working out long-term objectives in order to bring about changes conducive to the development of indigenous publishing. The time has come to address pressing problems in the trade, and current leadership in the book trade, be it the government sector, teaching or training institutions or in the private sector, is in a position to contribute towards injecting aspects of professionalism into the publishing system so that it resembles successful operations in the various developed nations.

According to Altbach and Choi (1993, 3) current leadership in the book trade of developing countries faces weak book publishing infrastructure, especially in the marketing implementation, and publishing has almost certainly never been linked directly or otherwise to the overall national economic plan. Management of publishing development has never been treated as a component of a planned programme of development. In fact it has been noticed that although Malaysia is rapidly moving towards the status of a developed country, targeted by the year 2020, many aspects of its indigenous publishing system still remain underdeveloped. For instance, besides

marketing implementation other major components of book publishing such as book design have yet to attain some degree of professionalism.

However the printing component has achieved tremendous growth on its own. Despite the same lack of attention, the printing industry still managed to achieve RM2 billion in domestic sales and RM64 million in export sales (Bhattacharjee 1993, 61). However there are export incentives such as deduction of export tax, deduction of import duty and surtax, industrial building allowance, and exemption of sales tax (Mohd Shukri 1993, 80). There are about 4000 printing plants offering 5 per cent job opportunities in the employment market, ranking fifth in overall job offers, which is a respectable level in the country. The local printers have secured contracts from British and American markets and are now consolidating efforts to capture other non-English speaking markets. A market leader, Tien Wah Press (TWP) recorded an impressive growth rate of 50 per cent from 1962 to 1992 with sales reaching RM61 million (*Business Trends* 1993, 190). TWP, which is partly owned by the Japanese, has begun a strategy of enhancing its market leader status and has invested in state-of-the-art technology in its keenness to achieve the ISO 9000 status. The success of the printing industry makes interesting research. What is clear is the fact that the printing industry, which some may agree is one of the major components in the book trade, has managed, despite the odds, to extend its business even beyond the borders of the country. The fact that printing is not language-specific has therefore not restricted it to the Malaysian market, as most publishing is.

Private commercial publishing houses also appear to have been excluded from assistance or attention from the government. Private publishers who are foreign-owned but locally incorporated seem to have been able to continue their activity with expertise and operating capital from both domestic and from parent companies. Altbach and Choi (1993, 4) observe that these subsidiaries of multinational firms are much smaller in size and operations to their parent companies and have limited autonomy.

Therefore, with the exception of a small group of well-managed publishing houses, most of the indigenous private and locally-incorporated publishing houses have not developed a strong existence but have a rather diminishing importance in the book trade. A close inspection of the activities of such houses who are either members of the MABOPA or IKATAN shows that they are interested in short term requirements of the educational system rather than being involved in fully rejuvenating the trade on a longer term basis. There is a strong presence of the get-rich-quick mentality publishing houses who emerged only during periods of intense competition in securing contracts for the school textbook market. This is a feature most insidious in the current publishing scene and such pursuits only impede real growth and development although it can be argued that some of those houses are actually exercising their entrepreneurial skills and could in time develop enough expertise to become fully-fledged publishing houses. Able and dedicated publishers have expressed their concern and dismay when some of these operators actually secured tenders to supply textbooks.

Therefore it is clear that Malaysian publishing is still very much in need of direction and hopefully the current leadership in the trade is able to contribute towards efforts to inject important aspects of professionalism into the system so that it is at par with developments within the region if not globally. Does this mean a downsizing of state involvement because the major limitation in government-backed publishing institutions, be it at the DBP or the members of PEPET, with the exception of the University of Malaya Press, is the fact that these institutions had achieved growth on an almost zero need for cost accounting due to full subsidies from parent universities? Publishing by fully funded state agencies may be seen as purely an administrative function like any other civic responsibilities. However, publishing needs specialised skills and people involved in the business need to be properly trained and not be left to develop on a trial and error basis like so many cases in the Malaysian scene. Only by proper training can quality of publishing be up-graded. Mere injection of funds may only prolong a state of unprofessionalism in the trade because these organisations need not be accountable. Does that also mean that state involvement should be phased out in order to improve private sector publishing particularly? Does it mean having to look purely to the West for all the answers as most developing nations do when they launch their development plans?

We know that the social, cultural and political situation of people in the developing world are different from those in the West and certainly the Western system of book publishing may not provide all the solutions to the problems challenging growth

of the indigenous book trade. Altbach and Choi (1993, 20) illustrate the predicament of publishing issues of the Third World accurately when they suggest that the immediate need is to gain knowledge and understanding of the challenges involved and from then on learn from the successes and failures of others in the publishing world.

This Chapter is thus devoted to the description of the environment closest and most influential to the local trade in order to obtain all the possible information in the industry and to understand the extent to which the book trade has been successfully managed in terms of marketing implementations or otherwise. An awareness and sensitivity to the external environment and the business environment is an essential ingredient of success and stability in the long term. It is important to note that this Chapter attempts to identify the environmental aspects that in turn give some insight into the publishing system of the country.

4.2 Environmental Appraisal

Central to an understanding of the publishing system within the developing world is the relatively late understanding by newly-independent governments of the link between educational, economic and social development of the society which can be achieved together through a thoughtful and well-balanced book policy. The policies are however apparent in the efforts taken by the government to eradicate illiteracy, in the educational policy and in the development of the library system (Hassan 1987, 95). Yet books are

more crucial to these countries because shortage can impede the development of the educational system and growth of the overall economic well-being of the society. The industrialised countries have by now even progressed a step further when they began to set aside traditional publishing practices by applying strategies based on training in business management (Altbach and Choi 1993, 3).

The international publishing world of today faces many technological changes and competition from major divisions of huge conglomerates. Since publishing is basically an enterprise which handles two antagonistic cultures - the creative and the business - a lot more input is needed to make the business and the creative merger succeed (Brown 1994, 54). On top of that, information technology will also revolutionise works of reference which could change the whole educational establishment. A whole new publishing environment is unfolding and it looks as if there is a constant need to be alert and sensitive to the external business environment.

Despite the difficulties to survive against such a global backdrop, Malaysian book producers need, firstly, to address a number of factors present in the home environment in order to find the key to growth in the trade and to set in motion arrangements to enter and become successful in the market-place for a long period of time. One such key to the introduction of new management strategies for developing countries is the method of assessing strengths and weaknesses in the market-place and recognising which factors

serve as threats or opportunities to the trade. The book business sector needs to be aware of such forces.

Kotler (1991, 48) has defined a marketing opportunity as:

" ... an attractive arena for company marketing action in which the company would enjoy a competitive advantage."

and an environmental threat is:

"... a challenge posed by an unfavourable trend or development in the environment that would lead, in the absence of purposeful marketing action, to the erosion of the company's position."

In such a situation book producers need to study the external environment and its forces. They are often referred to by the acronym PEST (Chee and Harris 1993, 21 and Lansley 1990, 13) which is derived from the first letters of the following:

- . Political/ legal environment
- . Economic/ competitive environment
- . Social/ prevailing cultural environment
- . Technological environment

Lansley (1990,13) indicates that the political and legal environment are closely linked with the social environment because laws affect the organisation and the marketing of the products. Some are designed to protect people, organisations and consumers and communities. In the publishing world such laws protect intellectual property of authors and libel laws protect both the publishing organisations and the people at large.

The economic and competitive environment interacts closely with business. What it imports from the environment is exported as a product or service offered to the market. A marketing system consists of the consumers, business firms, product markets, resource markets, and government institutions and the flows of money, resources and goods and services that link them. Assessment and analysis of these economic and competitive environment focuses on the interactive process that occurs in the marketplace as competing organisations seek to fulfil market needs (Chee and Harris 1993, 22).

The social environment consists of attitudes, desires, expectations, degrees of intelligence and education, beliefs, and customs of people in a given group or society. Producers and marketers of cultural products must be sensitive to society's changing values as well as shifts in demographics. In addition, no producer at the present time can initiate a venture without taking into consideration the society's norms and values and sets of generally accepted and practised standards. The book trade especially will need to become more conscious of its social responsibilities.

In a similar context, publishing houses can invest in state-of-the-art technology and bring about a positive impact in management and operations. Book design and production for instance can reap enormous benefit from computer-aided designs and documentation software. By adapting and keeping pace with advanced technology firms remain competitive and have opportunities to increase productivity and efficiency, although this requires investment in equipment and skills and certainly needs more money to be available.

The environmental threat and opportunity profile (ETOP) therefore presents a summary of the environmental factors that can affect the book producers and marketers. These factors are external environmental influences, and the book trade management should understand that these influences can be stimulated or manipulated in order to bring positive effects to the trade or they need to be responded to as possible negative factors.

Attention is now focused on analysing the competencies within the book trade. An environmental analysis or an audit would emphasise issues that could identify the strengths and weaknesses of the whole organisation of the book trade. Palmer and Worthington (1993, 248) suggest that strengths and weaknesses internal to the organisation can inject elements of realism into the opportunities and threats. Most marketing and business texts use the SWOT analysis, an acronym for Strengths, Weaknesses, Opportunities and Threats. Cannon (1980, 407) suggests that SWOT

analysis and other related techniques are used by firms seeking maximum fit between Strengths, Weaknesses, Opportunities and Threats facing the enterprise in the market.

A model by Kotler (1991, 50) uses a rating factor judged by level of importance from high to medium or low for a particular opportunity. Jauch and Glueck (1988, 139) use the environmental threat and opportunity profile (ETOP) which summarises the diagnosis of all the various sectors of the environment by indicating whether the factor evaluated is an advantage or disadvantage to the trade. The appraisal of the book trade environment in Malaysia can be clearly profiled by using such a matrix. The environmental sectors that are appraised here are classified into six categories:

- i) Government
- ii) Socio-economic
- iii) Technological
- iv) Supplier
- v) Market
- and vi) International

These forces determine the nature, character and development of any responsive system. For example, analysis of the socio-economic environment can affect any kind of business enterprise (Lansley 1990, 13). Chee and Harris (1993, 21) consider the major

aspects of the marketing environment as important because of the influence they will bring and make on the marketing decision-making and practice.

Malaysian companies, large or small, need to define their organisational mission because they need to respond to rapid changes in the economy and contemporary society with the appropriate strategies. In this sense, all publishing houses should continually watch out for internal and external influences and trends in order to:

- i) evaluate their strengths and position in the trade
- ii) take advantage of opportunities in the external environment
- and iii) minimise external threats affecting their houses

Table 4.1: Environmental threat and opportunity profile for Malaysian book trade

Environmental Sectors	Impact of each sector			Significance to trade
	+	0	-	
GOVERNMENT :				
Government competition			√	-
Government regulation			√	-
Copyright control			√	-
Government support	√			+
Press freedom	√			+
Political demand		√		0
SOCIO-ECONOMIC:				
Socio-cultural change	√			+
Economic change	√			+
Professional associations	√			+
Financial community		√		0
TECHNOLOGY:				
State-of-the-art technology	√			+
SUPPLIER:				
Availability of raw materials			√	-
MARKET:				
Customer preference			√	-
New products			√	-
Demand from readership		√		0
Product life cycle		√		0
INTERNATIONAL:				
Global trends			√	-
Competition			√	-

Note: + indicates opportunity

- indicates threat

0 indicates neutral/not significant

4.3 Environmental threats and opportunities profile of the Malaysian book trade

Table 4.1 is an ETOP of the Malaysian book trade where all the probable environmental sectors are listed and assessed according to the following significance:

+ indicates opportunity

- indicates threat

0 indicates neutral/not significant

4.3.1 Environmental sectors

Among the environmental sectors listed under the governmental influences, some can pose threats or opportunities or have no significance at all to the trade.

4.3.1.1 Government

The threats posed by the government are:

Government competition. Government policies in developing countries have to keep trying to succeed in major economic development plans. Where the education policy is concerned, the Malaysian government clearly has spared nothing to ensure the growth and development of schools at all levels. Therefore although there is no national book policy as such during this period, the government policy seems to indirectly encourage the book trade through annual allocations to DBP, the university presses and

publication units of quasi-government research institutions. The government through the MOE for instance has introduced the New Curriculum for the Primary School (KBSR) in 1982 which widened considerably the primary school textbook market. However, DBP, as the publishing arm of the government, has the largest share of this market and has plans to further increase their monopoly of this category. Such control over the production and distribution to a captive market is the prerogative of the government. However the policy had an impact on the market system. It severely curtailed the business of private sector publishing houses because they have lost a chance to compete in this lucrative market even though it may be the responsibility of the government to control this type of operation with the good intention of serving the best educational needs of the nation.

In this case the government may be looked upon as a threat by impinging on the market, making the trade vulnerable to slow development and other uncertainties. The impact of such monopoly on publishing houses like OUP, Longman, Heinemann and Federal, and especially the smaller locally incorporated houses, can never be understated especially when the government continue to maintain some rights in the secondary school market. By commissioning DBP to publish secondary textbooks on culture, language, literature and religion the government retained control over books on the subjects of History, Islamic Studies, Bahasa Malaysia and Moral Studies. It is a clear cut case of a well-meaning gesture. In wanting to “jump start” book development (Altbach and Choi 1993, 13) and in trying to encourage intellectual mobilisation, the government

may have indirectly contributed to the sluggishness of the overall book trade environment.

The KBSR and the KBSM market generate a sales turnover of RM70 million, which accounts for 80 per cent of total turnover of DBP in 1991 (*Malaysian Business* 1992). The local publishers who are active in textbook and academic publishing have fears of complete government take-over in such areas. They would instead prefer to be allowed to participate actively and compete on equal terms and they feel that the MOE had not given them the opportunities extended to the DBP. One such advantage for DBP is full funding from the state which enable them to sell books at lower prices. DBP has yet to prove itself in the market-place with real market forces at play. There is a possibility that without such preferential treatment, private commercial houses, big or small, might be able to lead the market to higher levels of activities and achievements.

The government should instead encourage private publishing business. Some of the publishing houses have already attained the necessary capital and experience in publishing and marketing management such as PFB (a subsidiary of the OUP) and Longman Malaysia (a subsidiary of Longman Group, UK). They can contribute to the building-up of an effective publishing and marketing system. These foreign but locally-incorporated publishing houses have proven their ability in penetrating the market and where necessary have created their own system of operation and distribution outlets. In the late 60s some of the local houses such as FEP, Times Educational and Anthonian

had become quite successful in the school market. Some of them have also successfully penetrated the market for general readers, school supplementary reading books, revision and guidebooks. They are still active today and are definitely becoming major players in the book scene, such as Berita Publishing, Pustaka Delta Pelajaran and Vinpress. However there are still the remaining majority of small publishers and they are not in a position to compete with the stronger foreign-owned houses and the local well-established houses. The preferential treatment and direct subsidies to publishing arms of the government should therefore be reviewed or even withdrawn in order to ensure real growth in the underdeveloped infrastructure of Malaysian publishing or even the survival of the vast majority of the publishing houses in the trade. In terms of competition, state publishing exhibits characteristics of a monopolistic situation.

Government regulations. As Hassan (1987, 93) indicates, textbooks and related supplementary readers remain the mainstay of local publishing. At present more than 1000 titles are currently in use in the primary and secondary schools throughout the country. Understandably, textbook publishing is likely to be monitored closely by the MOE which means complete control over curriculum and curriculum materials. All supervision, evaluation and approval of textbooks is implemented by the MOE through the Textbook Bureau (TB). Problems are bound to occur when TB assumes full control over editorial, production and pricing matters. The government's concern over historical, cultural, political and educational content of books has meant provision of books that have been closely vetted and should be acceptable to the nation. In other words, once

these books are chosen they remain in circulation for an extended period of time. The MOE is slow in considering innovation in the curriculum. Textbook publishers find their business enterprise severely curtailed by MOE regulations. In order to remain in business they have to expand into other areas of publishing such as workbooks, test materials and supplementary readers.

State involvement in regulating the prices contributes to a general feeling of discontent especially when it is believed that the government insists on imposing a price range just to ensure that private commercial houses do not profit excessively. Therefore the TB publishes an annual list of approved textbooks with the retail prices and publishers have to accept and follow this list. Private houses on the other hand maintain that their pricing system reflects the quality of the product and the reputation of the house whereas DBP can afford to sell at lower prices because they are covered by vast subsidies from the state. Profit making by the private houses is made possible by maintaining low overheads and efficient management of resources and an understanding of the prevailing market trends.

It can be observed that extensive government involvement and regulations in educational publishing did not help build the publishing into a more dynamic enterprise. It has instead encouraged the state of jumping onto the bandwagon and aiming for short term profits.

Copyright control. It is interesting to note that the genesis of the MABOPA was the concern over acts of book piracy among some bad elements in the local trade in the 60s and early 70s. The local market was thrown into turmoil and book importers and publishers were losing millions of *ringgit* annually. Thus, at its inaugural meeting in 1968, publishers sounded the alarm and called for the government to amend existing copyright laws, the then Malaysian Copyright Act 1969, which protects the interests of local authors. The publishers also began to urge the government to become signatory to the international conventions governing the implementation of the laws of copyright and to assert the fundamental principle of the exclusive right of authors to the reproduction of their works.

A grave threat to book publishing, and educational book publishing in particular, has been the rampant sale of pirated editions of textbooks and supplementary textbooks up to tertiary level as well as imported popular books and paperbacks by well-known authors.

The piracy of the printed word is among the oldest forms of infringement, which intensified with technological advances which made copying the easiest thing to do. According to MABOPA, educational publishers have found that their return of investment has been decreasing because students are able to photocopy their works easily and cheaply. MABOPA estimated that almost RM20 million worth of books are lost annually to acts of infringement.

In Malaysia the government has been trying to act on this problem. The Ministry of Domestic Trade and Consumer Affairs has been amending and updating the Malaysian Copyright Act of 1987, hoping to effectively introduce more stringent measures and introduce more powers to cover loopholes and weaknesses. There is a penalty of RM10,000 for each infringing copy or imprisonment to a term not exceeding 5 years or both.

The government finally became co-signatory to the Berne Convention in 1990. It is hoped that the copyright laws will effectively curtail acts of piracy. There is however a need to promote a general consciousness of the effects of unlawful copying among the public. Sometimes acts of copying are unwittingly committed and printed products of intellectual property are unknowingly bought. It is important that all levels of authority responsible for enforcing the law are adequately empowered to fight piracy effectively. It is hoped that this legislation will protect the intellectual property rights of authors and control any counterfeiting which is a major concern in the publishing business.

Let us now look into the opportunities offered by the government sector.

Government support. During the 1960s the government's attitude towards the book trade was essentially accidentally positive. Educational policies and the various aid programmes, foreign and local, can be seen to have provided the opportunity for many multinational or national publishing houses to enter into the trade and may have

subsequently established direct foreign investment thereby consolidating their positions. Rapid development of the education system and the economic sector brought benefits to publishing through expansion of the school and library systems, the higher education and research institutions. From the 60s the government can be seen to have embarked on a new mission characterised by the willingness to remain open to the influences of the free world. There was active participation in international aid programmes to develop the book trade. The establishment of the National Book Development Council (NBDC) helped to a certain extent to activate book promotion programmes such as the organisation of book fairs and reading campaigns. However internal problems prevented it from pursuing a more vigorous programme. The situation is changing with the current leadership and the trade can look forward to a promising future. If it was felt before that there was no one organisation working seriously towards book development, now it can be said that the MABOPA are seeking to gain a better understanding of the problems and are able to take appropriate measures to ensure further development.

Press freedom. At the core of the mass media system of Malaysia, as in any developing country, is the commitment of service to promote national unity, to provide information and education and to stimulate public awareness and civic consciousness. Therefore the media give heavy attention to education, development, social responsibility and national integrity. The original Printing Press Act of 1948 of Malaysia has been amended at various times and the present act governing the press was passed by Parliament as the Printing Presses and Publications Act of 1984.

Although there can be different opinions about the effects of various government measures, most would agree with the argument that the Act stipulates that constitutional freedoms shall not be abused but shall be executed responsibly for the public good at all times. Censorship exists everywhere and mostly, it is based on political or moral reasons. Governments are conscious of the constraints and are easing or adjusting this system all the time.

The Malaysian Press has been totally in support of book development programmes. Major dailies have special sections devoted to book announcements and events and reviews and they have been very co-operative in giving free publicity on complaints voiced by publishers. Publishing houses such as Berita Publishing and Utusan Publications & Distribution are subsidiaries of major press companies and their lists enjoy wide coverage in the newspapers and magazines published under their flagship. Other publishers are also able to tap into this publicity machine especially in the new books announcement section.

The government sector which is still ambivalent in its stance over the importance of books and reading for intellectual development is the political community. Thus this sector is neither a threat nor an opportunity to the trade as observed below:

Political demands. Periodically many in the political leadership take up issues on the importance of books as instruments of education and advocate a life-long pursuit

of knowledge. This is usually followed by calls for more concerted efforts to create opportunities and conditions favourable to growth of the trade. However at this point it is felt that more can be done by the political lobby to support the book trade community by bringing into play all the resources available to them. It is difficult to imagine that the political leadership fail to see the importance or the future role of publishing, the need for all kinds of books and periodicals.

As it is, the main concern of the political community is that publishers should produce books well within desired parameters and refrain from producing books that challenge what they think are the national interests of the country. However it is also observed that important national figures and politicians are not adverse to publishing books on their political agendas, especially during election time. It is fervently hoped that the co-operation between politicians and the book trade should not be limited only to such efforts. The big task that lies ahead cannot be accomplished without genuine political will and resourceful leadership from the upper echelon to the reader in the street.

4.3.1.2 Socio-economic sector

The opportunities suggested by the socio-economic sectors are:

Socio-cultural change. As so often happens in newly-independent nations, the society and the people feel the need to shape a future that will bring security and

prosperity. There is increasing desire to improve the quality of life and education is fervently believed to be the answer to the future.

Therefore the growth of the school system has been phenomenal. The National Education Policy provided universal free primary education for all Malaysians. Since there is automatic promotion up to Form 3 in secondary school, all Malaysian children are ensured of attending school up to Form 5, thereby attaining at least 11 years of education.

As more people believe in attaining higher education they become more eager to read and buy books. This calls for immediate plans for the preparation of all kinds of books of different contents and forms. Such an atmosphere offers an opportunity for the creative publisher to develop the necessary managerial skills and financial acumen to fulfil the needs of a growing and discerning market. The emerging market consisting of the newly literate and reading public require new types of books, especially general books for the increasingly sophisticated reader which the traditional system could not offer. The hunger for books provides an enormous opportunity in the book trade.

Economic change. The Malaysian economy is a small economy compared to other dynamic world economies. Its GNP is smaller than the economy of Hong Kong, Taiwan and South Korea. During the past several years the Malaysian economy grew at a rapid rate, reaching 8.3 per cent in 1993 and dropping slightly to 8 per cent in 1994. It

has become one of the up-and-coming developing nations of the world. and by World Bank standards it is now an “upper middle income country” with a GNP of some US\$3,000 per head in 1994 and very rapid economic growth rate (Rudner, 1994).

Strong economic growth and rising per capita income have improved the standard of living of Malaysians. Studies on leisure activities of young, urban Malaysian adults have indicated that Malaysians are now not only seeking to increase the quality of working life but also the recreational aspect as well (Mohd Nor and Ong 1993, 33). Reading is among the top four leisure activities often participated in by the group above, confirming market opportunities for publishers to fulfil. Amongst these readers there is increased spending power and leisure. Publishing and marketing programmes can be managed more effectively in such situations.

Growth in the economy brings a general improvement in the standard of living among Malaysians. It is not surprising that they are becoming more discerning in their pursuits of the quality of life. Therefore the economic environment is not hostile to the publishing industry. It is up to the publishers to reach out to the reading public and catch their attention with their products.

Professional associations. In almost all developing countries, publishers, booksellers, distributors and all those involved in production, distribution and sale of books see the need to organise themselves into associations or councils in order to deal

with the interests of their trade. A major asset of the Malaysian book trade is the existence of a number of strong book associations. The MABOPA, established in 1968, is well-supported by its diverse and experienced member firms and presents a united front on matters such as government policy, copying issues and national book policy. It plays a central role in organising book fairs and participation of Malaysian companies in international book fairs such as Frankfurt, London, Los Angeles, New Delhi and Tokyo. The MABOPA also organises training sessions on book management, production and distribution. It keeps the members well-informed of book events or matters affecting the book trade, and disseminates reports regularly regarding the trade.

In 1990 the MABOPA had 104 paying members of which 88 are located in Kuala Lumpur/ Petaling Jaya, the capital and commercial centre of Malaysia, 6 in Shah Alam in the state of Selangor, 3 in Ipoh and Johor Baru, 2 in Penang and 1 each in Kota Baru and Melaka. During the early 1980s a group of Bumiputera (literally sons of the soil, or indigenous) publishers began to initiate proceedings toward the formation of a co-operative body among Bumiputera publishers. It is felt that since about 80 per cent of Bumiputera publishers are small companies with a paid-up capital of less than RM150,000, they need to consolidate their positions and operate as a group. In 1987 a meeting of 20 Bumiputera publishers was held and in the following year the *Ikatan Penerbit Nasional* (The National Indigenous Publishers Association) was formed. This group later became known as *Ikatan Penerbit Buku Bumiputera Nasional* (The National Indigenous Book Publishers Association) or just IKATAN. The membership of

IKATAN for the year 1991 consisted of 37 members, out of which 13 are also members of the MABOPA. Being local indigenous companies IKATAN therefore has a bigger share of problems compared with the locally-incorporated foreign companies who are more financially stable, more experienced and more professional. IKATAN has proved to be quite vocal on issues pertaining to the trade and its leaders are always calling for the government's attention on matters crucial to the trade.

Other professional associations supporting the book trade are The Federation of National Writers Association, The Malaysian Booksellers Association, The Malaysian Book Importers Association, The Translators Association, Library Association of Malaysia and last but not least, The National Book Development Council.

These associations also have close ties with international book development bodies such as The British Book Development Council, The International Publishers Association (IPA), ACCU in Tokyo, The Association of Southeast Asian Publishers (ASEAP) and various American and Canadian affiliates.

Only through such connections could the various components of the book trade obtain a proper understanding of each other's problems and thereafter work closely towards ensuing growth of a healthy publishing trade.

The socio-economic sector of the environment that is neither a threat nor an opportunity is:

Financial community. The Malaysian book industry, relative to other industries, is a small one. Publishing output is usually quoted as part of the printing turnover, although it is mostly the publishing sector that contributes to the printing business. This lack of recognition from the authorities led to a similar treatment from the financial institutions in the country. They have not shown any interest in the business and do not offer any form of inducements or credit facilities. This situation has aggravated further the financial problems of domestic book producers because many are undercapitalised and have problems of overtrading.

Although the government has a policy of encouraging private business, most of the financial community, whether state-owned or private, specialise mostly in granting credit for agriculture, fisheries, co-operatives and rural development. Even small business ventures in tourism and film-making receive credit facilities.

In the 1960s, the financial community had extended credit facilities buoyed by the confidence that the book trade would grow because the educational sector was growing rapidly. Major international houses were also confident in acquiring the potential high volume sales and quick turnover of educational titles. OUP, Longman and Heinemann were confident that their backlist in the textbook market would ensure vast profits due

to crash programmes to supply books in order to meet the national schools target. However, as mentioned before, this speculation fell below what was anticipated because the government had secured a monopoly of the primary school market through DBP.

This effectively suppressed any form of confidence or support from the financial community. Book publishing is no longer considered as a good investment and book stocks are not accepted as collateral. However the environment in the 90s is vastly different. Publishers are consolidating efforts to solve problems of undercapitalisation by seeking renewed government commitments and assistance in changing the whole system. They are seeking reduction in taxes on income derived from the book trade which at present is subjected to 40 per cent income tax on the net annual income like other businesses, despite facing discriminatory practices from the financial institutions. What is needed most now is an aggressive book trade and credit facilities. Obtaining loans from financial institutions should not be difficult bearing in mind the changing scenario accompanying the book trade just now.

4.3.1.3 Technology

The technological sector poses an opportunity to the trade:

State-of-the-art technology. Today it is noted with satisfaction that publishing houses are keen to adopt the latest technology in, for example, documentation software. Lack of book designing skills has always been one of the big problems faced by

Malaysian publishers. With the latest book production technology publishers can now guarantee excellent book designs. With the sophisticated DTP systems, although they can be costly in the initial period, inexperienced publishers can style, paginate and design books and keep errors to a minimum.

In general we are fortunate that we have been able to develop and attain a high standard of production from our printers. Local printers are considered as skilled workers and they are able to tap the foreign markets. They have come a long way from hot metal and letterpress technology because Malaysian printers, especially the newspaper, packaging and commercial printers have now entered into computerised offset printing technology. The industry has undergone major technological breakthroughs and has secured business opportunities in the vast overseas market.

These companies also have the backing of the Malaysian Industrial Development Authority. They also have better financial backing although small-sized printers are required to provide collateral since they are rather capital intensive, requiring investments ranging between RM500,000 and RM1.5 million. Besides, the government also provides training programmes for printing at training institutes such as a two-year diploma course at the MARA Institute of Technology and courses offered at industrial and training colleges.

4.3.1.4 Supply

The supply sector that poses as a threat to the trade is:

Availability of raw materials. Since Malaysia has ratified the UNESCO Florence Agreement prohibiting signatory members from imposing import duties which obstruct the free flow of information between countries, no tax is levied on books and other reading materials from abroad. However raw materials for printing, for example, paper, cardboard, binding materials and other printing accessories are subject to 5 per cent surtax levied on all imported goods.

Malaysia has always relied heavily on imports of paper and printing equipment and most of the materials which go into production of books. The cost of these raw materials has been rising steadily and this will ultimately affect the pricing of books. The availability of paper and other raw materials has always been a problem for the printing firms. Any shortage of paper is always accompanied with rising costs which adds further to the financial burden of the smaller printing establishments.

Most of the high quality paper supply come from countries like Korea, Japan, UK, and Sweden. The local paper mill in Sabah is now supplying more and more paper for the printing of school books and magazines. However publishers are aware that book buyers appreciate books printed from superior quality paper and prefer binding that can

endure rough handling. Publishers prefer to be able to select superior quality paper and binding but this appear to be dictated by forces outside the country.

4.3.1.5 Market

The market sector that poses threats to the trade is:

Customer preference. It is the contention of the researcher that the interests of Malaysian book buyers with regards to the type of books they would like to read and buy will depend upon the social environment and the economic circumstances. The educational level and background of readers also determine the types of books they read and buy. Since most Malaysians have completed the first level of education, their preferences are confined mostly to basic needs of life: religion, vocation, entertainment and health and general well-being.

Most books are bought for everyday use in the classroom and most of these are produced locally. Some publishers like OUP or PFB enjoy remarkable customer preference over other publishers. PFB, for example, has managed to capture the market for books on Modern Mathematics. Their series are used extensively in schools and it is certain that in future they will gain total market share in this line. PFB is also developing a similar hold in the market for books in Geography.

On the other hand most of the imported books are purchased to add to the library stock. These books are generally preferred over the local books. There is also a preference for English-language books. This is hardly surprising considering the historical position and status of the traditionally British book market. Best-selling works from the West are available almost as soon as they are published in the country of origin. The wide range of educational, technological, reference and academic and scholarly materials are available from all the large bookshops and publishers' warehouses. Imported books are readily bought by parents who feel that these would supplement books used in schools.

The local publishing houses are thus facing this strong threat from the bigger and well-known names in publishing. The locals are facing a difficult task of breaking this habitual preference for imported books.

New products. The burden on publishers in the coming years will be to continue publishing new products to capture the readers' interests. Therefore product innovation in the book trade is crucial since product lines in the world of publishing tend to copy the winning formula. Since every new book title is a new product there will be hundreds of titles for the same product line, flooding the markets everyday. The rate of innovation is increasing and it causes greater competition especially in the general books market. Publishing houses should execute constant innovation and development in order to remain the leader in the field.

This means good management, good marketing and foresight. In future there will be more and more books. It is important to keep ahead of changing preferences of all age groups. The Malaysian book trade is facing tougher competition in its product lines, especially from the big conglomerates. The important thing is to seek a competitive edge and create a demand and a market.

The neutral impact sectors are:

Demand from readership. In the Malaysian book scene the demand from readers does not appear to shift much. Judging from the trends of the past decade, not much change is anticipated in the readership pattern. There is undoubtedly a reading public in Malaysia and amongst these readers, as mentioned earlier, there is increased leisure and spending power. If the enrolment at the educational institutions is considered, publishers are assured of a very big potential market for books. The publishers just need to devise the best methods to capture the attention of these potential buyers.

Product life cycle. Educational publishing in Malaysia is still the preserve of the government and the educational authorities. Most of the products are used in the primary and secondary schools in Malaysia. However since the government does not readily

revise the curriculum, the product life cycle is very much dependent upon government decisions.

4.3.1.6 International

The threats from the international sector of the environment are:

Global trends. Altbach and Choi (1993, 4) observe that developing countries have to depend on the leadership of the industrialised countries for the latest in research and communication of knowledge. The book publishing system now is totally dictated by the demands of the Western post-industrial societies. Developing countries still depend on the expertise available from the West. Participation at various international book fairs does not mean actually gaining entry into world markets. Selling abroad demands skills that local publishers simply do not possess yet. The nearest market, which is also the biggest in the ASEAN region, still remains impenetrable. Books flow out of Indonesia into the Malaysian market easily but Malaysian publishers still face crippling red tape from various Indonesian authorities. Indonesia is a potential export market for Malay language books. However, since Indonesia does not permit the import of foreign books in the Indonesian language, therefore books in Malay from Malaysia are prohibited from entering into the country. MABOPA is at present monitoring progress made after this matter was raised by the Malaysian authorities in the Jakarta Book Fair in 1994.

There can be little doubt that global publishing trends will emanate from the technologically superior West. They will be targeting the major regions of the world and their marketing strategy will see the world as one global market.

Competition. Malaysian publishers should look towards the possibility of breaking into at least the regional, if not, the international market. The latter is difficult because it would mean having to compete with far superior publishing output from the West. Although Malaysia has successfully introduced locally written materials at the primary and secondary levels, the country still relies upon imported books for higher education. International publishers still manage to retain their hold on the higher education market. They have schemes to subsidise cheaper editions to be sold to developing nations. Publishers from UK, US, Australia and India still dominate the market for reference and general books.

4.4 Conclusion

The environmental analysis reveals that the government, socio-economic and international sectors in the environmental sphere of influence have the most important bearing upon the book trade. Government competition, regulation and copyright situation appear as threats to the trade while the political and financial communities have neutral impact on the trade. Press freedom and government support and factors such as socio-cultural and economy change appear as opportunities offered to the trade.

Other opportunities are offered by state-of-the-art technology and professional associations. The remaining threats come from availability of raw materials, customer preference, product life cycle, new products, global trends and competition. Malaysian publishers are increasingly facing the threat of expanding competition.

To recapitulate, it appears that economic and socio-cultural development in Malaysia are going to contribute significantly to the development in local publishing. Consequently the book trade must now capitalise on the opportunities and reduce the threats by establishing a strategy consistent with the goals and aims of the book trade.

CHAPTER V

AN OVERVIEW OF MARKETING AND ITS APPLICATION IN THE MALAYSIAN BOOK TRADE

5.1 Introduction

Although it is a fact that while Malaysia prepares to meet many of the conditions that seem to be required for it to attain the so-called newly industrialising country (NIC) status, there are several aspects of its development which are not as satisfactory, of which, as has been mentioned before, the book trade is one. One only has to leave the capital city Kuala Lumpur and other big towns to notice immediately that most of the book trade activities are still run by the old traditions and practices. Take for instance the business of retail bookselling which can be regarded as one of the most if not the most important sector in the Malaysian book trade. Being part of an underdeveloped industry in a developing country, retail bookselling in Malaysia exhibits most of the characteristics of an unorganised book marketing sector. It is still the only major method of selling books since other channels of distribution, such as direct mail or book club membership have yet to be introduced and developed successfully.

In one of the earliest studies on problems of book distribution in Southeast Asia, Herath (1978, 189) noted that even though the retail bookshop is the main sales outlet for the publishing trade, these are not all adequate and effective outlets because they do not provide high quality stock or carry the latest publications. Booksellers and their assistants are not knowledgeable about books. In Malaysia, most bookshops in the towns and villages are also general or variety stores. They are rather different from the usual confectioners, tobacconists and newsagents (CTNs) found here in the United Kingdom because other products such as seasonal fruits from the orchard or local pre-packed fried rice or noodles and the perennial favourite breakfast dish of *nasi lemak*, and toilet rolls are sold alongside books. These faster moving products have to be included in order to ensure sufficient cash flow so that the shops could remain in business. The most successful bookseller in the researcher's hometown is also an agent for the DBP, but the main responsibilities for the day are tasks performed as the distributor for various cigarette companies, of which Rothmans (Malaysia) is the biggest and most profitable supplier of income.

The handling and the selling of books are also no different from the scenes of the early days of the petty trader cum hawker in the traditional rural sector. In this traditional or bazaar economy booksellers of lore were also most probably jobbing printers or stationers and sold dime novels, magazines, newspapers and, if they were Malays, the Koran and various manuals spelling out the procedures in daily prayer and rituals. Whatever skills they have were mostly handed down within the same family.

The presses in the state of Kelantan, in the north east of the peninsula, are good examples, notably Pustaka Aman Press and Pustaka Dian, and they have remained active printers and publishers till this day.

From the business point of view, it was economical to be just that and the main reason for such a tendency in the enterprise is that of finance. When booksellers are able to channel back money received from consumers, publishers then may be able to produce other new titles. They need no longer carry large overstock in their warehouses. Similarly, booksellers will be more willing to carry bigger stocks if they are assured of swift turnover of books in their premises. A slowdown in any part of the flow in the business could jeopardise the entire plan of operation. A failure in any section of the flow will cost a lot of money all around.

The description of distribution problems (Herath, 1978) in the Southeast Asian countries has also given a preview of the many realities in the developing countries of which not very much has changed, especially in the rural market-places. The slow development of such rural centres may be linked to an overall government policy of concentrating on developing major urban places such as Kuala Lumpur, Penang, Johor Baru and Ipoh. These urban places were traditional centres of colonial administration and economic enterprise. The towns were engaged in export-oriented production of raw materials and this historical development continued even after independence (Zainal Abidin 1980, 21). Most of the locals who were involved in similar commercial activities

were the Chinese traders while the Malays ran small shops mainly in the rural areas. In time these centres became market-places for output of products and centres of wealth and buying power in contemporary Malaysia.

However of all products available in the country, books must remain accessible to all, and especially to the rural population who generally lack the proper reading materials. More appropriate and relevant books could help in developing the interest of the reader and imparting knowledge. In peninsular Malaysia 63 per cent of the population are distributed in the rural areas. Such reading materials should be produced and it is imperative that the books published reach them so that in time they cultivate a love for reading and become instilled with the awareness of books. Book producers and marketers should give maximum support to readership development in these potential market-places.

It is therefore crucial that publishers and booksellers research the marketing of books and they should reflect on the task of ensuring the supply of books down to the towns and villages. The book should not remain the domain of elite population in the cities and large towns. Lack of marketing knowledge should not be allowed to further impede the development of the trade. With the emerging success of the Malaysian economy, it seems the time for careful evaluation and action by those concerned has come. Mere lack of strategy should not be allowed to obstruct book trade development. Books published need to reach the outer limits and need to receive the attention they

deserve. If there is need for change then the trade has no alternative but to shift from an old mechanism to a new one which can provide the way out. The management of the trade should always strive to match effectively the changing market environment. Strategies must be thought of and sought after in order to handle the threats and opportunities emerging from the environment and the market. The weak position of the smaller and medium-sized indigenous publishers and booksellers can not be restructured and strengthened until the whole mechanism and practices are altered. Only then can these institutions expand activities and serve the trade and society.

To change this situation needs a major reform of the industry as well as internal or self-analysis, all of which should form the basis for the future formulation, evaluation and finally, selection of strategies and the right mechanisms. We need to ask whether failure to develop along the impressive economic growth has been due to defective machinery and wrong approaches and implementation if not outright neglect. Has the sluggishness of the trade to do with failure of planning? How then to account for such failure?

However it is the contention of the researcher that state effort in developing small and medium businesses (SMBs) could be one good example of how publishers and booksellers, especially the smaller and medium houses, could gain valuable benefits. The Malaysian government has defined small scale enterprises as having assets of RM500,000 and below in the manufacturing, commercial and service sectors (Sieh,

Firdaus and Thong 1989, 8). The World Bank recognises any tiny (or traditional) enterprise as one employing less than five persons and a small scale industry can include industries with five to 49 employees operating in the traditional or modern sector. Since publishing can be a small but also a worthwhile and commercially viable venture if managed properly, it should qualify for such terms of reference. These SMBs received a great deal of assistance in the New Economic Policy (NEP), a series of five-year development plans launched in 1971 which offered tremendous opportunities for growth and stability of small operations. The SMBs were provided with various entrepreneurial skills and development programmes. Assisting institutions are specially set up to provide various kinds of assistance including marketing outlets for their produce. Batik Malaysia and Karyaneka are two examples of government-owned companies that help sell SMB produce. In this case the products are *batik* (wearing apparel and materials in the local print design) and handicraft works. The government also plays an active and successful role in maintaining growth and development of the palm oil and rubber markets. Governments do have a role in stimulating and maintaining growth and in launching policies designed to manage that healthy growth in various approaches that are politically and socially acceptable. However, considering that the present climate of awareness of the importance of a modern cultural industry has only developed in recent years, it is not surprising that the book trade has not developed as other industries had. But there is hope that changes once executed will be rapid and phenomenal.

Similarly, the list of government, quasi-government and government-sponsored organisations that are established to assist SMBs numbers around 29 (Sieh et al. 1989, 25) consisting of several Ministries, government bodies and agencies. The types of assistance provided include financial, group training, and financial consultancy and these institutions also conduct studies on project feasibility, market opportunities and if need be, technological assistance.

Such a package of agencies helping the SMBs seems to have missed the one hundred or more of small publishing houses and another few hundred or so of rural booksellers all across the country that could benefit from such entrepreneurial programmes. Bookselling is largely concentrated in the capital city and other big towns. About a hundred book retailers with proper bookshop premises can be found in the big cities and towns across the peninsula. Some of the general bookshops also operate as book importers and are also distribution agents for foreign publishers. A majority of these retail outlets are also sole proprietors and family members help to sell books, magazines and stationery. Newspapers and periodicals also have their own channels of distribution and they are generally better organised, utilising area distribution representative agents. Berita Publishing is a good example of such successful management of distribution by its parent newspaper holding company and other sister companies publishing periodicals and general books. That programme was designed to develop appropriate strategies to spearhead their growth. A study of the aims and objectives of the Malaysian Booksellers Association, contained in the handbook and

directory, reveals the determination if not the desperation of resorting to anything lawful for the sake of the sales of books and periodicals in the country and the resolve to use every lawful means to place and maintain the bookselling trade on a remunerative basis.

Accordingly, it is felt that such a rescue plan is also needed for a complete reorientation of the approach to the trade. New and appropriate responsibilities must be taken to ensure improvement in, for example, the insufficient knowledge of marketing because it is one of the key elements in the trade. Marketing of books needs a thorough knowledge of the profession. A well-thought out and well-executed marketing plan over a period of time can bring overall positive results to the production and distribution of reading materials. It will also encourage authorship and publishing and expose the Malaysian public to the book world, bringing into reality the long term objective of the government to achieve an annual per capita reading rate of 80-pages per person (per year) in Malaysia; unconfirmed statistics claim this was only a page per year per person in 1991 (NBDC).

If book publishing should be a carefully planned component of overall development of the nation, book marketing should also be systematically planned and executed in a professional manner. If the 1990s are to improve and succeed in terms of book development, problems with the trade have to be addressed. In order to do so, modern and appropriate management principles must be allowed to play a major role in the trade. Malaysian publishers and booksellers have to be asked to respond to change

and to think of appropriate styles of management of the market. To market... to market... nowadays does not mean an exhaustive trip to the wet market and brain-sapping haggling, or a trip to the supermarket. What is needed most now is an approach that undertakes pro-growth and market-friendly policies and a constant realisation of what the market expects from cultural producers.

Chapter V aims at giving an overview of the theoretical concepts and empirical studies on marketing and the role of marketing and its place in the economic development of a developing country. These concepts deal with the definition of marketing, the importance of the marketing function and the application of marketing research information. A section is devoted to the state of marketing planning by Malaysian publishers and determining whether they recognise the importance of the modern, mainly Western, concept of marketing. From a casual study during fieldwork, the researcher is inclined to think that at present the term marketing within the trade is interchangeable with selling or promotion work or public relations. The book trade is not sensitised towards the demand side of the industry, therefore, more often than not, they fail to create a great demand for their products. Further discussion centres around future direction in marketing research for the trade. The key to development of new forms of marketing depends on the readiness and willingness of the trade to introduce changes and find new directions. It is hoped that a better understanding of the problems facing the book production of a developing country like Malaysia, in her search for an appropriate and effective marketing system, can be achieved.

5.2 The evolution of the marketing structure

During the past several years, a considerable amount of literature has accumulated on the subject of marketing systems and organisations both at a general level and more specifically in the context of particular industries. A critical appraisal of work done on the emergence of marketing and marketing research is necessary to place into focus the current overview which can also provide a survey of various developments in marketing literature in developed and developing countries. The concepts necessary in the context of this study will also be discussed.

Various attempts have been made in the developed countries to explain the patterns of evolution in the field of marketing and the rapid development now taking place in the marketing world, in particular those in the West and in international business. These writings were mainly in the context of western consumer society with roots in the industrial culture which may or may not be applicable to Third World countries (Akaah and Riordan 1988).

According to Assael (1987, 3) and Schoell (1985, 16), the marketing concept was initially formulated as a philosophy of business management during the 1950s. Prior to that time business tradition was conducted in a non-marketing orientation whereby companies were product and sales-oriented instead of customer-oriented. There was no

economic necessity to resort to implementing special measures in order to ensure sales since the manufacturers could dispose of their goods easily. The shift towards a customer-oriented approach began when consumers were able to be more selective, especially when more and more manufacturers began producing similar products. Therefore, despite being an extremely old activity, real competition in the business world actually began in the post-World War years. Different manufacturers offered the same or similar products, all vying for a share of the consumers' money. As such it was felt that the decisions of consumers should not be allowed to be made at random but that producers should make an attempt to build-up and instil a preference for their products. It was in such circumstances that producers were forced to change policies and practices in order to remain in the forefront of business. This background of competition created a number of problems especially in trying to capture and retain the market for their products. It eventually led to a certain feeling of vulnerability and forced innovative producers to adopt newer forms of selling systems. More specifically there were marketing problems which needed answers and these answers had to solve the problems satisfactorily. Later on these answers provided the key to understanding evolutionary marketing innovations and concepts. Business organisations had to face changing market conditions and had to seek out ways and means to acquire more sophisticated management practices. In response, new ideas began to evolve. Baker (1987, 6) and Kotler (1991, 37) consider the publication of the seminal work, (Levitt, 1960) "Marketing Myopia" in the *Harvard Business Review*, by Professor Theodore Levitt, as

the watershed which marked the transition between the production/sales approach to business and the emergence of a marketing orientation.

An explicit definition of marketing is given by Kotler and Armstrong (1987, 23) who see it as having a very wide context as follows:

“Marketing is human activity directed at satisfying needs and wants through exchange processes”

and the marketing concept is:

“... the management policy that holds that achieving organisation goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors.”

Baker (1987, 110) opines that marketing is both a managerial orientation and a business function. The marketing function is responsible for the management of the marketing mix, which, at its simplest, is summarised by McCarthy's four Ps of product, price, place and promotion.

Another definition which is representative of many contemporary interpretations is that by Cannon (1980, 3). Cannon's definition contains elements commonly found in the literature of the marketing concept in that it involves basic characteristics such as:

- . i) it is operational
- ii) it is customer-orientated
- iii) it emphasises mutuality of benefit
- and iv) it is value driven.

In simple terms, marketing has been defined as having long-term relationship and interaction between supplier and customer which brings mutual satisfaction. Marketing today is generally defined to encompass both characteristic patterns of customer behaviour and organisational mission. Lansley (1990, 7) perhaps gives the clearest summation as follows:

' Marketing is:

- * a strategy for successful business
- * an overall focus on the customer
- * a total approach to running an organisation
and building up business
- * as relevant and perhaps more vital to business
in today's harsh economic climate ...

- * the involvement and combination of sometimes, occasionally complex disciplines into effective managerial action
- * looking outside the organisation for the primary directions and basic responses to the challenges the organisation faces.

In an attempt to further clarify the meaning of marketing Lansley (1990, 8), itemises what is strictly not marketing such as:

- * selling
- * advertising
- * public relations
- * promotion
- * smooth-talking sales people
- * glossy, 'jazzy' media coverage
- * the spending of vast amounts of money.

An evaluation of the definitions of marketing by proponents of the field reveals an emphasis on management process, identification and fulfilling customer requirements within a profitable premise for the organisation. With respect to overall environment, marketing clearly encompasses the overall business set-up. Drucker's definition (1954,

36) reveals an emphasis on the importance of the idea that marketing is not only broader than selling but that it is also not a specialised activity. It instead:

“... encompasses the entire business. It is the whole business seen from the view of its final result, that is, from the customer’s point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise. ”

The above studies show that marketing know-how may offer a businessman a better grasp and understanding of the characteristics that would enable a marketer to design more effective marketing strategies. The question of interest here is whether the above information is applicable in the Malaysian environment and context, i.e., "Is the Malaysian market-place similar to the Western conditions?" Cannon (1980, 18) finds that the marketing approach to business has been accepted around the world, especially in the United States, its country of origin. The Far East, especially the developed and developing countries have embraced the philosophy with the full support of the international agencies such as the World Bank and The International Labour Organisation (ILO). In Malaysia the study of marketing in the local context is new. There appears to be a degree of misconception regarding the term, especially the difference between selling and marketing. Perhaps this arises from the lack of business management education. Some of the developing countries have economies that are still in the process of changing. Malaysia is definitely shifting more to market forces and less towards state allocations. Therefore it needs more than ever to broaden the development

base and embrace a principle of management that will contribute towards that main goal of development process.

Chong (1986, 64) in his study on comparative marketing practices of foreign and domestic firms in Malaysia finds that foreign firms are strongly consumer-oriented whilst the domestic firms have to seek a niche in the commodity-oriented industries. The study focused on marketing practices and policies adopted by a sample of nine matched pairs of domestic and foreign firms selected from the manufacturing industries ranging from household to industrial products. The findings show that although foreign firms had already established their reputations, they still advocated strong advertising and sales promotion. These campaigns had already been launched successfully in other countries. Their vast experience in business makes them a tough act to follow.

5.3 Marketing research in developed nations

The application of research to marketing problems developed as a distinct function of management in the United States beginning from the early part of the twentieth century. During 1900 to 1930 management concern was mainly focused on problems and opportunities connected with production (Kinnear and Taylor 1979, 30). The period between 1910 to 1920 is recognised as the formal beginning of marketing research. Its progress evolved alongside the multitude of problems that developed when expanding marketing concepts became more complex. Simple methods of distribution and

techniques of observation and analysis were no longer adequate. Instead research tools such as questionnaire studies or surveys became popular methods of data collection.

Various stages in the development of marketing research can be identified. During the 1930s sampling became a methodology and this tool steadily developed from 1950 through the 60s. Chisnall (1991, 8) regards the period 1919-30 as the period in which marketing research became more rigorous and disciplined in practice. Fundamental principles of marketing research began to be published and numerous textbooks for research courses rapidly expanded after 1940. By 1948 the marketing concept gained wider acceptance and during this time the term market research was changed to marketing research in order to imply that the nature and role of research is now broadened and focuses on contact between researchers and the marketing management process.

The final phase of development, from 1940s to 70s is typified as a period of restructuring, refinement and interdisciplinary studies. The 40s saw the refinement of statistical techniques which accompanied the development of research methodology in the social sciences. Methods used by economists, sociologists, political scientists and statisticians had a great deal of influence on marketing research methods. The introduction of the computer too brought rapid changes in the quantitative methodology, particularly for application in the analysis of factors affecting sales. The 50s saw great changes in technological development of data processing, also partly due to the rapid

advancement in computer technology and development of marketing as a more scientific discipline. It generated a need for trained and experienced specialists doing research in marketing. Research writing in marketing began to proliferate, especially findings on consumer intentions and attitudes through the use of interview and panel methods. Marketing research was expected to provide not only descriptive information of the market-place for application in the sales strategies but also hard facts that would help in determining policies, prices of products and proper utilisation of investment funds to ensure maximum returns in marketing planning.

The function of marketing research is to provide information that will assist marketing managers in recognising and reacting to marketing opportunities and problems (Tull and Hawkins 1987, 4). It is a systematic approach to the development and provision of information to help marketing management personnel make the right decisions. It is thus defined by Kinnear and Taylor (1979, 20) as the systematic and objective approach to the development and provision of information for the marketing management decision-making process. In today's competitive environment, marketing research is an indispensable method of gathering information, thus it is a valuable research tool in modern marketing. Through systematic research into, for example, the locations, needs and buying behaviour, organisations can serve their markets well. Therefore marketing research could serve as a reliable guide to the understanding and forecasting of the market structure. It can also provide the ability to analyse market

opportunities, to select target markets, to develop marketing strategies and to remain the leader in the market.

The need for proper research in the market seems plain. The problems found in the changing marketing environment such as expanding markets, increasing purchasing power and customer sophistication may need a market survey, a sales forecast, or a marketing communication effectiveness study. The fast-changing nature of business requires accurate up-to-date information so that marketing personnel can act on threats and opportunities which will allow management adaptations to meet requirements. With the emerging patterns of development in the society and industry, it seems plausible that management personnel will become increasingly dependent upon marketing research in order to be fully-equipped with sound information to make conclusions and recommendations. Marketers have become more competitive and as the competition increases, marketing decisions become more risky. Organisations are forced to respond with more new products that should meet the demand from customers. It is in such conditions that marketing research is expected to contribute to market expansion and it is even more so in developing countries like Malaysia. It is needed to help determine trends in consumer preferences, areas in which projects can be launched successfully and most of all help to establish standards in marketing efficiency.

5.4 Marketing research in developing countries

For the purposes of this discussion, the term “developing” is used to include “underdeveloped”, “less developed countries” (LDCs) or Third World and, to a certain extent, newly industrialising country (NICs). Nevertheless the researcher feels that it is possible to make certain generalisations regarding the stage of economic development these countries have achieved. There tends to be the same absence of a level of sophistication in the cultural industry in the modern Western sense, whose systems and practices are markedly different. There is also a lower standard of education for the mass of the population and less sophistication too in the consumer body. There is this extreme difference between one developed nation such as Great Britain with long-established book publishing and book buying society and with what can be regarded as the world's most highly developed cultural producers, and at the other extreme, the developing world, which, despite the valued position given to the book, suffers from problems of lack of the reading habit, insufficient artistic and intellectual creation, financing and manufacturing facilities and in marketing (UNESCO Report, 1988, 24). They also have a high percentage of the population engaged in agriculture, low savings per head and a high proportion of exports concentrated in staple crops and raw materials (Kinsey 1988, 5).

However, as the economic structures of developing countries begin to change from a lack of development as reflected in low incomes, low levels of literacy, cultural

atrophy, inefficient industry and a predominance of agricultural and other primary products (Dholakia 1984, 11), to a more dynamic economy and more consumptive phase, marketing and marketing research will assume more importance (Kaynak 1982, 150). The rapid changes now taking place in the Asian business world, especially in countries known as the Dragons (Japan and Korea) and the New Little Dragons (Taiwan and Singapore) and NICs will place a greater increase on the emphasis of research and development as well as innovation (Schlosstein 1991). These countries are experiencing rapid rises in standards of living; as such, competition will be keener, resulting in demand for knowledge, increasing specialisation in the marketing discipline, demanding information regarding behaviour of consumers through quantitative methods. Without these changes the development of a basically agricultural and subsistence economy cannot be realised. Kinsey (1988, 16) regards marketing as the best way to achieve a social and economic transformation. Marketing know-how can contribute to a self-generating, permanent, and indigenous source of economic growth (Kracmar 1973, 5). Marketing research can discover latent demand and indicate the ways to convert it into an effective market. Producers will be directed to produce quality marketable goods (Kinsey 1988, 83) and provide standards of quality for local and foreign demand which will eventually call for more effective distribution channels.

However marketing research is still not yet used to any great extent in developing countries. Kinsey (1988, 17) is of the opinion that although the marketing concept evolved and has been accepted fully in the Western market-place, there is no reason to

suggest that marketing cannot be applied to developing countries since marketing already exists in some form in any society. Ross and McTavish (1984, 156) also indicate that there is also a tendency to assume that North American and Western European marketing ideas can be applied into Third World environment. There is evidence from studies in social marketing that it is useful in countering non-economic obstacles such as people's values, attitudes and way of life (Kinsey 1988, 19). This means that a twofold objective can be achieved which can benefit the nation: improved economic activity will bring about parallel improvement in the standard of living. But as mentioned before, studies have shown that marketing research has not yet been used to any extent in developing countries (Boyd et al 1984 , 19). Some of the contributing factors to such a situation were:

- i) attitudes of many businesses and government personnel towards marketing research vary from indifference to opposition
- ii) competition in the industry is low due to a small number of firms
- iii) firms are small in size with small number of talented management staff
- iv) firms are oriented towards production rather than marketing.

Kinsey (1988, 98) and Kaynak (1982, 156) both agree that structural problems consist of poor transportation networks, especially into the rural areas, the unavailability of dependable data and information, the use of more than one common language, causing problems of communication throughout the country. Other problems are: working premises are not easily identified, the level of respondent error in data collection is high since field-work staff like interviewers are not adequately trained and lack experience and expertise. There is also a communication barrier between academicians and the business environment and the government.

Kinsey (1988, 41) also noted the problem of dualism in the developing countries. Often there are two distinct market structures, the rich urban and the poor rural market. This existence is often found in eastern colonies which became part of the Western capitalism at work in these areas. As a result there was little incentive to develop competing industry outside the modern enclosure. The condition is worsened by poor technology and low productivity providing little incentive to further development. In the end the situation created conditions such as low levels of motivation in the management sector and low consumer expenditure. Research is also almost non-existent. Statistics on production are often unavailable or are not reliable. This generally leads to misleading assumptions based on superficial market observations.

In summary, the managers of the Third World firms have limited experience in marketing research and product development, the very kind of expertise needed by any

manager if they are to handle the marketing of their products and innovation of their products. There are companies with some experience or other in marketing but probably even these are mostly assisted by established multinationals who are already well-equipped to handle their well-known or generally more preferred products. A good example of such tendency is the constant popularity of imported paperback fiction over the locally produced items. Local novels find it difficult to compete with the imported novels and demand for local novels seldom goes beyond the 15,000 - 20,000 copy mark. The marketing of cultural products is different from that of SMB products or primary commodities such as rubber or palm oil in Malaysia. The book trade must be seen as an important tool for all-round progress because its development ensures social and material progress, helping the nation to prepare for the emerging future. Thus, the book trade not only needs a different type of management approach, but also the marketing organisations which are going to handle such products have to be able to offer to the Malaysian market a variety of choices. The trade must select the appropriate publishing philosophy which will have to match the products to the market. The role of the marketing system, the different aspects of promotion, product development and market research need to be recognised. Research needs to be done on sales, advertising, business economics and motivation (Kinsey 1988, 83). And, above all, the ability to coordinate the total marketing programme which includes, among other things, an intelligent mix of product, price, distribution, promotion. package and personnel.

It is clear that marketing research cannot be separated from the general development of the managerial process. Kaynak (1982, 160) indicates that:

“The best approach for marketing managers to use is to contribute to the progress of the general managerial attitude by stressing the significance of marketing research and the efficiency attained by not only reducing expenses but also improving activities respect to the audience of the firm.”

Yet it is in the developing countries that marketing research is limited, in comparison with those of the advanced countries. It is the most underdeveloped part of the economy (Kracmar 1973, 5). If any marketing research exists at all, it is then limited to the local subsidiaries of multinational firms. The publishing industry in Malaysia is one good example of such dependency. The trade needs a systematic programme of research. Academic surveys by educationists, economists, and statisticians have to go hand-in-hand with practical pilot programmes carried out by publishers, booksellers, printers, librarians and academicians.

5.5 Marketing research in a changing business environment

The main objective of this section is to trace the development and the utilisation of research information. It does not attempt to be all encompassing but rather the aim is to

provide an idea of how features of marketing research elements have emerged and helped shape the present business and marketing structure and organisations. In order to recognise such factors which are of particular reference to this study, it may be appropriate to briefly review some of the literature on this subject.

Kinsey (1988, 83) asserts that the objective of marketing research is always to provide information to help make better decisions in a world of uncertainty. Various researchers have equally recommended ways and means to make effective use of marketing research. However there is also another school of thought that advocates the viewpoint that the discipline lacks applicability in the Third World because its concepts and techniques had its origins in the industrial culture of the US and Western European countries where demand for products and services is far less than the supply (Akaah and Riordan 1988, 41).

However, opinions which question the applicability of marketing research in a global sense began to diminish when more researchers recommended ways and means to make effective use out of the findings. Krum (1966, 1978, 1988) conducted empirical studies to explore the role of the marketing research department within the organisation. It is an attempt to assess the usefulness of research results, reliance of research topics, research quality and return on investment and creativity of marketing research departments. The research confirmed two main criticisms of marketing research departments. They were the lack of initiative and creativity of marketing research

departments and the sense of timing or relevance of research results. Feelings of disappointment can prevent effective utilisation of the services provided by marketing research department.

Apparently some of the literature surveyed shows a degree of role conflict between researchers and their clients which can cause inefficient application of marketing research services. Smith (1974, 73) refers to the term 'pseudo-research' to illustrate a misapplication of marketing research whereby it can be adjusted to suit the intentions of management, to stamp approval on decisions already taken and used as sacrificial lambs in case returns on investment cannot be achieved. It is also implied that some marketing research findings were hardly influential over marketing decisions.

Johansson and Nonaka (1987, 16) studied the Japanese market-place and find that there is a degree of uncertainty over the Western style of marketing research. Marketing research the Japanese way shows a lot of faith in information gathering of what is termed as 'soft data' which is acquired from visits to wholesalers, retailers and other channels in the distribution. Marketing research also does not mean assessing general attitudes and values of an undifferentiated mass public but a study of actual buyers. Kobayashi and Draper (1990, 13) and Fujitake (1990, 66) illustrate a change in the Japanese way. There is an increase in marketing research expenditure and a survey confirms that there is a growing recognition of the need for marketing research.

Bass (1993, 2) believes that there have been substantial gains in fundamental knowledge in marketing research over the last 30 years. It is however crucial to note the beginning of a system for further development of science in marketing because the discipline now involves methodologies, databases and most important of all, analytical and conceptual frameworks. This big advance in methodologies and databases has had a major impact on marketing practices. However in the long run it is the development of a knowledge base that will provide the greatest returns on the investment made in marketing science.

Silk's (1993, 401) opinion is consistent with Bass. In addition he expands this idea further by exploring questions of how demand for marketing knowledge is likely to unfold in the future and what challenges and opportunities marketing science may find in meeting that demand. Research priorities will be given to studying the opportunities and demand arising from the continuing flow of innovation in information and communication technology. The future scenario seems to be a consumer world where information technology merges with marketing systems, for example, detailed customer data base technology can be matched with communications media such as mail and telecommunication in order to achieve a direct response or "interactive" marketing which means the ability to develop "interactive relationships with individual consumers".

It is obvious that the approaches and the techniques used in marketing research continue to advance with more sophistication and expansion due to the rapid development of information science and application of scientific principles in marketing research. Professionals in the marketing field believe that the discipline considers itself the vanguard of change and new ideas (Venkatesh et al., 1993, 215). However the writers note that the field of management and marketing and the social sciences have been slow to respond to the idea of postmodernism in marketing. Brown (1993,19) thinks that the terms "postmodern", "postmodernism" and "postmodernity" have been widely used and abused in the recent years. Firat et al. (1994, 311) consider postmodernism as a term and concept which is starting to face opposition or indifference and is beginning to appear as a faddish, overused, and over-abused signifier. However, postmodern condition and postmodernist thinking is becoming more evident in almost all disciplines of late twentieth century intellectual endeavour ranging from politics, philosophy, anthropology, media studies and jurisprudence, and of more relevance to this study, to the social sciences and management and marketing (Venkatesh et al., 1993, 216). It is a rather complex subject and is likely to invoke a sense of not having any immediate implications or applications for marketing but it may be a wrong assumption since postmodernism can present insights into the nature of marketing and have possibilities for further development.

Firat and Venkatesh (1993, 227) reveal that the postmodern phenomenon which has been recognised in the disciplines mentioned earlier is becoming familiar to

marketing scholars and practitioners. Marketing may be considered the ultimate social practice of postmodernity. After all postmodernism deals with the basic philosophical and cultural premises that form the basis of our social scientific assumptions. According to Venkatesh et al., (1993, 216), it is concerned with social formation (for example, markets) and conceptualisations of the individual (for example, the consumer). Brown (1993, 19), in attempting to illustrate this relationship, stresses that marketing occupies centre stage in our postmodern lives in activities such as postmodern products in postmodern shopping centres and postmodern shoppers in “marketer induced consumption ”, pushed by postmodern advertising.

The idea of postmodernism marks the disappearance of the boundary between art and everyday life, the collapse of the distinction between high art and mass/popular culture (Cova and Svanfelt 1993, 297). Everyday life is an art, as art is part of everyday life is the trademark of the postmodern being. This idea brings about a reconsideration in product development where it seems it is not the technology but the aesthetics of a product that matters. Postmodernists refer to this situation as the aestheticisation of everyday life and the writers use an example of a product from the French publishing house Gallimard as an illustration of the situation where an aesthetic and cultural dimension goes beyond the functional. It is a product conceived from an idea by Pierre Marchand who was appointed head of Jeunesse, a children and youth book section of the Gallimard. For his publishing project Marchand had thought about the publication of a new kind of artistic encyclopaedia that would have a dynamic layout like a magazine.

He tried out a few possibilities and decided to make the book a work of art, heralding a new kind of fact books which managed to attract not only the children and youth but also the general public. This publication was made into a series called *Decouvertes Gallimard*, which covers a range of subjects such as archaeology, architecture, arts and literature, music and games and others. The design of the books is given more importance than the text. A great deal of research goes into the production work, especially the choice of illustrations. As a result the *Decouvertes* appears like a glossy magazine but has the duration of a book. It becomes “a kind of objectified specialised luxury magazine”. That explains its success in France and all over the world. Cova and Svanfeldt's study (1993, 304) reveals the new marketing practices adapted to the postmodern socio-economic environment of the 1990s, especially in the idea of one leader, Pierre Marchand, who is clearly the artistic master. The leader sets up a team and continues to inspire and strengthen the team. Jeunesse works as a team that share the same culture and values. Every staff member is involved at every stage of product development. As such design and marketing responsibilities are distributed amongst team members. They work together and develop their own production systems, expanding further by including technological innovations such as state-of-the-art editorial equipment and maintaining the highest quality of production work at lower costs.

These studies show some of the significant factors that affect the utilisation and application of research information. Some of the information obtained poses a challenge

to marketing and naturally, new methods and tools based on such ideas must be developed. Venkatesh et. al. (1993, 217) in their study have indicated that implications of postmodernist development for marketing and marketing research are several, for example:

i) postmodernism emphasises culture over production, therefore, marketing and consumer research disciplines should be re-evaluated and reconstructed from within, by their principal practitioners

ii) marketing should not be limited to presentation of tables, equations and figures, it should be liberated to the varied understandings of market-place phenomena, from scientific discourse to visual and symbolic representation or even narrative and poetry.

These findings and assumptions are important for marketers in determining their communication and promotional programmes. The question of interest is whether the findings are applicable in the Malaysian context. Does the profile of the Malaysian book producer reflect an artistic innovator who is concerned with the appearance of his product and of the expectations of his market? An appreciation of this relationship would enable the marketer to design more effective marketing strategies. This exploratory study proposes to identify the practices of Malaysian book producers and to see the differences between practitioners of marketing and marketing research and non-practitioners. In differentiating between users and non-users it is also intended to find

the relative importance of marketing and marketing research amongst Malaysian book publishers.

5.6 Marketing in the book trade

However, as stated earlier, it is the intention of this chapter to provide an introduction and discussion of concepts and definitions of book marketing and its role in the trade. Therefore this section aims to provide a descriptive nature of book marketing literature and an examination of the book industry as a business concern as well as one bearing the role of guardian of the symbolic culture of the nation (Coser et. al., 1982, 7). The questions that need to be answered are: what are the particular elements of management and marketing in publishing? How is publishing philosophy translated into a marketing strategy? This brings into question an important marketing principle: books must be seen as commodities - products to be sold in a market which unlike others is rather difficult to assess and often uncertain. Also, the idea that publishing is traditionally the occupation of gentlemen is a thing of the past because now, more than ever, publishing houses look to maximising profit. OUP, long the bastion of the learned press but with a mixture of commercial and public service ethics, succeeds in keeping itself abreast of the times by putting "control of publishing businesses more in the hands of managers of very large concerns, to whom book publishing is but one concern and to whom profits earned are the decisive consideration" (Asser 1992, 154). So it seems all publishers now will not spend money on a book which will not bring about favourable

returns on investment. They are in for the profits as well as reaping an added bonus of being able to say that they are also producers and carriers of other people's mental and spiritual processes. However, freedom to publish has been greater in the current period of liberalisation of thought and desk top publishing. This combination has reduced the publisher's role as gatekeeper but has created a more difficult side of publishing, the selling of products from publishing decisions (Graham 1994, 233). Since it is possible to publish almost anything within the law, publishers have to be more selective in developing their lists and have to give more attention to selling the books to the readers.

Although book publishers have such cultural responsibilities, the profession will always be run as a business. Gutenberg is generally recognised as the first printer of books, but he was also the first printer to go bankrupt from the business (Scott 1993, 259). There will always be a constant wish to increase the number of book consumers. To do this publishers must be as professional as possible, in not only the cultural and the aesthetic aspect of the trade but also in the broader sense of publishing economics. There is little doubt that in the years to come, economic considerations will weigh heavily, more heavily than the cultural concerns, on the production of the book. However, Bailey (1990, 61) stresses the fact that publishing as a business is different because of its cultural aspects. According to him, more often than not, the editor who is the central player in the organisation is more equipped to manage the literary and other cultural aspects of the business than the actual economics of the business. In fact the business methods may altogether be neglected or looked down on. And yet, strategic decisions

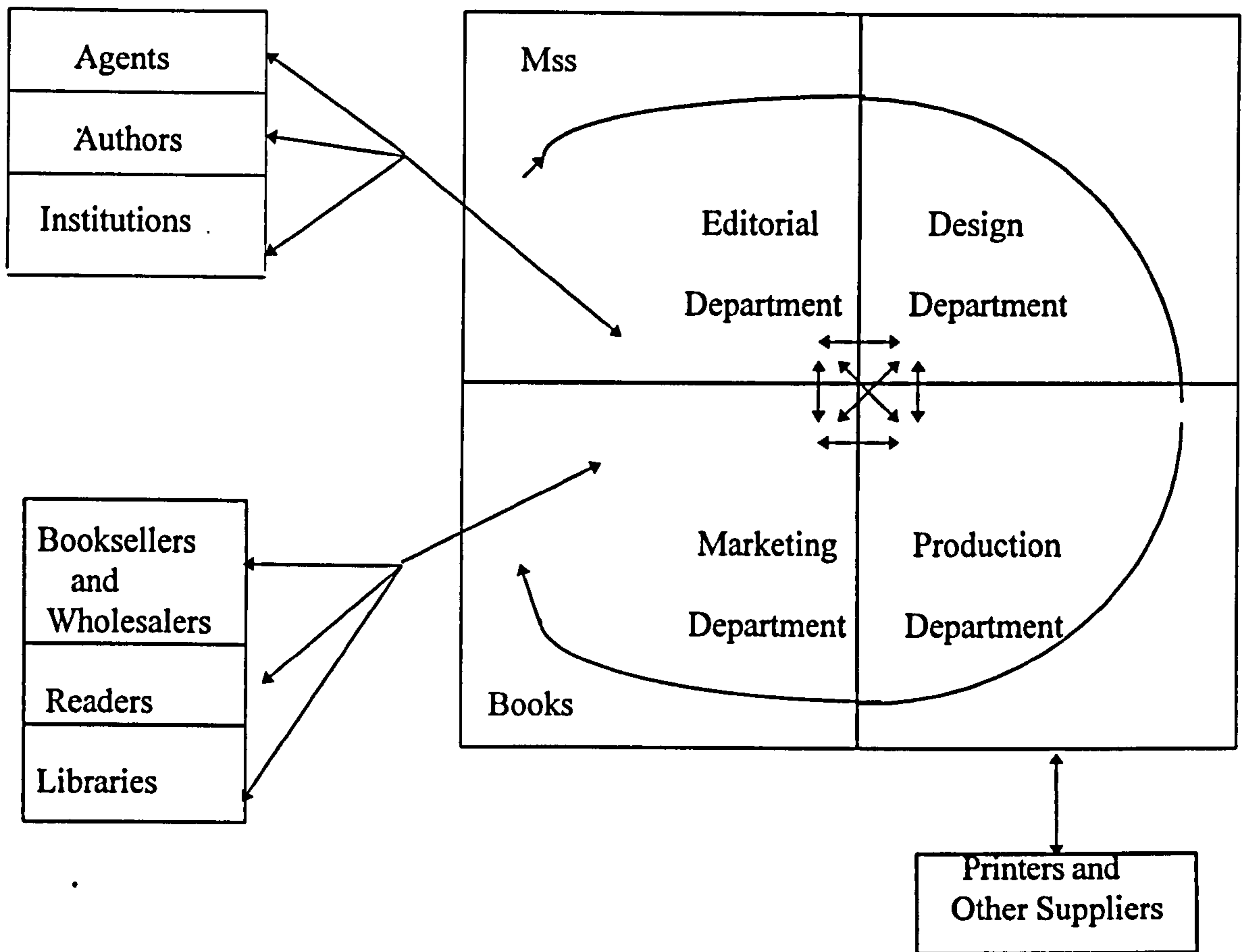
which may make or break the financial standing of the organisation are made at the very onset of the business venture by the editors! So in the book business the publisher has to take calculated risks and be prepared to undertake long-term investment, especially in the scholarly and academic markets which may take three to four years to sell their stock. In the absence of sure things, publishers are known to publish only safe titles in areas such as textbook publishing although there are really very few truly "safe" titles.

Graham (1994, 227) considers the rise of professionalism in the book trade world, especially in marketing, as one of the ten major developments in the book world since World War II. The trade used to consider placing published titles in bookshops and having them sold as the prerequisite in the business. Now there are further strategic innovations in direct mail, book clubs and serialisations. Marketing of books has become a subject of great interest in the book producing world because market research in the trade is still a relatively weak point of the traditional publishing process.

There were about 67,704 titles published in United Kingdom in 1991, of which 17,629 were revised or new editions (McGowan 1995, 565). According to him too, in 1991, the market was worth around £2.5 billion at retail prices. This vast output of books has to be made known to the public and should get into the hands of readers and buyers. Coser et al. (1982, 201) point out that until a book is opened no one can tell what its message is, therefore the main problem in promoting books is to get people to want the message in the first place. This is the main job of the marketing department. It

should get books to readers and it must know who and where the potential readers are and how they can be reached. Book people agree that it is a big responsibility. The industry also perceives that publishers are not good at distributing their titles (Baverstock 1993, 122). Bookselling is also one of the most important factors in determining the success of a book, yet it is again the weakest of the links of the book chain. Publishers have long believed that since their products are usually one-of-a-kind, each book then is unique from another and shall be marketed mainly on the basis of inspiration, intuition, and experience. But, organised, systematic and empirically-based strategies in marketing have been rare until some publishers began to see the connection between the diffusion of innovation and the marketing of books (Coser et. al. 1982, 203).

Figure 5.1
Environmental influences in publishing



Source: Bailey 1990, 44

Therefore the marketing department should be managed efficiently in order to sell to the complex book market. It should not only retain close contact with all the departments within the publishing organisation but also every corner of the marketplace. Bailey (1990, 43) stresses the importance of maintaining close communication in the internal as well as the external environment of publishing (See Figure 5.1) Individual editors, designers and production personnel and salespersons have the responsibility of

improving market performance by communicating directly within the internal and the external environments. Figure 5.1 also indicates the two-way communication network between the internal and external environment. Book publishers often face the problem of having to reach several different markets with the same sales and distribution organisation at the same time (Baverstock 1993, 25). They have to know what there is to sell and publicise it wherever appropriate and fast enough so that others will not be able to copy and compete (UNESCO and BHTC 1990, 1). Such tasks call for team work in a closely interrelated department where everyone is concerned with one thing only, which is, working out specific marketing plans which consist of every element required to package and position the book.

Marketing in the book trade can be enhanced by reviewing what is termed as marketing communications approach (Kotler 1991, 567 and Crosier 1994, 348) and studying its potential in the marketing of books. It is suggested by the author that modern marketing needs to go beyond just developing a good product, pricing it correctly and making it accessible to the consumers. The process needs to be further strengthened by taking steps to communicate effectively and abiding by a marketing communication system. The marketing communications mix, also known as promotion mix, consists of four major tools (Kotler 1991, adapted from American Marketing Association, 1960):

* advertising: any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor

* sales promotion: short-term incentives to encourage purchase
or sale of a product or service

* publicity: variety of programmes designed to improve,
maintain, or protect a company or company image

* personal selling: oral presentation in a conversation with
one or more prospective purchasers for the purpose of
of making sales.

Some specific tools of advertising, sales promotion, publicity and personal selling are
listed in Table 5.1.

Table 5.1

Communication/Promotion tools

Advertising	Sales promotion	Publicity	Personal selling
print ads	fairs/tradeshows	press kits	presentations
mailings	exhibits	speeches	meetings
catalogue	sampling	seminars	telemarketing
posters	tie-ins	donations	fairs
pos displays	contests/games	reports	trade shows
brochures	couponing	public relations	
directories	gifts		

(Source: Kotler 1991, 568 adapted)

Therefore it is obvious that the marketing department has the responsibility to execute the best methods available in promotional work, especially communications and promotion mix to stimulate demand and to make the media, book trade and consumers conscious of the publishing house and its list (Clark 1994, 102). The most popular method, which is almost too obvious to mention, is the promotion and publicity given to each publication. By increasing the consumer's chance to encounter a new publication, promotion and publicity act as catalysts of dissemination.

An overall communications programme consists of a logical sequence of decisions that have to be decided upon in order to launch an effective communications campaign and achieve overall marketing goals. Kotler (1991, 570) has identified eight targets for the marketing communicator, as follows:

- * identify the target audience
- * determine the communication objectives
- * design the message
- * select the communication channels
- * allocate total promotion budget
- * decide on the promotion mix
- * measure the promotion results
- * manage and co-ordinate the total
marketing communication process

The first step, identifying the target audience, is perhaps the most important reminder to the publishing organisation. To achieve maximum returns on investment, an editor's decision on any publication must first and foremost consider the suitability of the list which has to fit into the organisation's marketing system and the market, especially the main audience targeted for the book (Clark 1994, 69). The next important target is deciding on the promotion mix. The four promotion tools of advertising and sales promotion, public relations and salesforce encompass numerous and diverse activities. The marketing department has to handle the tools from publishing proposal stage to post-contract. The promotional budget should at least be proportional to the expected sales revenue. Clark (1994, 103) suggests that a basic promotion strategy would include items such as advance sheet, book cover, catalogue, review, and additional tools such as free publicity and public relations, point-of-sale material, media advertising, direct mail promotion, textbook inspection service and last but not least mail order sales and direct marketing.

Admittedly, the question of whether books can be marketed as professionally as any other kind of product has brought about a lot of welcome discussion in book trade literature. There is considerable talk about whether formal marketing texts are applicable to the book trade and practices in the book market-place. It is hoped that studies in marketing will come to be accepted as an essential ingredient in the process of book publishing and bookselling. Baverstock (1993) delivers a lengthy discussion on this

issue. She begins with a study of the term itself and then proceeds to show its relevance in the trade and gives examples of various direct applications to the book trade. As a guide to gauge the commitment of a publishing house to marketing principles, an appraisal of activities and opinions in the following list is taken:

Figure 5.2

Estimate of commitment to marketing

People. Whether the firm understands its market, and whether any market research is being done to study the market and its changes

Product. Whether books are commissioned to meet needs in the market or acquired as they come. Who commissions and whether the decision is based on joint editorial and marketing sections. Are decisions motivated by market concerns?

Price. Whether decision on price is taken in consideration of demand, production figures and company rules, and in consultation with editorial and marketing sections. Whether research has checked competitor's prices or has estimated break-even levels

Promotion. Whether promotion is specific to each product or a one for all and whether the marketing department involves the whole house in promotion plans.

Whether feedback solicited, and co-operation is always the keyword the every staff member respects

Place. Whether the market-place can be fully accessed and understood, and whether the distribution system is efficient in getting the product to the location

Period of time. Whether promotions are planned for specific times when the market is expected to be receptive, and whether there are contingency plans

Profit. What are the break-even levels, profit margins and promotion costs on products

Source: Baverstock 1993, 54 -71(adapted)

Baverstock's checklist can indicate the various levels of publishers' concern and attitude towards marketing, and be applied as a factor in differentiating the active and non-active publisher/marketer as well as determine the marketing orientation of such houses.

Generally publishers assume that there will always be a buying public for their products and in this competitive market publishing houses are expanding their energies in their bids to capture attention of the elusive end-user of books. Market research and sales promotion work and the on-going campaign to encourage reading are key aspects in facilitating dissemination. According to Connors et al. (1992, 49), successful

dissemination of books to the audiences demands a marketing strategy; and they quote the ingenuity of the publisher Abrams who managed to expand the market of his art books beyond the confines of small groups of elite collectors and art professionals. Abrams' marketing philosophy sees the extension of art books to a wider art market who may not have yet developed the aesthetic sense of art. When translated into a marketing strategy, this philosophy introduced an important marketing principle: an art book is also a commodity to be packaged in different editions ranging from the cheaper to the more expensive editions. In other words, the strategy represented a publishing innovation and helped to democratise the publishing and selling of art books. It is essential to understand these social and economic objectives and to ensure that this management philosophy is understood by all organisations in the trade. The book has become the ultimate consumption object, it has become a commodity and the business of books has become truly economic (Scott 1993, 259). Therefore, as every economic enterprise, publishers' work plan and objectives (UNESCO and BHTC 1990b, 7) should include:

- * areas in which to publish
- * markets in which to sell
- * methods and trade terms to be offered
- * expected development in the business and time taken
- * personnel policy to be followed

In simple terms, publishers' objective and philosophy are important in determining focus of action on the policy of commissioning of books in order to ensure favourable profits. All publishing houses, regardless of whether they are in trade, educational or academic publishing, or whether they are state or privately-owned commercial concerns, should observe the same work pattern, adjusting only according to the appropriate responsibilities each category brings. All agree in the principle of serving the needs of society and they try to match their output with these needs. In doing so they hope to be able to control wisely and profitably, the flow of supply in the direction of demand and collect the profits of being able to read accurately market needs and responsibly supply them at the right time and place. Thus, the successful publishing organisation should always have in mind the following targets (UNESCO and BHTC 1990b, 14):

- * create/ optimise market opportunities
- * control/ minimise costs
- * provide a stimulating and rewarding environment
- * provide for future growth

and * be flexible

5.7 Optimisation of market opportunities through market research

In the present circumstances where the structure of the marketing system is still considered as the weakest in the book trade, there are sound economic reasons for

supporting methods adapted to the needs of the trade. One of the requirements for a more successful method of marketing of books is the utilisation of market research. The use of market research could be instrumental in increasing sales and allow publishers a greater certainty of profit. The common element is identifying and understanding the consumer by utilising among others, data from the shops, using external information such as local press, research agencies, Chambers of Commerce, libraries or colleges (*Bookseller*, May 1993, 24). However it may appear that these information may be regarded as proprietary in the near future (*Bookseller*, February 1996, 5). The task of ensuring favourable return on investment weighs heavily on the publisher. Therefore a promise of increase in profits through market research should encourage publishers to further finance wider market research activities and training in such fields. These measures could improve and increase their hold in the market-place because through market research, publishers keep close touch with the general public, receiving and gathering information regarding their attitudes and opinions and reacting to them appropriately. Bailey (1990, 42) regards monitoring the external environment, for example, keeping close touch with opinions of booksellers regarding design, price and delivery of books as important in the publishing world. In this way publishers try to keep maximum social and cultural monitoring of the general public and through such market research they maintain their role as purveyors of information and shapers of culture.

Since the publisher must keep constantly alert over changing reading audience and all the underlying trends in the external and social environment, market research and its analysis can help decisions into product planning. Market research helps to provide information which helps publishing houses determine their product development and marketing strategies, including exploration of current or potential markets. Data can be derived either from a qualitative approach which determines certain feelings towards a particular product, or through quantitative approach which tries to count actual size or potential in the market. For instance, growth of the educational market can be predicted from population figures or data from the education system. In trying to anticipate the varied book market, Bailey (1990, 171) suggested that publishers read the book reviews, study the American Book Publishers Council's trend figures, listen to authors, browse in the bookshops and of course read the various dailies and *Publishers Weekly*. According to him too, methods of estimating the demand curve may differ from publisher to publisher. Different estimates and judgement occur because some publishing houses may have better marketing facilities suited to their appropriate lists. These houses may be strengthened further by having editorial staff who are as concerned about sales of books as developing them. But eventually the marketing department becomes the outlet for the flow of books to the readers. This vast quantity from the binding plants has to reach and be delivered to the "fairly definable prospective readership" (Bailey 1990, 77) because the general reading public may at least be divided into geographical location, urban or suburban. Books may also be categorised according to their markets, such as whether they are scientific, technical, medical or business. They may be specialised

titles as in religious books, scholarly books, textbooks for different educational levels, dictionaries and so forth.

Baverstock (1993, 106) states that marketing research can help publishers to:

- * assess the market
- * investigate strengths and weaknesses
in companies, in their products
- * devise appropriate products and marketing strategies
- * obtain feedback on plans
- * devise appropriate plans for the future

Therefore according to her, market research can bring to the front various kinds of information classified into two main groups comprising of performance data and those that deal with behaviour, attitude and motivation such as shown in Table 5.2.

Table 5.2

Information derived from market research

<u>Performance data</u>	<u>Behavioural, attitude, and motivational data</u>
Market research	Behavioural data
who buys what/in what quantity	who is buying/not buying?
market size	what sizes/variations ?
market growth	where are they bought?
is market accessible?	why are they bought?
Product research	Attitude and motivation
which products are bought?	how is choice made?
in what quantities?	the perceived benefit
how fast are they selling?	reaction from market
what are buying patterns?	to company image/offers

Source: Baverstock 1993, 108 (adapted)

This series of studies is done with the intention of seeking measures to find the appropriate methods in book marketing. It is done in order to intensify the understanding of such methods and study its potential application in the trade. All these studies show that the information obtained is useful for marketing action. It should lead to the creation of proper mechanisms in the marketing of books. It is concluded therefore that since books are indispensable for cultural and socio-economic development of countries, continuing efforts should always be maintained in order to find better ways in producing and diffusing books.

5.8 Managing the unorganised marketing structure: the Malaysian experience

In Malaysia there is realisation that the subject of marketing within the framework of a developing economy deserves a great deal of attention. Both academia as well as statutory bodies and quasi-government agencies are aware that improvement in the marketing system in the country can contribute a great deal to the general welfare of consumers as well as achieving the goals of economic development.

The field of marketing is becoming increasingly important due to rapid changes in the business environment. As we all know, rising costs as well as other considerations have made it difficult for producers to ensure that their products can reach consumers effectively or that they can serve the needs of their readers while operating their business at a profit. The various interplay of social forces, such as increasing population,

changing life style and consumer behaviour as well as increasing life expectancy has resulted in changing the market and the publishing and bookselling business. Economic forces such as a stable growth level of eight per cent from 1987 to the present time have created a newly prosperous nation, rising per capita income and purchasing power. This can also influence the book trade considerably. A good example is that the increase in both disposable and discretionary income has increased the purchasing power of the general public in recent years and it has made it possible for Malaysians to improve their quality of life.

Information from a psychographic study or life style study conducted on a national level by Survey Research Malaysia (SRM) involving 2037 respondents has shown that Malaysian consumers can be categorised into seven life style patterns (*Malaysian Business* 1988). They are :

The yesterday people (20 per cent of population):

older generation, very traditional, difficult buyers

The yuppies (9 per cent):

active, ambitious younger people, brand conscious

mostly younger urban Chinese

The new breed (19 per cent)

able to combine modern and traditional life, good moral and religious behaviour, mostly younger urban Malays with above average education

The chameleons (14 per cent)

quiet members of society living their own lives

The loners (9 per cent)

rather self-centred upper middle class with white collar jobs, not heavy buyers

The *kampung* trend-setters (19 per cent)

very religious, nationalistic, strong believer in the family and community values, good education and income and brand conscious

The sleepwalkers (9 per cent)

female mostly Chinese with lower education in middle income homes, unadventurous and heavy video cassette viewers

It is heartening to note that the Malaysian market has become more sophisticated consumers due to the rise in per capita income, RM7,541 in 1992 (*Business Times*, 1992). Quite simplistically, judging from the total population in 1993, the Malaysian book market has a potential of 18.6 million buyers although not all will be buyers of books. However, Bahasa Malaysia, the national language of the country, is spoken by more than two hundred million speakers in Indonesia, Brunei and South Thailand (Sweeny 1987, vii) and this presents a great potential to the trade. However the potential market figure does not add up to the grand total because there are approximately 19 per cent illiterates in the country and the other Malay speaking areas will probably have higher rates. In Malaysia too it is believed that the buying power is concentrated among the 1.5 million population in the capital city of Kuala Lumpur and neighbouring urban centres such as Petaling Jaya. Other urban centres are also coming up, particularly Penang, Johor Bahru and Ipoh. What is becoming apparent now is the changing structure of the population of Malaysia where young adult consumers are becoming a force to reckon with in terms of marketing. Marketers are increasingly trying to figure out the profile of this group. Here lies the consumer base for their products. The book marketer looks to this group to open up books on display in the chainstores in the malls, read the message and buy them. Marketing research organisations such as the SRM and Frank Small Associates have conducted surveys on them in order to make appropriate marketing decisions. Although these are proprietary research findings Frank Small and Associates have published their findings on a book market survey in the local daily

(*The Star* 1994). However we do not know details of methodology nor the population sample. Among the findings are:

- * 31 % of Malaysian adults never read books
- * 28 % of them claim to read at least 1 book /week
- * 13 % say that they read a book every 2-4 weeks
- * 12 % of adults read a book every 1-3 months
- * 4 % says that they read a book every 4-12 months
- * 14 % read books less often

Most popular types of books:

- * Religious 27 %
- * True stories 18 %
- * Romance 17 %
- * Adventure 16%
- * Humour 13 %
- * Detective stories 12 %
- * Biography 9 %
- * Horror 7 %
- * Travel 5 %
- * Science fiction 4 %
- * War 4 %

Marketing research is indeed beginning to make an important appearance in the local business scene although marketing and market research are relatively new concepts. They have received a great deal of attention and importance in recent years. Marketing systems in Malaysia, like in other Southeast Asian countries, have for many years suffered from typical problems that face marketers in less developed countries in other parts of the world. Some of these include fragmented markets, lack of management expertise and marketing orientation, limited product variety, and insufficient supplies of credit (Mehta, Wickramasuriya and Richmond 1992, 86 and Kaynak 1982, 12). Marketing is also a new experience and discussions on marketing are a new development. Therefore there is little indication that this subject is clearly understood and applied in attempts to solve problems plaguing the market-place. Not many recognise the role of marketing and the abundant assistance it can provide for more effective marketing planning and action. Knowledge of the market is critical for publishing success because lack of such a market notion is a serious handicap for producers. Publishers may find their products out of touch with what is important to readers, with what is the main current topic of interest.

In her study (Sieh 1988, 68) on problems faced by Malaysian SMBs engaged in manufacturing, Sieh observed that marketing problems rank the highest after finance. She mentioned that other studies undertaken had also shown a concern for marketing-related problems such as seasonality of demand, lack of skilled personnel, competition and slow collection after sales. In the search for the appropriate marketing system,

Malaysia has to learn how to introduce important elements which will lay the foundation of an orderly and effective system. The present unorganised marketing sector needs to search for answers. Efforts must be made to contribute to the knowledge of marketing system so that a better understanding of the complex problems facing the underdeveloped nature can be attained.

But one of the most serious threats to the development of the book trade in Malaysia is the lack of understanding of modern management and marketing methods, in particular, among the majority of small and middle-sized publishing houses. The large foreign-owned but locally incorporated houses such as OUP and Longman and local houses such as the state-owned DBP or the locally incorporated and funded Berita Publishing, Utusan Publications & Distribution comprise the other strong group spreading their influence in the local scene. They are part of a bigger operation trading in very different circumstances from the majority in terms of management and marketing capabilities. DBP for example is in a strong position, backed by the state and with access to facilities and support that other small publishers can only dream of. It is observed that this group of multinational corporations, whether foreign or locally incorporated, and local big houses are more likely to consider marketing concepts and techniques. DBP in particular has a strong business approach and has the biggest marketing force in the entire country. The marketing section is headed by an MBA-qualified bookman, clearly the best of both worlds.

The small and medium-sized group, mostly members of IKATAN, are painfully aware of the big challenges and tasks that lie in their quest for their places in the trade. For this group, the particular and immediate importance is to awaken their understanding and application of the marketing concept in the trade. Baha Zain as President continues to lament the peripheral positions of privately-owned and Malay-based publishing and related industries and the uncertainties in the future. There must be a great deal of difficulty and frustration in having to co-exist amongst foreign and also state-owned houses which can exercise wide-ranging control over developments in the local scene. One example is in the control of management of sales and distribution of books in the country. Out of the 150 booksellers in the Klang Valley, only about 30 premises are Malay-owned. Berita Publishing has its own chain bookshop, the Berita Book Centre and the other bigger chains are the MPH, Bookazine and Anthonian which hardly hold any Malay language books. These chain retailers are capable of exercising considerable control on the marketing and distribution of books. IKATAN has voiced its concern over the freedom of non-Malaysian and non-Malay entities to dominate the trade. Such ease of operations is not possible in neighbouring countries like Thailand or Indonesia because their governments exercise certain controls which ensure that foreigners are not allowed to publish books in the local language. Neither are they allowed to publish textbooks without the participating equity and management of local sectors (*Watan*, July 1990).

But as mentioned earlier, Malaysia as a nation does not have an economy that brings within its concern, direct considerations for the book industry. In the haste to achieve progress the government has chosen to concentrate on industrialisation economics. In the past two decades the policy of industrialisation and the quest for technology has resulted in an annual growth rate of 10.3 per cent between 1970 and 1990. During this period Malaysia launched the NEP, introduced the Industrial Co-ordination Act and announced the decision toward state-led heavy industry development policy. This led to extraordinary boom which continues until today. But this achievement eluded the cultural industry although there is urgent need for it to sustain the cultural and political life of the nation.

Similarly, IKATAN's problem is indirectly related to such a predicament. Prior to the ethnic riots of May 1969, the government followed a policy of minimum intervention in the market-oriented economy. The economically-depressed Malay majority could only receive aid channelled through rural development projects or other activities that benefit them directly. Over time this has resulted in the Malay population occupying positions of disadvantage in the economy and in education. In the economy the Malays lose out in enterprises, ownership of assets in the modern sectors of the economy, and managerial and skilled employment. Although the Malays are the politically-dominant group they are marginalised economically. They occupied low-productivity, low-skilled positions in the rural and urban economics. In Malaysia the Malays live in the rural areas because they are involved in the major agricultural sectors

such as farming, working in the *padi* fields and rubber plantations and the fishing sectors. To a certain extent, Malay backwardness remains one of the most important factors in the government's activities to accelerate plans to ensure that the Malays achieve equality with others. The creation and rationale of the NEP may be supported in the sense that it helped prevent further consolidation of the pattern of ethnic stratification. The policy of NEP was adopted for the purpose of preventing further disparities between races.

One government policy which has a great impact on the marketing system is the successful co-ordination of the marketing of commodities such as palm oil and rubber to domestic and international markets. Government intervention and success in those products reflects the positive role of government in stimulating and maintaining growth in certain industries. It also proves that policies can be designed and implemented to manage and support the local industries, including the book industry. For example, government control can ensure that the people involved will execute their operations under proper guidance of policies decided earlier on, perhaps in terms of quality, price and others. The book trade could be organised under a sort of marketing board which would preside over matters such as rampant photocopying, book discount wars and illegal operators, increasing costs in postal services, transportation, import duties, limited export opportunities, lack of incentives and facilities for publishers and others. The publishing system is supposed to benefit the whole society, not just immediate recipients in the form of the small number of bookworms or booksellers only. Problems

in the publishing and bookselling business should not be left to the book people to resolve. It is a serious problem that needs the getting together of resources of the Ministry of Education, Trade and Industry and if need be financial and professional support from all willing.

CHAPTER VI

RESEARCH DESIGN AND METHODOLOGY

6.1 Introduction

In the previous Chapter the main concern of the researcher is to stress the fact that effective marketing strategies and know-how are essential to the success of the book trade. A review of relevant secondary sources was undertaken to seek knowledge in the discipline. This review formed a valuable base of information because there is a great need to fully understand the discipline in order to solve problems in the Malaysian book marketing scene.

This Chapter provides a detailed outline of the methodology employed in the investigation. It begins with the statement of the key questions addressed throughout the research, the approach used and the circumstances under which the study was carried out. Then the various steps taken to develop the sample, research instrument and the subsequent questionnaire design, pilot testing and data collection procedures are

described. Finally, notes on the fieldwork as well as final data processing and the statistical methods are discussed.

6.2 Scope of study and key questions for research

As briefly outlined in Chapter I this study focuses on the objectives of:

- i) providing the contexts and nature of background to the historical events which helped to shape the nascent Malaysian book publishing industry and its current environment
- ii) examining marketing issues for Malaysian book publishers, use of market research data by managers of publishing houses, and documenting a survey of existing practices in terms of marketing communications, advertising and promotion in the trade
- iii) finding out whether Malaysian book publishers understand the meaning of the marketing and the application of the marketing concept and product mix, pricing practices, and distribution channels
- iv) studying the attitudes of users and non-users of market research information which help to create a profile of Malaysian book publishers, in particular, their marketing outlook
- v) illustrating the importance of the survey data by examining selected research findings and implications for marketing.

Generally, this study is concerned with providing a better understanding of the marketing issues faced by Malaysian publishers and seeing what can be done to introduce or to adjust marketing practices to suit the environment and the system prevailing in the whole country. Such a study can be justified because it may reveal characteristics of the book market which can bring negative results and prevent the workings of an effective market system. This is particularly true of the situation in Malaysia where the book trade has always been known to be the less developed compared to other markets. These are some of the questions that need to be raised quickly because every book publisher needs to look at all the potential offered to them in order to deal with the weaknesses inherent in the industry. The ultimate objective of the research is to identify potential opportunities for the Malaysian publishers to expand their expertise in the book market. Such an expertise would enable the producer cum marketer to design more effective marketing planning directed at the right segment of the market.

6.3 Developing research techniques

Baker (1991, 17) observes that research in marketing can identify possible threats and opportunities through exploratory research, to assist in solving problems after they have been identified through conclusive research and lastly, to provide information in order to ensure further levels of achievement of declared objectives through performance-monitoring research. According to Chisnall (1991, 21), the central part of research work is to develop an effective research strategy or design. Such plans will specify the most

suitable methods of investigation, the nature of the research instruments, the sampling plan and types of data. Chisnall (1991, 26) identifies two generic classifications of data:

1. Primary data (can be collected by)

- a) observation
- b) experimentation
- c) questionnaires

2. Secondary data (information already available)

- a) internally (company's operating records)
- b) externally (government statistics, syndicated sources)

The data collection stage of a research investigation relies on two main sources of information which are categorised into primary and secondary sources (Baker 1987, 125). Secondary sources consist of information already available, therefore it is usually the first source of information and is examined at the very outset of research. Investigations by library or desk research may be conducted by using internal or external sources. For instance, the internal records of firms can provide information on production output, marketing practices in the form of promotional expenditures, sales figures and financial data. In Malaysia, a very large volume of external secondary data can be derived from various government departments, universities and reputable non-profit organisations. There are also academic journals from large libraries or research institutions. These holdings are very extensive and have not been fully analysed and

studied in detail. Only rarely are they not relevant. They have provided useful background information and have been helpful in determining the right method in primary research. At best they can provide figures for comparison, especially in the area of book production figures which can vary considerably. For example, book production figures collated by the National Library may differ significantly from the MABOPA or the reports from DBP. The researcher is constantly aware that such figures serve merely as a rough guide and remain unconfirmed statistics. Thus this study could be a very useful source of information, especially for those concerned with the formulation of effective marketing know-how for the products offered to the public.

This research relied upon a vast amount of secondary data which are studied and analysed in great detail in order to obtain the theoretical framework which formed the main background of the thesis. Secondary sources of information are also used to identify the evolution of theories and findings into the probable causes and effects of relationships, for example, between markets and the people. The raw material from which markets are built are the attitudes, interests and opinions of people (Baker 1991, 162). Secondary research of this kind has also partially enabled the researcher to develop a profile of Malaysian book publishers and their business activities, in particular their marketing tendencies. It was helpful in providing a clearer picture of how things are within the trade, especially in determining the issues and problems faced by them.

Secondary research findings are incorporated into a conceptual framework in Chapter V which was very effective as a tool to link the various elements in the theories

of marketing and the desirability of market research in the book trade (Baverstock 1993, 22). More importantly, findings from the fieldwork are cross-referred with existing secondary data in order to determine their significance in the whole research. By doing so it is hoped to discover in real terms the application of marketing in Malaysia to answer questions which are not accessible at the present moment.

It has been observed that desk research is not always capable of providing answers to specific problems (Baker 1987, 128). Very often it is necessary to obtain original data by primary research, especially in a number of areas such as consumer research, product research, distribution research or advertising research. It is also clear that there are a number of ways in which primary data can be collected. Chisnall (1991, 26) identifies the three major methods as by observation, experimentation and the use of questionnaires. Baker (1987, 128 and 1991, 78) refers to these methods as observation, experimentation and sample survey. Upon closer study, the observational and experimental research are thought not suitable for use in this study. The observation method utilises three types of observations: audits, recording devices and the behaviour of buyers. It is used to monitor customer flow and depends heavily on skills of the observer. It is not effective as a device to capture attitudes and opinions as what this study seeks to find.

Experimental research tries to ascertain a cause and effect relationship by controlling one or more factors or variables. A major drawback is the problem of creating the ideal experimental conditions of laboratory testing which may not be

representational of the market-place and its environment (Chisnall 1991, 32). It is thus unsuitable and beyond the scope of the present topic. As a result this study was carried out by using the survey approach. According to Adams and Schvaneveldt (1985, 114), the term survey is used in various ways but the main feature refers to the gathering of data or information from a sample or specific population, usually by questionnaire, interview or telephone. The survey approach to data is suitable to study people's opinions, daily activities or various aspects of business and industry. Saw (1990, 7) points out that the aim of surveys is to gather data in order to describe certain phenomena or characteristics of the respondents. Some surveys are designed to collate data to explain or rather test hypotheses or theses put forward by researchers. The topic of this research was chosen partly because of the researcher's lifelong interest in wanting to know more about the activities of the Malaysian book publishers in general and their marketing orientation in particular. This particular area of research has been long overdue. The practice of marketing in the book trade is still an area greatly overlooked by senior officials in the government and the book people themselves. This research therefore attempts to establish the publishers' awareness and views about the importance of marketing communications and to study how well they know about the cause and effect of marketing actions or the lack of it by their publishing houses. Since there has been little market research in this particular sector, it is crucial that this study is taken in order to ascertain the publishers' perceptions of marketing in the book trade. This study is made even more beneficial in the face of future development of the trade because marketing research can be expected to contribute to market expansion.

Chisnall (1991, 36) and Baker (1991, 84) agree that most marketing investigations use some form of questionnaire survey. It is the best known source of primary data collection in marketing studies and in the social sciences. According to Alreck and Settle (1985, 13), surveys can capture information such as attitudes, decisions, needs, behaviour and others. Attitudes do not change suddenly and if they do change it is due to people, in this case, publishers, receiving additional information which will lead them to understand the subject differently. Simon (1969, 63) for instance, has indicated that most research in sociology, marketing research, education, political science, and all other branches of social sciences except economics is comparison research, which according to him can also be of something against nothing. It may also be quantitative like " 20 per cent faster than..." . Therefore there is a tendency to use the proportion or percentage as the basic descriptive statistic for comparison studies. For the purpose of this study the percentage expresses relative popularity and is presented, for example as, " 57 per cent" or " two-thirds as many publishers" .

This study was carried out by collecting primary data using the survey questionnaire by post. Chisnall (1991, 104) defines the questionnaire as a method of obtaining a specific information about a defined problem which when administered and collated, analysed and interpreted bring a better overall understanding of the problem. The types of information to be gathered are facts and knowledge about the respondents, the Malaysian book producers, especially the Marketing personnel of the Malaysian

publishing houses. Questions are designed to gather information on the present practices in the marketing procedures, if any, of Malaysian book producers. The other category is opinions and perceptions, for example, existing attitudes towards the idea of marketing. To secure such information, a pre-coded Questionnaire was utilised for the collection of profile data and general information regarding practices in the trade. It was meticulously planned and was chosen as the most convenient method of collecting relevant, comparable and analysable data. Thus the survey instrument was a ten-page Questionnaire plus a covering letter (see Appendix C) in English and Bahasa Malaysia. Howard and Sharp (1983, 138) consider it wise to limit the questionnaire to ten pages requiring about fifteen minutes in order to secure a higher percentage of responses. The advantages of postal survey that are relevant to this study, and bearing in mind the Malaysian situation are:

- * reasonably low cost yet efficient
- * sample can be large and widely spread
- * respondents can be reached easily by post
- * no interviewer bias

However there are disadvantages such as answers obtained are rather final in its form unless the researcher takes the effort to contact respondents and discuss points with them and there is a chance of getting a low response rate, especially observed among developing countries. Kinsey (1988, 103) reported that this trait is prevalent among developing countries and she noticed that Malaysian Chinese respondents were reluctant

to co-operate, especially when faced with political questions. Therefore it was hardly surprising to the researcher when this problem surfaced during actual fieldwork. It was found that although most respondents could be reached fairly easily in the Klang valley, the area with the highest concentration of the population sample, there were incidents whereby respondents were extremely cautious and reluctant to participate. Some responded with outright refusals to grant interviews during telephone contacts or recall visits. This tendency towards non-response among non-Malay respondents appears to concur with Kinsey's observation. However, since the Questionnaire does not contain any underlying political implications, the researcher is inclined to believe that it was more due to their reluctance to divulge trade secrets and company performance. It was noticed that non-responses among Malay respondents were not outright refusals but were rather misguided notions of modesty due to what they regard as their business being too small and inconsequential to the research. However they finally relented when it was stressed that they also constitute an important section of the sample and play equally important roles that cannot be ignored.

Crimp (1990, 41) indicates that a postal survey can have a low response rate ranging from 30 to 40 per cent. However Moser and Kalton (1971, 239) imply that methods can be combined in order to exploit different strengths and appropriateness. An example given describes a mail questionnaire survey which is supplemented by interviewing to increase the response rate. This can be further enhanced if the survey population is targeted towards members of a special interest group, which in this

particular study happens to be top management and marketing personnel in charge of publishing houses in Peninsular Malaysia. Therefore a self-administered postal survey method using a 10-page Questionnaire supplemented by interviews was adopted as the best method of conducting this survey. Non-response was dealt with by requests for personal visits and interviews which enabled the researcher to meet respondents face-to-face to complete the Questionnaire. From this exercise, a total of nine Questionnaires were completed at the respondents' precincts, which took place after office hours. Some requested the researcher to leave the Questionnaires for a few days (although the initial grace period had already passed) and to come back in order to pick them up later. This arrangement gave the researcher a chance to make personal contact and interview eligible respondents in their work areas. Although they were given the choice of filling in the answers themselves, in many instances they preferred to be interviewed.

6.3.1 Designing the research instrument

According to Moser and Kalton (1971, 256), the merits of mail questionnaires are that they are generally cheaper and rather quick in giving results. The initial returns can be expected within two weeks after being posted, which serves this study well. The cost of stamps, stationery and labour were well within the affordable range. The main advantages that are fulfilled by this method was that it will collect relevant data, it will be less biased and respondents could be motivated to respond positively. The other attractive aspect of this method is easier but effective fieldwork operations. However, there are disadvantages such as problems due to misunderstanding of questions,

reluctance to answer questions due to laziness and of the questionnaire reaching the wrong person's desk.

Basically, the questionnaire in most surveys consists of five segments (Saw 1990, 38) as follows:

- * request for co-operation
 - * explanation
 - * identification particulars
 - * classification data
- and * sought data

In designing the Questionnaire, the researcher has sought to include all the five aspects. The ten-page document included a segment requesting co-operation and assistance of respondents. This persuasive letter was addressed to Managing Director or Publishing or Marketing Manager by title of post to each of the population sample. Some of the Questionnaires were delivered by hand, especially to respondents who are personal friends of the researcher. As a measure to improve response rates, a self-addressed and stamped envelope was enclosed. A deadline return period of about two weeks was suggested since it is believed that such format could increase the rate of response. About a month after the first postage, follow-ups in the form of reminder letters were sent to those respondents who had not returned the Questionnaire. They

were also contacted on the telephone and were requested to grant interviews (a detailed report will be presented in later report on the fieldwork).

Section A of the Questionnaire was designed to collect information on identification particulars of the respondent's publishing house, especially Question 1 to Question 10. Questions 11 to 27 should secure classification data of various activities of the publishing house. This consists of questions relating to commissioning of books, identification of current problems facing the publishers and general data and opinions. The final segment of the Questionnaire constituted the most crucial sought data and formed the main purpose of conducting the survey. Sections I to IV require the respondents to answer questions focusing on marketing practices which would enable the researcher to analyse the publishers' marketing organisation, based on McCarthy's 4P's of the marketing mix (Baker 1991, 36). These variables were studied in order to illustrate the marketing performance and orientation of the houses.

The questions were set simply and were easy to answer in order to secure a positive response rate. The sequence and wording of the questions were given a lot of thought. In line with most questionnaire surveys, the document was pre-coded and prepared to accommodate all the aspects of the study variables. In this study, some of the questions were adapted from surveys conducted elsewhere. Inputs for the marketing practices statements were derived from a study by Deshpande and Zaltman (1982, 14). In addition, several items were developed by the researcher based on impressions accumulated over a long period in office and interaction with local publishers, authors,

booksellers and readers and marketing personnel. The statements were adapted in order to make them appear more reflective of the local environment and in compliance with the research objectives. Care was also taken to avoid sensitive questions such as opinions on state involvement in the trade. Generally the questions were divided into:

- i) dichotomous (yes/no)
- ii) multiple choice
- iii) open-ended
- and iv) rating scales.

The open-ended questions were used in order to capture the replies given by the respondents in their own words. This approach has turned out to be particularly useful in trying to gauge the respondents' understanding of certain terminologies in the marketing study. Since the researcher was unsure of respondents' answers, this format was rather effective. Multiple or set-choice questions allowed the respondents to choose from a list of possibilities. Answers are usually single, but it allows for multiple choice, which is not a problem in the analysis as the Statistical Package for Social Sciences Programme extended, SPSS-x (1988, User's Guide), the statistical package chosen for this study, is well-equipped to handle such inputs. The questionnaire was also constructed in a funnelling sequence, starting with the general and simpler questions and eventually focusing on the specific questions. In addition, several questions were developed after discussions with colleagues and the Computer Centre at the University of Malaya and

after the pilot exercises. Howard and Sharp (1983, 131) advise researchers to design questionnaires with computer processing in mind because eventually they should be compatible with computer analysis.

The final version was composed as follows:

Section A: About your company (Q1- Q10)

Commissioning and publishing (Q11- Q16)

Marketing awareness (Q17- Q27)

Section I: Marketing practices (Q28- Q33)

Section II: Advertising practices (Q34- Q40)

Section III: Sales promotion practices (Q41- Q46)

Section IV: Quality of marketing research (Q47)

Questions in Section A were designed mainly to collect general information and company background of the respondent and to gauge the perception and the position of the publishing house on matters pertaining to commissioning of books and marketing awareness and orientation. The confidentiality of such findings was stressed in order to secure more response. This section also contained questions on categories of their output and their pricing strategy. Questions 14-24 were used to gather information on users and non-users of marketing research. The answers drawn could show whether publishers have positive or negative outlooks while determining their publishing output. The

sequence of the questions in this section was designed to detect the respondents' thoughts and understanding of the trade. Comments produced by the open-ended Questions 26, 38 and 44 allowed respondents to answer and express their own formulations and perceptions regarding the marketing orientation of their organisations (See Appendix H).

Questions in Sections II, III, and IV were important because they focused on respondents' involvement in the promotion mix. Both general and product specific questions were included and were concerned mainly with the objective of assessing respondents' practices in marketing communications. Question 43 was developed after an examination and evaluation of the promotional material on books produced by the publishing houses as well as through secondary research on the subject. Most of the questions were designed to be more suitable to the local environment. The questions should therefore be reflective of the local book trade. For example, Questions 13 and 18 were included in order to gather respondents' opinions relating to facilities or services offered to them and current difficulties faced by them. The researcher believes that such a combination should provide a good deal of new first hand information about the book trade sector in Malaysia because the questions focused on all the different but important aspects of the subject under study.

6.3.2 Pilot test

Before the Questionnaire was finalised, a pilot test was carried out by interviewing five respondents to see if the question format worked and to test what sort of response could be expected. Pilot testing is important because it will ensure that there will be no difficulties in completing the survey instrument. It will allow the researcher to carry out a preliminary analysis in order to ensure that the format will not be problematic during analysis (Bell 1993, 84). The Questionnaire was pre-tested in English and the translated Bahasa Malaysia version. There was no difficulty in translating the questionnaire because it was fairly simple and straightforward. This trial run using both language versions was carried out with targeted respondents in the area of the capital city of Kuala Lumpur and Petaling Jaya in the state of Selangor. The respondents are mainly publishing personnel friends of the researcher. These tests resulted in the questionnaire undergoing several redrafts, which were mainly reediting work such as removing ambiguous wordings in order to ensure more accurate answers. The initial tests revealed that a major problem was in the misinterpretations due mainly to ignorance and misunderstanding of questions. It was obvious that the terms of reference between the researcher and the respondents differ considerably.

Other amendments included changing of wordings to simpler terms and language which could be understood by the population sample, especially the Malay language version. Respondents were given the liberty of choosing the language version but all

non-Malay respondents were sent or given English language versions in order to secure responses. As expected, the initial tests were helpful in determining the content and clarity of the questionnaire. It was found to be reliable and the responses had a high degree of usability. An added advantage from the trial runs was the impressions accumulated over this period of close proximity with people involved in the trade. It has widened the researcher's understanding on the subject of study. In short, it has supplemented the information that has been gathered during six months of fieldwork in Malaysia. In conclusion, the objective of collecting factual information regarding attitudes and perceptions of Malaysian book publishers/ marketers was realised through the use of a simple pre-coded Questionnaire.

6.3.3 Sampling procedure

The main objective of this study is to review and appraise the marketing perceptions and operations of the publishing houses in the light of the present day conditions in the Malaysian book trade. Therefore the main focus of study is confined to the Malaysian publishers including foreign but locally incorporated houses (the sample did include one foreign entity), producers of Malaysian books written in all languages, which in Malaysia are mainly English, Bahasa Malaysia, Chinese and Tamil (language of the majority of Malaysian Indians whose families emigrated from southern India during colonial times). This totality of persons is referred to as the universe or population (Baker 1991, 100). The population of this study is thus defined as the Managing

Director, Publishing Manager, Marketing Manager or Sales Manager of active publishing houses. As mentioned in Chapter I, it was confirmed at the beginning of the research period that there was no up-dated and representative list of book publishers in Malaysia. Many available listings or printed sources from the book trade seem to contradict each other. It was decided then that it would be necessary to compile an exhaustive, accurate and representative list of publishing houses in the country. Information was drawn from various trade sources such as directories and membership lists of MABOPA, IKATAN, Malaysian Booksellers Association, Malaysian Book Importers Association, various ministries involved with the trade such as the Ministries of Education and Trade and Industry. Listings from the Yellow Pages and the local edition of the Kompas were also studied. The Malaysian book trade directory 1990/91, compiled by the MABOPA, contained a listing of 104 members publishing books at all levels and categories in the Malay, English, Chinese and Tamil languages. However, in a document circulated to MABOPA fee-paying members, membership for the year 1993 was reported as 85. Some members were also members of the Booksellers and Importers Associations. This overlapping of functions has been a recurrent feature in the local book trade. This is not unique to the book trade but is a common feature in the retailing sector whereby the functions of the wholesalers and middlemen and shopkeepers overlapped a great deal and could be operated by a single person in the same single premises.

Among the other requirements that were considered important in order to make the compilation a true proportion of active book producers were that it should be a list of registered bona fide companies which had been fee paying members of the MABOPA or IKATAN. In addition they should also be committed publishers and reflect a genuine interest in promoting their products by participating in the biggest book event in the country, the Malaysian International and National Book Fairs. This criterion is considered important because the book fairs are the biggest book promotion events in the country, attracting by Malaysian standards a huge number of visitors. In the first year that it was held (1982), it recorded an attendance of 40,000 visitors. In 1992 it recorded an attendance of 545,000 visitors, the highest during the period 1982 to 1993. A study by NBDC in conjunction with the Ministry of Education and ITM (1994, 7) reported that in 1993, the Fair had generated sales amounting to MR2,017,170.75 from 334,297 visitors. An estimated 43,367 books and related materials were exhibited and about 107 booksellers, publishers and importers had participated in the event. The interesting question here is where do these buyers disappear after the book fairs? But the only clear indication here is that the market must have always been there. It is only the books that have not been properly presented for the market to view and buy.

These vetting procedures were taken to ensure accuracy and generally the sample should reflect the profile of active book producers and not the fly-by-night producers or investors who entered into the market when lucrative ventures are announced by either the Ministry of Education or DBP or other bodies from time to time. Also it was found

that in 1991, only seven out of 18 original founding MABOPA members remained active, amongst them Longman, Macmillan, Federal and FEP. In 1990/91, as mentioned earlier, the MABOPA listed 104 members, of which 88 operated in the KL/PJ areas, six in Shah Alam (Selangor), three in Ipoh (Perak), three in Johor Bahru (Johor), two in Penang and one each in Kota Bharu (Kelantan) and Melaka. Another characteristic of the sample was that some of the MABOPA members were also concurrently members of the IKATAN, a loosely established co-operative body among the Bumiputera publishers. Efforts to establish IKATAN began in the early 1980s but it was only in 1988 that IKATAN, Ikatan Penerbit Nasional in full, was formed. A study of the membership list showed a body of 39 members of which 13 are also members of the MABOPA. Among the better known members who are also active MABOPA members are Utusan Publication & Distributors, Creative Enterprise, Dasar Padu, Penerbit Gedung Ilmu, Karya Bistari, Dewan Pustaka Islam, Hizbi and others. It is also appropriate to mention that the sample also consists of some members of PEPET, mentioned in Chapter IV, a committee of publishers of higher learning books which is quite influential in the book scene because its chairman is also the President of MABOPA and other members are major players such as DBP and the university presses and they are generally better organised and well-funded.

The sampling frame, which is the list indicating all the sample units in the population used in this study, is vetted by the above criteria. From such sources, a list of 107 publishers was initially selected. However, after actual visits to the precincts of

business, it was found that a number of companies were registered under different names although they were in actuality owned by the same parent company operating as wholesaler, bookseller, publisher and at times printer. There was also a problem of trying to recognise which particular activity was the major business concern because it was difficult to delineate the different activities of retail, wholesale, or middlemen activities in the trade. The Western establishment is often characterised by a well-organised hierarchy of publisher, wholesaler and retailer. Therefore, although 107 publishing companies had been initially identified, (there are reports suggesting that there are about 400 publishers, especially during the KBSR Readers Programme and the World Bank Library Books Programme) only 65 were chosen after the systematic selection process and were considered fully-fledged representatives of the Malaysian book publishing sector.

This also meant that the actual size of the sample that could be used was reduced considerably. The sampling frame was also found to be mainly confined to a geographic area in the most urban region of Peninsular Malaysia, namely the Klang valley, an area which is also the site of the capital city Kuala Lumpur in the Federal Territory and the neighbouring urban centres of Petaling Jaya, Shah Alam, and Damansara, all of which constitute the metropolitan areas in the state of Selangor (See Appendix I). These areas also happen to have the largest concentration of commercial and industrial activities in the country. A majority of respondents have office sites within this geographical area which facilitated the administration of some self-administered method of data collection

and recall visits to either conduct person-to-person interviews or collection of questionnaires. The central position of University Malaya in this area also facilitated movements of the researcher during the survey proper. Such accessibility and proximity made the need for a combination of personal interview with the aid of the questionnaire much more manageable.

6.3.4 Overview of the sample

The existing sample reflected the profile of publishing houses in Malaysia. Generally the common feature among the houses is the small nature of their business. Apart from DBP and members of PEPET who are government bodies, research institutions and university presses, some of the houses are foreign but locally incorporated companies such as OUP and its local subsidiary PFB, Longman, Federal, and FEP International. The rest are mostly local private limited companies or those at the lower end of the business scale, sole proprietorships or partnerships.

Generally, the sample reflected the following:

Category of products. Publishing is mainly concentrated on educational books and distribution of such products. Textbooks and supplementary texts for schools are the major source of income for a majority of Malaysian publishers. In the forefront are the well-established and entrenched foreign publishers, mainly British, and the

government publishing arm, DBP. Some of the active local houses are Amiza, Anthonian, Berita Publishing, FEP, Preston Corporation, Pustaka Delta Pelajaran, Pustaka Sistem Pelajaran, and Times Educational. The publishing of general books is not profitable because Malaysians have not cultivated a love for reading. Those that do read occasionally prefer light fiction in romance, adventure and true stories, entertainment magazines, professional and religious books. Religious books remain popular throughout the years and probably reaping the benefits of a surge in Islamic revivalism in the majority Muslim society of Malaysia. Therefore, textbooks for schools remain the mainstay of Malaysian publishing. Expansion into new product lines is still approached with caution except for a handful of publishers such as Berita Publishing and K Publishing who have begun expanding into general titles. It would appear that Pelanduk Publications could be the only successful mainly general books publisher in the country. It publishes a series of Malaysiana titles, largely general books in the English language dealing with contemporary Malaysian issues which have been well-received in the ASEAN region.

Size of establishments. In terms of size, the publishing houses range from the largest in the form of government-owned DBP to local divisions of major UK publishing houses which are locally incorporated as private limited companies such as Longman and OUP/PFB and a large majority of the local houses. A few of the local houses are sole proprietorships or partnerships. Again, on the whole many publishers are undercapitalised and tend to publish the same thing.

Ownership of establishment. Of the total 49 respondents of usable questionnaires, 24 establishments at survey time were owned by Malays, 11 Chinese and the remaining were either jointly owned by Chinese and Malays or with Indians. This is probably not a representative cross-section by ethnic grouping because the Chinese are usually more involved in commercial and business activities compared to the other ethnic groups. Most of the Malay-owned houses are members of IKATAN, mostly small proprietorships with paid-up capital of less than MR150,000. Capital is often provided by family members or relatives because the financial institutions have not been supportive. The sample also include government and university presses. Publishing houses are still fairly easy to set up. In fact almost anyone with a small capital can join the business by simply fulfilling a number of procedures without difficulty. A fairly simple registration procedure to set up a book publishing business had attracted a large number of applicants, especially during the introduction of the KBSR Readers Programme when large publishing contracts were tendered out by the MOE. This sudden blooming in numbers of publishers later fizzled out leaving only the dedicated houses some of which are fairly organised and successful business operations. However, there are houses that are run as family operations, mixing publishing, retailing or printing activities in small shophouses.

Management and marketing. It was observed that a high percentage of the businesses surveyed were run by the proprietors or partners themselves. With the current realities, there is every likelihood that a good number of publishers are not fully trained

to run this kind of business, especially in the area of marketing research. Such disadvantages can be worsened by a general lack of competent writers and good readers and lack of sufficient capital. But there are a few publishers with the right attitude, eager to reassess their positions in order to help charter massive changes in society's regard for the book. Some IKATAN members for example have only a few years experience in the trade. A good number is believed not to have received any training at all and thus lack skills in the application of marketing or business management. Many of them actually started their careers as school teachers who had seen and personally experienced problems in the education system and were keen to cater to the needs of students and teachers. Some of these teachers cum publishing entrepreneurs began writing books themselves and had to also finance their publishing projects.

Overall, the sample could be considered as a fair coverage of Malaysian book producers. The researcher believes that a good deal of new information can be derived from detailed analysis of the survey data.

6.4 Data collection procedure

The survey proper was conducted during the months of January, February, and March 1994. Pilot tests were carried out with selected respondents in the Petaling Jaya and Kuala Lumpur area of the Klang valley, which also happens to have the highest concentration of publishing and book trade business in the peninsula. This, as mentioned

earlier, resulted in the Questionnaire undergoing several redrafts. During the pilot test, personal interviews were conducted with the publishing and marketing personnel of publishing houses engaged in producing, wholesaling and retailing of books.

The postal survey was carried out beginning from 14 January. The ten-page Questionnaire plus a covering letter addressed to Managing Directors, Publishing Managers, Marketing Managers, wherever appropriate, was posted to each of the selected sample. The names and positions of the targeted senior personnel were stated on the Questionnaire. This step was taken to ensure that the Questionnaire reached the right person. In order to improve the percentage of response, a self-addressed and stamped envelope was enclosed. In the cover letter, a deadline for return of Questionnaire was suggested in writing by hand, the targeted date of 29 January, about two weeks after receipt of the document. Bell (1993, 86) suggests that setting a return date seems to help boost the respondent's memory, thereby increasing the chance of response.

Before the deadline was reached, a total of 27 replies was secured. However, upon inspection, only 24 were found to be usable, with all questions answered. Three respondents returned the Questionnaires unanswered, one writing to explain that the post of the Managing Director has been long vacated and the other two were simply not willing to co-operate. When contacted by telephone all three establishments refused to comply with requests to seek for an interview instead. As expected, excuses given were

lack of time and that company policy did not allow for such disclosures of trade procedures and confidential information.

Judging from the circumstances of this initial response, it was decided that a follow-up or reminder letter be sent to those respondents who had not returned the Questionnaires. This initial rate of non-response was not considered as a problem because such inaction could be due to the fact that the premises of the respondents could have changed but were not reported to the MABOPA for amendments. Another reason for non-response could be due to the fact that the respondents were simply too busy to respond. As some of the sample units were run by sole proprietorships, usually family members themselves, they could not attend to the paperwork needed because most of the time they were usually out running errands and deliveries and collections, returning late in the evening.

The follow-up letter resulted in the addition of 12 more positive replies which made up a total of 36 usable replies. By the end of February only those 36 positive responses were secured, constituting a response rate of 55 per cent. At this point, it was decided that the researcher would try to make personal visits to the respondents in order to secure further responses. Requests for appointments to hold interviews were sometimes met with requests for dropping off the Questionnaires before actual dates of visits. This meant that at least two visits were needed before anything else could be expected. It however enabled the researcher to screen eligible respondents while

interviewing them in their precincts. Qualitative data obtained from such meetings contributed to a better understanding of various aspects and immediate concerns of the publishing sector. There was also the experience of dealing with elusive respondents which made it necessary to make visits of up to three times. Perseverance due to necessity made dealing with reluctant respondents even more challenging, especially when faced with a great deal of shrugging of shoulders and mumbles which questioned the use of such surveys when action and not words were needed. Another problem that surfaced during recall visits was of non-contact. As mentioned earlier on, most publishers opened up offices that were also used as stores and retail areas in rented premises. These premises were equally easy to set up or vacate. From the final sample of 65 publishers, eight Questionnaires were returned unopened, presumably by the owners of the premises because trading had ceased at such addresses. A total of eight respondents including the three earlier rejects, who had received the Questionnaires when contacted, declined to co-operate outright despite attempts to plead otherwise.

Towards the end of March, 13 more positive replies were secured which added up to a total of 49 responses. At this point it appeared that a total of 16 respondents did not reply at all and those that had received the Questionnaires had refused further co-operation when contacted. The final responses from the survey are shown in Figure 6.1.

Figure 6.1
Survey responses

Unconfirmed sample size	107
Real sample size	65*
Negative replies	8
Undelivered/trading ceased	8
All complete/usable	49**

* after selective process

** (Appendix D)

As far as possible, each reluctant respondent was allowed one initial visit and one recall if need be. Recalls were necessary for two reasons; either the targeted respondent was not present at the premises or if he or she was present was unable at that particular time to give undivided attention to the interview. Therefore despite such efforts to secure as many respondents as possible, eventually the findings of this study are based on 49 usable Questionnaires, bringing the final rate of response to 75 per cent, a rate that is considered representative of the population. It is important to stress this rate of achievement because a postal survey is not likely to bring high response rates. However, since this survey is targeted towards a special interest group (Crimp 1990, 41), its rate of response has gone well beyond the norm in postal surveys.

Another important reminder is that the only way to deal with non-response is to limit it to a level that will not cause a serious bias. Moser and Kalton (1971, 268), suggest that it should not rise above 20 or 30 per cent because if it did, the failings will be critical. It was with such reminders in mind that from the very outset of the survey decision was taken to use a mail questionnaire survey which was then supplemented by personal interviews in order to secure a positive rate of response. Again, overall response could be considered a fair representation of Malaysian publishers for the year surveyed.

6.5 Data organisation and statistical analysis

According to Alreck and Settle (1985, 287) there are two basic types of statistical tools, one is to portray or describe data, the other is to measure associations or relationships among survey items. Since there are several statistical tools, the selection of the appropriate one depends on the type of data to be analysed. The type of data generated could be of levels of measurement listed in ascending order of precision:

- * Nominal scale (non-numerical, qualitative and categorical variables e.g. male or female or simply, names for categories)
- * Ordinal scale (non-numerical but involves an ordering or ranking of the variable e.g. social class gradings or customer preferences)

- * Cardinal (numerical numbers that give amounts of something such as promotion expenditure of the publishing house).

In this study the researcher is interested in presenting an average distribution of values for a variable and it is examined in terms of the measures of central tendencies. Central tendency and averages are usually reported because they represent the most typical response. It is an attempt to establish the average distribution of a value. However, in statistical terms mere averages or tendencies refer to a number of measures of averages such as follows:

- * the arithmetic mean
- * the median
- * the mode

The arithmetic mean or the common average as a method for measuring the average of a distribution which conforms to most people's notion of what an average is. It is calculated by taking the sum of the values of the items divided by the number of items. The mean is most popular in analysing survey data due to its simplicity, it is easy to calculate and has mathematical exactness. The mean is usually the most meaningful statistic.

• The median is the value of the middle item above which 50 per cent of the items lie, and under it lie the other 50 per cent. It is useful in situations where there are extremes at both of the range which might affect the mean to a certain extent.

The mode is the most typical case and relates to the most frequently occurring value but it is not often used in small studies.

There are researchers who use data with a lot of emphasis on percentages, although most appear to use counting, frequency, means and standard deviations and correlation techniques. Bell (1993, 125) suggests that researchers with limited statistical background should avoid complex surveys which need to be analysed with advanced statistical techniques. However this should not be seen as a deterrent because the statistical technique used should be appropriate to the nature of the data gathered. It is simply a case of working within the limitations for the task. Most of the time the results can easily be checked by using hand tabulation because the number of Questionnaires are not that many.

The bulk of the quantitative data is organised and summarised by the construction of the frequency distribution or frequency table. It is presented to provide information with regard to the number of times that something occurs. The construction of a frequency table is simply the adding up of the number of cases in each category

(Bryman and Cramer 1990, 8). The popular methods of presentation are either in tabular or graphic form and the histogram or bar graph.

The actual analytical work begins with the processing of data from the questionnaire into variable codes in the programming coding sheets. Since every item in the questionnaire contains a quantitative answer, it needs to be analysed by using statistical methods. Data obtained are then transferred to the researcher's file and the SPSSx-PC+ performed the statistical computation. The tests are fairly straightforward and are used throughout the analysis.

The abbreviation SPSSx stands for Statistical Package for the Social Sciences and it is available for both mainframe and personal computers. The personal computer programme is known as SPSS/PC+ and it is available both at the University of Malaya Computer Centre and the University of Stirling Computer Labs where most of the initial analytical work were carried out.

The SPSSx is acknowledged as one of the most suitable statistical packages available. Bryman and Cramer (1990, 16) find that it is an advantage because it allows the user to score and analyse data. The researcher was assisted by programmers attached with both Universities and a group of fellow researchers in executing the statistical computation. The assistants were repeatedly consulted throughout the analytical stage.

In conclusion, the study was conducted by using methods of analysis that are qualitative as well as descriptive and quantitative. The qualitative method has enabled the researcher to present the historical and contemporary experiences and general contexts and circumstances leading to the growth of the publishing enterprises operated by publishing personnel from the Malaysian book environment. The qualitative method applied has also provided information and data deriving from the study of relevant literature and discussions with personalities in the Malaysian book world. (See List of academicians, government officials, publishers and other personnel of the Malaysian book world interviewed by researcher, p.322).

The descriptive and quantitative methods are concerned mostly with data collected during the six-month fieldwork and close study of the publishing houses in Malaysia. The data was coded and processed by the SPSSx programme, using descriptive statistics and measures of association such as cross-tabulations in order to recognise relationships between the variables. According to Bryman and Cramer (1990, 1951), cross-tabulation is one of the simplest and most frequently methods of demonstrating the presence or absence of a relationship.

The field survey, as reported in the last section, was conducted beginning from early January 1994 and the last few field interviews were tapering by end of March. By mid-March 1994, fieldwork was terminated. The questionnaires were then carefully inspected at the office of the researcher in the University of Malaya. Several calls were

made to clarify some of the answers. Not all the attempts were successful. These were then edited and prepared for use in the coding process. Coding is the first step in preparing one's data for quantitative statistical analysis whereby data in the form of attitudes, opinions and behaviour are transformed into a numerical scheme in a computer (Adams and Schvaneveldt 1985, 353). According to Bell (1993, 127), raw data from questionnaires will mean nothing unless they have been placed into categories that will help to highlight similarities and differences or patterns and items of particular significance. Therefore, coding work is the first such step towards interpreting raw data. This laborious process was done manually by the researcher, using the usual coding sheets. It involved careful reading and recording of all the answers given by the respondents.

The next procedure in the data processing work was the generating of survey statistics from the coded information prepared earlier on. As it entailed complex computer tabulation operation, the coded data need to be keyed into the computer in order to create a data file which will be utilised and analysed by the computer programme written for such statistical software packages, which in this case is the SPSSx. At this point, care should be taken to check consistency of codes. The SPSSx programme performs its own arithmetic checks, ensuring that the total must equal the sum of all the different parts. The researcher will not attempt to go into the technical steps involved in computer tabulation programmes as it is a proficiency in the field of computer science, well beyond the capability of the researcher. Instead this section shall

provide an overview of the statistical procedures. The results of this survey will be given in depth in the next chapter.

According to Alreck and Settle (1985, 288), survey questionnaire items or "variables" form "distributions". A variable is a quantitative characteristic in which the researcher is interested (Saw 1990, 16). Whatever choices or values provided by the respondents have to be described by the researcher during data processing. Data generated from an item on the questionnaire is known as a variable because it will vary from one respondent to the next. The main task for the researcher is to describe the distributions for each variable. The method of describing the variables, one at a time, generating a univariate statistic is an analytical procedure used on virtually all survey data (Alreck and Settle 1985, 288). Investigations using elementary statistics primarily consist of descriptive statistics with an emphasis on counting, percentages and raw frequencies (Adams and Schvaneveldt 1985, 357). The quantitative data from such procedures can be presented in tabular or graphic forms and the histogram in order to aid the reader to comprehend the findings.

Thus, data on the 49 book producers were compiled by partly using hand tabulation and the following types of statistical analyses using the SPSSx programme:

- i) counting
- ii) frequency counts
- iii) descriptive statistics
- iv) cross-tabulations

All such calculations generated an analysis which provided data on:

- i) overview of the general characteristics of all the respondents
- ii) characteristics of users and non-users of marketing research
- iii) characteristics of marketing practices
- iv) characteristics of marketing communications
- and v) quality of marketing research.

More concerted studies on various aspects of the Malaysian book trade need to be carried out on a national scale by the book trade sector and the Government. It is not an exaggeration to say that at present, there is a lack of consistent and accurate data on titles of books in the market, total production volume or total quantity of sales. Even if there are some figures available from some sources, they differ considerably, making them rather unreliable. As a result, a book producer, facing a growing demand for books has no immediate access to market research to serve as a guide to approach the business.

Neither is there a ready answer to the question of what are the practices of Malaysian publishers in modern marketing and marketing communications. Very little has been researched or written about general marketing thoughts and orientation in Malaysian publishing. In comparison with the Western book world, the Malaysian book trade is weak in the employment of marketing management. The researcher sees this as an obstacle to development and expansion of the local trade. Therefore this study seeks

to explore attitudes and opinions in marketing and marketing research and orientation of the Malaysian book producer. The review of the above methodology indicates that it is safe to draw conclusions from the population on whom the survey is run because the particular population was drawn-up after meticulous vetting procedure, representing real people in the real book publishing world in Malaysia. Surveys are effective if they are aimed to create quantitative description of aspects of a universe (Simon 1969, 249). Saw (1990, 58) finds that accurate information is likely to be obtained from a mail questionnaire because those who take the trouble to complete and return the questionnaire are interested in the questions posed to them about them.

The above review shows that the questionnaire is a common and effective method of data collection. In this study a combination of postal survey and personal interview with a structured questionnaire have been utilised on a sample of 67 publishers who met the requirements of the target respondents for this study.

CHAPTER VII

RESEARCH RESULTS I

7.1 Introduction

From the information that has been gathered so far, it is surmised that as of date, no formal and exhaustive studies of the publishing and book trade have been initiated either by government authorities watching over the book trade or by the private sector. Little information is available about the development of the book trade environment in Malaysia. There is no official database on title output, no yearly updates from the publishers, out-of-print books or sales histories of books. Preliminary efforts to find a listing of fairly representative and accurate figures of the publishing sector and their output were frustrating because the recommended resources proved to be either inaccurate or out-of-date. Most information sources consist of unconfirmed data or "guesstimates" provided by a few publishers affiliated with the MABOPA who took active interest in the publishing affairs of the country. Some publishing statistics are traditionally linked together with the official trade statistics of the much larger printing industry, which is understandable because the book industry is deemed as not significant as yet in terms of output or capital. Accordingly, activities of the publishing houses, especially their

marketing orientation and other relevant factors affecting the local publishing trade have been neglected. Put simply, publishing and the book trade are still in their infancy and have not contributed as much as they should and do not matter much in policy making at the national or private sector levels.

As such the present study of book marketing practices in the publishing houses in Peninsular Malaysia, with an emphasis on its contexts, practices and problems in the trade should expand the specific knowledge base on book development and provide the most current information available on the publishing trade. Additionally, those who promote the idea of injecting some degree of professionalism in the field of publishing have recognised the need for specific knowledge about the activities of book producers and study of the extent to which marketing communications programmes have been adopted by the book producers. It should prove extremely useful to those who care about book development programmes and to planners and researchers who need to know about the existence, size, growth plans of various book producers and their visions towards future expansion of the trade.

To provide information relevant to these needs, the researcher has developed and administered a Questionnaire that will characterise existing marketing orientation and practices which will identify and describe the programmes specific to the publishing houses operating in the country and to the publishing trade in Peninsular Malaysia. Thus this Chapter presents the findings of the survey. It begins with a description of the general

characteristics of the sample. Selected preliminary findings will provide a profile of publishing houses and the implications of their activities on marketing. Findings concerning the attitudes of users and non-users towards marketing research are presented in the second part of the Chapter followed by results obtained in testing the various important variables in the Questionnaire.

7.2 Questionnaire analysis and statistical measurement

About ten weeks were spent on the second phase of the fieldwork namely, the processing of the completed and usable questionnaires. As mentioned in the previous Chapter, the primary data collected in Malaysia was processed by hand tabulation and by using statistical techniques that consist of both qualitative and descriptive, and quantitative methods.

By using qualitative and descriptive methods the researcher is able to trace and discuss at length the problem born of the historical period and the early post-Independence neglect of the urgent need to activate the book trade, which brought direct implications to the future of the trade. It also brought to light the general circumstances relating to the growth of the nascent publishing structure to its present status. Qualitative data was also extracted from in-depth studies of relevant literature and discussions with individuals related to the trade.

In this study, a great deal of quantitative data has been acquired from the Questionnaire, and such data collected were quantifiable and were either analysed manually by hand tabulation or by SPSSx package which was the only programme used in the entire analysis. Manual techniques were made possible by the manageable number of responses. Thus it was not necessary to use superior statistical techniques to derive the important findings. In short, manual and statistical package techniques were used in the computation of percentages and comparisons of mean values for the variables tested.

7.3 Selected preliminary findings and implications for marketing

The sample of this study was on a publishing house basis. The study looks at aspects of publishing houses as well as the marketing outlook in the houses. The former provides the environment of the trade, while the latter describes the effects and influences of the environment in this line of business, either in the values or attitudes of the houses regarding the management and the business of marketing.

In this section, quantitative data analysis based on responses from heads of the publishing houses were analysed and presented. The researcher's approach in this section is to highlight some of the key features of Malaysian publishing houses obtained from the survey.

7.3.1 Distribution of respondents by ownership

A total of 49 usable responses were received which represented 75 per cent response rate from the respondents. This section begins with the breakdown of respondents by the nature of the corporate status and ownership of the publishing houses and their main business activities and other characteristics. In response to the question of ownership, Table 7.1 shows that of the 49 publishing houses surveyed, 83.6 per cent are locally incorporated, owned or jointly owned by Malays, Chinese and Indians. DBP and the University of Malaya Press (UMP) comprise the only two publishing houses which are quasi-government bodies. DBP, as mentioned earlier on, is the publishing arm of the MOE and is the largest publisher in the country while the UMP is the first university press to be established in the country. It is administered as a department within the University and is usually headed by academic staff members appointed by the Vice-Chancellor. DBP was established in 1956 as a quasi-government body and has since its inception emerged as a market leader in the production of cultural products ranging from high quality children's books to scholarly titles and encyclopaedias. By virtue of its status as the publishing arm of the MOE, it is the sole publisher of most of the textbooks in the Malaysian education system. This lucrative market has enabled DBP to expand into other product lines such as the high-risk categories of general books and scholarly and academic titles. It has the largest staff deployment of 1200 members publishing books, journals and magazines. In 1993 it recorded a turnover of RM50 million, the highest in the sample.

Table 7.1
Distribution of respondents by ownership

Nature of establishment	Number of cases	%
Government-owned	2	(4)
Foreign (locally incorporated)	4	(8.16)
Locally incorporated	41	(83.6)
Other (foreign-owned)	1	(2)
Trustee	1	(2)
Total	49	(100)

Source: Sample survey, 1994

As can be seen from Table 7.1 the foreign but locally incorporated houses represented the well-organised sector of the system consisting of a small number of very well-entrenched houses such as Federal Publications, Longman, Falcon Press and the biggest private publisher, OUP/PFB. As an affiliate of OUP, the local OUP/PFB are involved in local publishing and importation of books from the parent company. It was established in Malaysia since 1957 and in accordance with the Malaysian government ruling, a 30 per cent equity of the house is owned by a local co-operative. It has a staff strength of 156 employees and recorded a turnover of RM20 million in 1993. One advantage of this group is their corporate image prestige. It is the researcher's observation that their organisational structure is well above average and their many years involvement

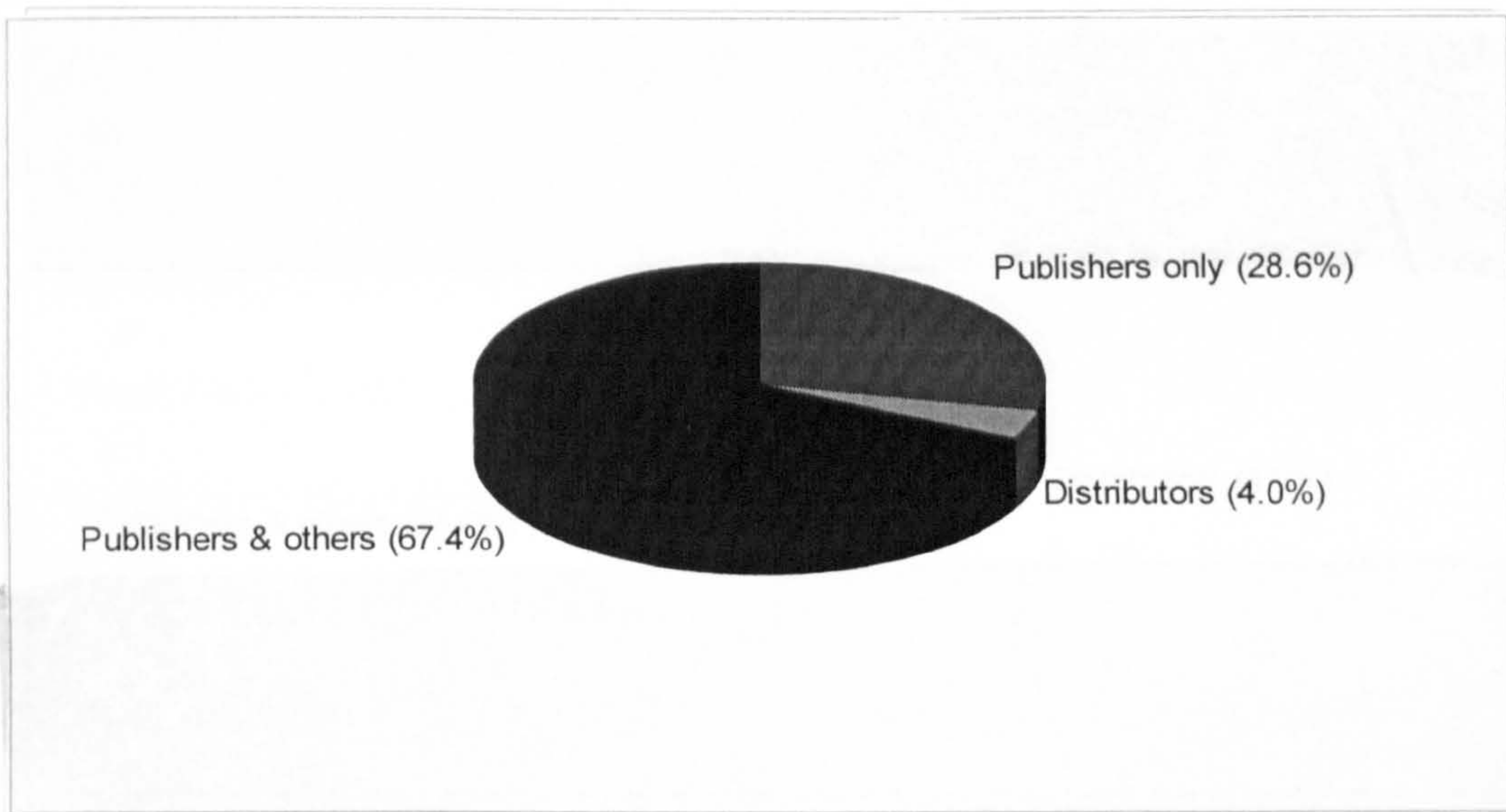
in the local scene have enabled them to build up a name in the Malaysian book market which has always shown a high consumer preference for imported books and magazines. Only one respondent is administered as a trust and Grolier International Corp. is the only foreign entity in the sample.

As expected, the majority of the respondents comprise of private limited companies and 32 per cent were managed by Managing Directors, 28 per cent by Managers/General Managers, 10.2 per cent by Sales/Marketing Managers and 10 per cent by Publishing Managers. The rest of the sample were managed by personnel known by various designations such as Chief Accountant and Head of Department while two respondents did not respond to this question. The distribution shows a preference for the Managing Director designation followed by Managers/General Managers. Sales/Marketing and Publishing Managers were both third in the hierarchy. The almost equal distribution of these two designations is interesting because it may be deduced that the Malaysian book people give equal importance to these two second level titles in the management hierarchy. It also shows that there is a notable trend toward recognising the importance of editorial and marketing decisions. This equality may also indicate awareness and increasing understanding of book development and list-building as well as market awareness responsibilities in the publishing houses. This is definitely a good sign because it is the researcher's observation, especially during the fieldwork and consequent interviews, that on the whole, the organisation structure and general climate of the trade is average in efficiency and effectiveness. An appraisal of the general system shows that on

the whole the corporate side needs a good deal of improvement still. However, as said earlier on, signs are changing. Increasing competition in the trade may put pressure on the managers to take appropriate measures to understand the market and try to keep abreast with consumer preference in the coming years.

7.3.2 Distribution of respondents by main business

Figure 7.1
Distribution of respondents by
main business dealing



Source: Sample survey, 1994

Figure 7.1 shows that 96 per cent of the total respondents regard book publishing as their main business while 4 per cent consider distributorship as the main order of business and publishing is considered as the other activity of the house. Out of the 96 per

cent houses, 67.4 per cent are involved in publishing and other activities while only 28.6 per cent consider themselves as purely publishers. Table 7.2 presents the detailed breakdown of responses from the respondents on this query.

Table 7.2
Distribution of other activities of group 67.4%

Type of business activity	(f)	(%)
Importer	2	6.1
Retailer	1	3.0
Distributor	16	48.5
Distributor/retailer	4	12.1
Distributor/importer/retailer	1	3.0
Distributor/wholesaler	1	3.0
Distributor/wholesaler/importer	2	6.1
Distributor/ wholesaler/ importer/retailer	3	9.1
Wholesaler/retailer	1	3.0
Wholesaler/importer/retailer	2	6.1
	33	100

Source: Sample survey, 1994

The important fact demonstrated by Figure 7.1 and Table 7.2 is that Malaysian publishing houses do not specialise in just one area of the book industry. On a superficial level there appears as if there is no clear distinction between different book business activities. Who publishes? Who distributes? Who sells? Some of the time, people in the trade can be all of the above. It is believed that the book people had to take this course of action in order to ensure that they could remain in the business longer by diversifying into other activities related to the trade. This may help to explain why some publishers publish and compete in the local market and at the same time act as agents or distributors for overseas publishers. In any case, it is possible for a single organisation to be involved in all such activities by having totally separate departments and specialist staff members.

Besides these private business entities, there are also other bodies involved with the book trade such as fully funded research institutes and universities and state publishers. Their main activities are still devoted to the various pursuits of education and research and publishing but some of these establishments had also developed into rather elaborate publishing, distribution and printing facilities. The Malaysian publishing houses have a mixed degree of motives as well as limitations, and they have the tendency to publish, distribute and sell almost anything so long as it brings in specific benefits to the house. The smaller commercial houses do not confine their activities to just one aspect of the trade. A majority of them have not been able to undertake specialisation. This general opinion is applicable to almost every developing country - there is no clear distinction drawn between producing the product and the selling of it or for that matter importing or

wholesaling of the product. In general these roles and functions overlap a great deal, thus leaving the industry without proper co-ordination, guidelines and control. It is believed that a blueprint for the industry is badly needed in order to ensure that efforts to streamline and improve the conditions in the trade may be implemented. Perhaps then the relevant authorities may be able to act and provide appropriate advice and guidance to the book trade, injecting the industry with the proper guidelines which can promote healthy growth.

Therefore, in the meantime, it is important to bear in mind that in the contexts of this study, it may not be easy to demarcate the producer from the importer or the retailer, at various times of the year they could be all. And as reported in the earlier Chapter, at times, these roles and functions and the diverse activities are conducted from under one single roof. As a consequence, the industry still shows signs of sluggishness in comparison to some countries in the Asian region which have long started to take forceful strides in the book industry viz., Japan (36,346 titles in 1987), Korea (35,837 in 1991) and much nearer home, Singapore (2813 in 1989) and Thailand, (7728 in 1988). In Malaysia there is still a lack of suitable local books but there is at the same time a constant demand for imported ones.

This unorganised structure and imbalances need to be addressed and existing traditional imperfections and limitations need to change into more effective and, for lack of a better word, modern operations based on successful models. What is required is an understanding that certain activities, for example, an efficient editorial division may result

in market expansion. Or improved marketing capabilities for instance can help the reader to become more aware of new titles.

In the present circumstances the structure of the publishing system at the national level is fragmented and publishing houses are not properly managed and organised into specialised positions in the local market and most are driven by short-term profit without giving much thought to long-term planning and specialisation which will bring in more benefit. The publishing houses should be encouraged to develop towards better-managed units of specialisation, each carving out a niche for themselves, gearing all efforts to produce smaller range of more commercial titles. The present loosely based and managed structure should be gradually phased out to new emerging groups of bigger and better organised business like the manufacturing sector in Malaysia.

7.3.3 Performance of the publishing houses: past and present

Performance of the publishing houses may be measured by many indicators. For example, net profit measures the rate of earnings achieved on the products by taking into calculation all expenses incurred. The rate of return of investment (ROI) can also indicate management efficiency in utilising all available resources. These indicators can provide the profitability profiles of the publishing houses. However, the balance sheet and profit and loss statements of the houses are just impossible to obtain due to confidentiality rules of the houses. Therefore, in this section, discussion on performance shall be restricted to the only financial indicator available to the researcher, that is, the approximate sales

turnover of the respondent's house in the last financial year (Q8). Table 7.3 provides a breakdown of sales turnover of their books from 45 publishing houses (4 abstentions). Having defined the terms of reference of this performance analysis, an attempt is made to analyse trends in the growth patterns of the Malaysian book trade by using the approximate sales turnover results from the survey and other sources of literature on the industry.

Table 7.3
Breakdown of sales turnover in 1993

Sales (RM)	No of cases		Min	Max	Mode	Mean
	(No.)	(%)	('000) (RM)	('000) (RM)	('000) (RM)	('000) (RM)
Less than 100,000	3	(6.7)	20	98	-	50
100,001 - 500,000	17	(37.8)	120	500	500	405
500,001 - 1,000,000	5	(11.1)	800	1,000	800	840
1,000,001- 5,000,000	13	(28.9)	1,200	5,000	1,500	2,261
5,000,001-10,000,000	4	(8.8)	8,000	10,000	10,000	9,250
More than 10,000,000	3	(6.7)	20,000	50,000	20,000	30,000
	<hr/> 45					

Source: Sample survey, 1994

As mentioned earlier on, the Malaysian publishing sector is characterised by a large number of small publishing houses. The largest group of the publishing houses (37.8 per cent) have turnovers between RM100,001 to RM500,000. They are like the typical one-man production house where editors may handle everything from commissioning to typesetting and delivery of books to the retailers. Only about 6.7 per cent have turnovers exceeding RM10 million. The largest publisher is the DBP, recording a turnover of RM50 million followed by local divisions of major UK publishing houses such as OUP/PFB with a turnover of RM20 million. In the sample, Berita Publishing Sdn Bhd is the only locally incorporated commercial house to achieve a turnover of around RM20 million. As indicated in Table 7.3 45 respondents out of the total sample of 49 usable questionnaires volunteered information on this query. From the sample it would appear that 37.8 per cent of the houses operate within what may be considered normal publishing constraints of the struggling small publisher, a “Ali” or “Ah Chong”-of-all-trades. In this case the publisher is also the editor, proof reader, designer, printer, marketer and the seller. He or she may even be the accountant trying to balance the books. It is a formidable task which may not be accomplished without the support of resourceful leadership at all levels in the trade. Most of the publishers belong to this category. This is not an attempt to denigrate some of the able publishers that have beaten the odds and managed to deliver excellent publications. The other big grouping, accounting for 28.9 per cent, operate in the higher achieving bracket of RM1 million to RM5 million turnovers. The super achievers, though not necessarily the most profitable, remain the big three who managed to reap in more than RM10 million, which is evenly balanced up if

only by number of houses who managed to secure in less than RM100,000. This latest set of figures is next compared to previous records of the book trade from the past years. Here it would be beneficial to refresh the memory by studying the following data derived from various sources of information on the book trade.

* In a 1983 survey sponsored by the Toyota Foundation of Japan (DBP 1984, 24), it was reported that Malaysians had spent RM27.00 per month on reading materials. Out of this sum, two-thirds (RM18) was spent on newspapers, one-fifth (RM5.40) on magazines and the remaining amount (RM3.60) on books. This set of figures were also used in the publication of *Dasar Buku Negara* (National Book Policy) from the MOE (NBDC 1992, 13). However the publication indicated that one-third (sic) of the total was used to purchase newspapers.

* The President of the MABOPA reported (Ho 1992, 34) that in 1991 the book trade had recorded a turnover of RM250 million and projected an annual growth rate of anywhere between 5 and 10 per cent. This projection was derived from the amount MOE spends on textbooks for the primary schools in the country. Based upon this projection of an annual 5 per cent growth, the projected turnovers for the following years were as follows:

- * 1992 - RM262.5 million
- * 1993 - RM275.6 million
- * 1994 - RM289.4 million

From the results of the actual survey of the total original sample of 65 active publishers, the following projection is derived:

Total sample - 65
 Usable samples - 49
 Disclosing information on turnover - 45 (69%)

Total turnover of 45 in 1993 - RM164,588 million

$$\begin{aligned} \text{Average turnover of 45} - \frac{\text{Total sales}}{n} &= \frac{\text{RM164,588 m}}{45} \\ &= \text{RM3,657,511.1} \end{aligned}$$

$$\begin{aligned} 20 \text{ houses withholding information} &= \text{Average sales} \times 20 \\ &= \text{RM3,657,511} \times 20 \\ &= \text{RM73,150,222} \end{aligned}$$

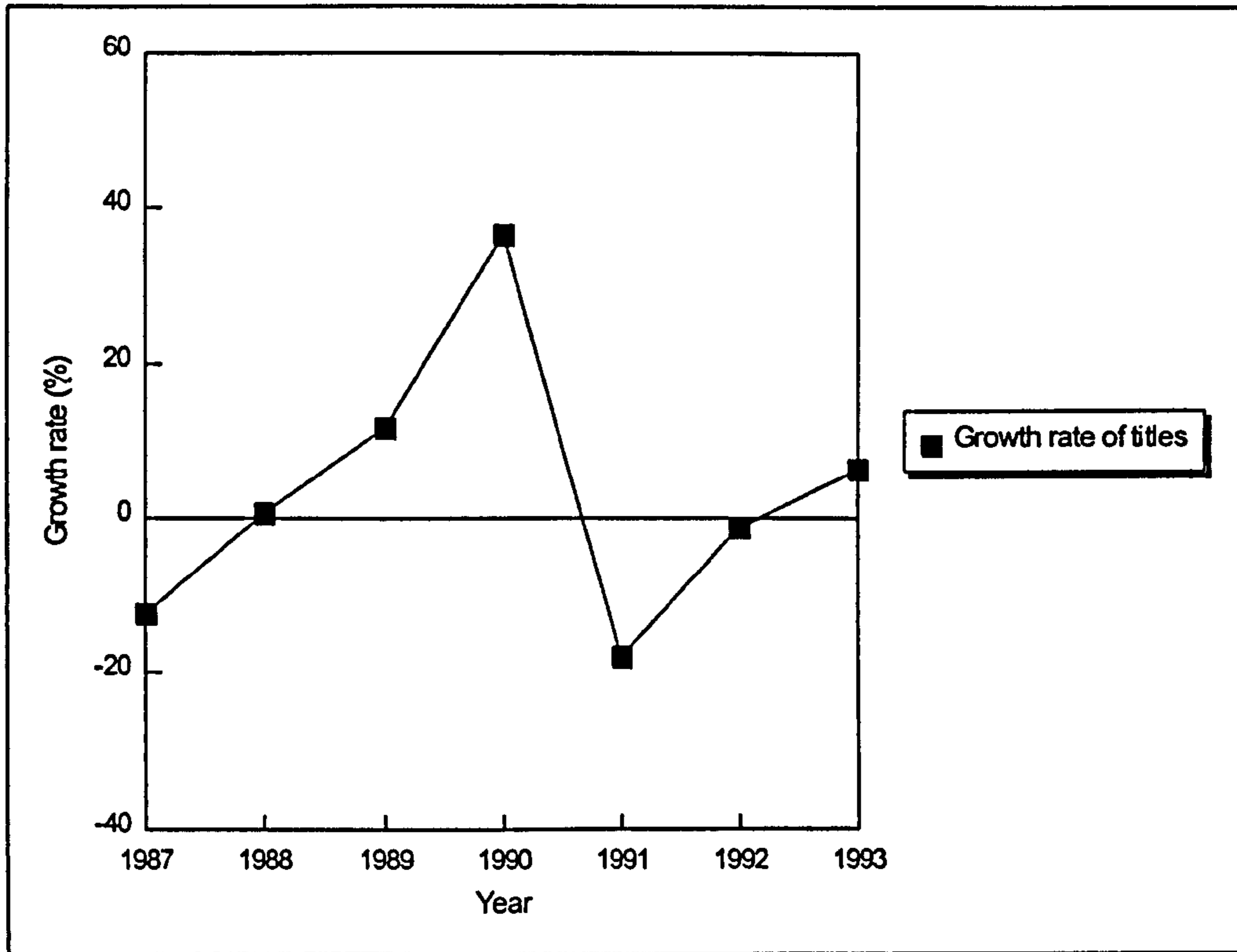
$$\begin{aligned} \text{Total sales} &= \text{RM164,588,000} + \text{RM73,150,222} \\ &= \text{RM237,738,222} \\ &= \text{RM237.7 million} \end{aligned}$$

$$\begin{aligned} \text{Difference between projections} : & \frac{275.6 - 237.7}{237.7} = 15.9\% \end{aligned}$$

The difference between the two projections is around 15.9 per cent. This difference could be less because there was a number of fairly large houses not reporting their turnover. The projection of between 5 to 10 per cent rate of annual growth is therefore highly probable judging from the responses of the sample.

In fact, a study of the performance of Malaysian publishing houses from the years 1987-1993 (See Figure 7.2) shows a number of trends. Firstly, a negative growth of title output was observed in 1986-1987. The performance picked up again in 1988 reaching a high level of production of titles (3004). From that year the performance level generally improved, reaching a peak level of 4578 titles in 1990. This sharp rise was followed by a downswing in the performance, only 3748 in 1991 and 3695 in 1992. After 1992, there was a slight pick-up of 3931 in 1993.

Figure 7.2
Growth of Malaysian book trade 1987 - 1993

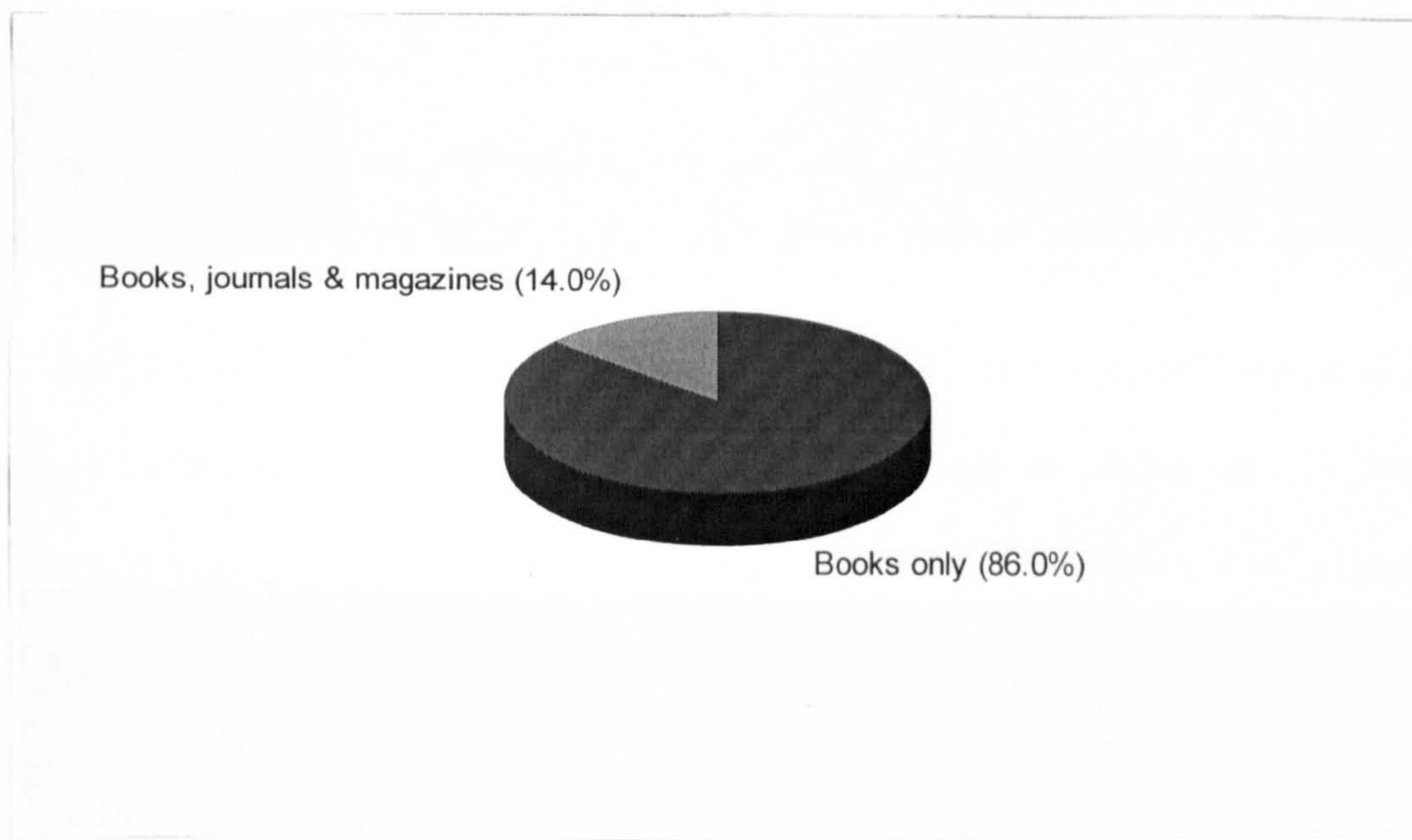


<u>Titles</u>	<u>Growth rate</u>	<u>Year</u>
2988	(12.2)	1987
3004	0.5	1988
3348	11.5	1989
4578	36.7	1990
3748	(18.1)	1991
3695	(1.4)	1992
3931	6.4	1993

Source: National Library of Malaysia

7.3.4 Main publishing categories

Figure 7.3
Distribution of main publishing activity



Source: Sample survey, 1994

As Figure 7.3 shows, the houses are involved with mainly two types of product lines or categories of publishing, either just books or the publishing of books, journals and magazines. Publishers of books only comprise the largest majority, consisting of 86 per cent of the total population. The remaining 14 per cent publish books together with journals and magazines.

Table 7.4 presents findings on categories of books published by the 49 respondents as well as their pricing strategies. In the category of fiction, 18 publishers are involved in

the production of classics/literary books (36.7 per cent), followed closely by the production of books on romance or love stories (28.6 per cent). Least popular appear to be books on the occult or horror which consisted of a mere 3 per cent. Product lines in the categories of historical, science fiction and humour appear to enjoy middle of the range popularity, each drawing 12.2 per cent of the total publishing activity. In terms of pricing, books on the classics are sold between the minimum price of RM4.50 to a maximum of RM10.90. The mean price is RM7.00. In the category of romance, the price ranges between RM4.00 to RM15.80 with the mean at RM6.88. Both categories appear to have almost similar mean prices, well within the affordable range for Malaysian book buyers. Historical books are sold between the minimum price of RM6.00 to a maximum of RM20.00. The mean is found to be around RM10.17, the highest in this category. These prices are again still within the affordable range for Malaysian book buyers. Science fiction books are sold within the price range of RM4.00 to RM10.00 and the mean here is RM6.00. This pricing strategy is an accurate reading of the affordable range of Malaysian science fiction buffs who are mostly in the younger generation group. Humour based lines are the current craze of the Malaysian scene, selling at prices as low as RM2.00 with the mean at RM7.98. The pricing strategies for these product lines in this category appear to be set at competitive prices, aiming to attract as many buyers as possible with lowest possible prices affordable to book lovers in the country. The low average prices of most of these local books show that it is an important factor in pricing strategy and publishers are aware that an appropriate pricing policy should be maintained in order to remain

competitive. Substantial changes in pricing policy could be detrimental to the whole publishing venture.

Table 7.4
Categories of books published and
pricing strategy by respondents

(RM)					
A. Fiction	(f)	%	Min	Max	Mean
Romance	14	28.6	4.00	15.80	6.88
Historical	6	12.2	6.00	20.00	10.17
Science fiction	6	12.2	4.00	10.00	6.00
Horror	3	6.1	3.00	7.00	4.98
Humour	6	12.2	2.00	15.00	7.98
Classics	18	36.7	4.50	10.90	7.00
B. Non-fiction					
Biography	13	26.5	6.00	20.00	9.98
Food	4	8.2	17.50	30.00	26.13
Travel	4	8.2	12.00	30.00	19.83
Nature/wildlife	9	18.4	8.00	275.00	46.72
Sports/games	4	8.2	6.95	20.00	15.49
True life stories	4	8.2	6.00	12.50	11.50
C. General/Reference					
Religious books	25	51.0	3.50	47.50	12.17
Dictionary	14	28.6	7.00	75.00	30.05

	(f)	%	Min	Max	Mean
Travel guides	2	4.1	8.50	10.00	9.25
Street guides	0	-	-	-	-
D. Practical/Reference					
Cookery books	4	8.2	4.00	30.00	22.25
Computer manuals	1	2.0	15.00	20.00	17.50
Music tutors	2	4.1	12.50	20.00	16.25
Gardening	2	4.1	12.50	30.00	21.25
Sports manuals	1	2.0	10.00	15.00	12.50
E. Tertiary Educational					
Scholarly/academic professional	15	30.6	5.00	80.00	24.00
STM	9	18.4	10.00	80.00	31.25
School textbooks/ teaching/learning aid	33	67.3	5.00	65.00	11.11
F. Children's					
	26	53.1	2.80	9.90	5.14
G. Others					
	7	14.3			
Special edition Malaysiana			80.00	200.00	
Encyclopaedia Islamic diaries Arts & Culture*			15.00	40.00	

* Sold at standard prices
Source: Sample survey, 1994

In the category of non-fiction books, biographical or autobiographical books are clearly the favourites. 26.5 per cent of the total respondents, are engaged with its production, followed by books on nature and wildlife at 18.4 per cent. Non-fiction autobiographical and biographical books with political overtones became clear favourites, especially noticeable during election times. The often controversial titles that aim to capture the public's interest enjoy higher sales because they would deal with highly sensational issues and would sometimes be used by local opposition and ruling political parties to advance their causes. Titles on food, travel, sports and true life stories appear to have the same level of participation by publishers, all at 8.2 per cent.

Retail prices of non-textbook titles are not under control but left to compete in the marketplace. However, retail prices of imported books are regulated by the Ministry of Commerce and Industry in consultation with the Malaysian Book Importers' Council, the MABOPA and the Malaysian Booksellers' Association. These books usually have the retail prices printed on them. Buyers can readily convert the rate of currency exchange because most bookshops exhibit the approved rates of foreign exchange for their customers.

In the same category mentioned above, some books on nature and wildlife are sold at a much higher price in comparison to others in the same category, reaching a maximum of RM275.00 although the mean price is RM46.72. This high maximum is usually

confined to glossy coffee table books of general interest with a good deal of excellent high precision full colour photographs and illustrations.

Religious books have maintained their lead in the general/reference categories. This category is still one of the most popular type of publication. 51 per cent of respondents are engaged in publishing such titles. It came third after the second favourite, which is children's books. The perennial "fastseller" and mainstay of Malaysian publishing is still the production of school textbooks and learning aids which recorded the highest score of 67.3 per cent in the survey. Their pricing is controlled by the government. Some of the religious books are sold at prices as low as RM3.50 although the mean is RM12.17. About 28.6 per cent publishers publish or distribute dictionaries while 4.1 per cent publish travel guides. However, local street guides appear not to be published at all by anyone. In the category of practical/reference, production of cookery books are the most popular, accounting for 8.2 per cent of the product line followed by 4.1 per cent each by books on gardening and music. Computer manuals and sports manuals account for 2 per cent of the line. The prices of books in this category are relatively higher, ranging around RM10.00 to RM20.00 which is well-beyond the reach of most of the Malaysian masses apart from the book lovers of the professional classes.

As observed earlier, in the tertiary/educational category, school textbooks and learning aids have a dominant lead in the domestic market, with 67.3 per cent of publishers engaging in this category. Retail prices of textbooks have, since 1971, been

determined by the Textbook Bureau in consultation with members of the MABOPA and booksellers and publishers have to adhere to such prices. Scholarly/academic/professional books account for 30.6 per cent of the respondents, sold at the mean price of RM24.00. 18.4 per cent of Malaysian publishers produce STM books. The products are sold at the mean price of RM31.25. It is believed that the scholarly and academic houses, whether in the commercial or government sectors, engage in publishing as a continuing activity, which is in contrast with, for example, STM publishing which relies mostly on imports. This category faces the strongest threat from the proliferation of the photocopying machines. As part of their product strategy publishers have to take into account the cost of photocopying, if not the whole book, then vast sections of it when determining its price. Usually publishers adopt the strategy of pricing their products at a level where buyers will be induced to consider whether buying a certain book at that price is better than buying only a Xeroxed copy at perhaps a slightly cheaper price.

Another category which is quite actively produced is the publication of children's books. This study shows that 53.1 per cent of publishers are involved in producing such units. The *UNESCO Statistical Yearbook* (UNESCO, 1992), reported that 1,466 children's books were published in Malaysia in 1990. Altogether, 11,485 copies were printed. The National Library of Malaysia reported that in 1992, 972 titles in that category were deposited in the Library.

Pricing of books, again, except for textbooks which is controlled by the government, is one of the four major aspects of the marketing-mix which can be controlled by the houses in order to make them effective practices in the marketing strategy. Although it is regretted that it is not possible to go into detailed and comprehensive discussion of the pricing policy due to strict confidentiality of production costs and profit and loss statements of publishing houses, certain generalisations can be deduced about policies towards pricing.

Effective pricing can improve the saleability of the books. It is one of the important considerations because effective pricing is crucial to the success of the title. Table 7.4 shows that the present price structures of the publishing houses appear to fulfill the basic objective of increasing sales turnover by giving an emphasis to medium price range in order to achieve favourable overall product sales. Of all the book categories, the largest portion comprise of the lower and medium price range. The very high price range is mainly adopted for a small number of items in the nature/wildlife category and scholarly/academic and STM titles, which are usually bought by the institutions and collectors. An increasing emphasis is being given to the medium price range where previously the practice was to favour lower prices. Although this may have the effect of increasing the average price, sales are assumed to generate mainly from the middle and upper income segments of the population. The DBP/Toyota Foundation Survey (DBP 1984, 73) has established that more urban subjects and more high and middle socio-economic status subjects read books compared with the low SES subjects. Lee (1985, 24)

also reported that the demographic profile of the final market of preschool books tended to be: from the lower middle-aged group of between 31 and 40 years old, have achieved higher level education, hold higher level occupations and earn higher incomes. It may also be prudent to mention here the fact that an increase in the costs of material and production have indeed made price increases a necessity in order to ensure that publishing houses can maintain a certain level of return on their investments.

One important feature that is noticeable in the pricing practices is the fact that they are essentially similar in all the houses. Not only are the houses weak in product innovation in the sense that most houses produce scores of the same product lines, they are also adopting the same pricing practices. A majority of the private commercial houses appear to have the same pricing strategy in the sense that they are all competing against one another in trying to attract buyers by offering prices that are basically affordable to the targeted segments of the general public. The main policy is to set prices at relatively low in order to stimulate interest in the product and to capture a large share of the market. This competitive oriented pricing can lead to the danger of rampant undercutting. Pricing offered to the potential book buyer appears to be motivated by the desire to meet competitors' policies. There is anticipation of reactive competition from their decisions on pricing. This could only lead to uneconomic and unnecessary competition among publishers and result in unrealistic pricing of books.

Other factors that have impact on the pricing practices are the environment and the corporate nature of the publishing houses. As was already established in Chapter IV, one of the environmental factors that could impinge on the freedom of the houses is the role of the government in textbook publishing which has been established as the mainstay of the industry. Since these textbooks are one of the items under government control, publishing houses are not free to choose or decide on the pricing strategy. Even if books are exceptionally well produced, they cannot adopt a high-pricing strategy in order to match cost of production. However for the other categories of books, especially general books, publishing houses may introduce any kind of pricing scheme. The price of general books and learning aids are also not controlled by the MOE. Since these books have a generally longer life, perhaps a period of up to five-ten years in the Malaysian market, publishing houses may adopt a more targeted pricing strategy. In this case publishers aim to achieve a satisfactory rate of return. It can be usually accomplished by target pricing. Thus, the strategy seems to gear towards ensuring an achievement of a satisfactory rate of return by either marking-up prices or targeting towards a certain percentage for example; from interviews conducted with some respondents, Malaysian publishers aim to achieve at least 20 per cent rate of return on production costs. This approach is actually confirmed by results from the Questionnaire. Respondents do use target pricing, i.e., by ensuring that a certain percentage return is guaranteed to match at least the cost of production. The case may be quite different with learning aids which may stay in demand for only a period of one to three years, therefore it is noticed that the houses adopt a competitive-oriented pricing so that sales are faster for these products.

The other aspect that could influence the pricing policy and strategies are factors in the corporate system of the houses. The marketing environments of the houses are advantageous especially to houses that have effective distributive networks and some degree of financial strength. Publishing houses such as Berita Publishing, Utusan Publications, OUP/PFB and Longman can afford to sustain slow payments from sales (especially from booksellers) even if the sale prices could be on the higher side. Problems from booksellers not keeping pace with payments from sales are a major source of worry to publishers. Although the channels of distribution are given the usual discounts ranging from 20 to 40 per cent depending on the categories of books and other considerations, publishers do still face problems of slow payments and on some occasions, non-payment from the distribution and retailing network. OUP/PFB on one occasion became an unfortunate victim of dishonourable practices from this component of the trade.

The other types of publications listed by the respondents consist of the Malaysiana items, encyclopaedias, Islamic diaries, arts and culture books and the special editions. The titles from most of Malaysian houses reflect the adoption of a full-line all-market product strategy which caters for segments ranging from children attending kindergarten to tertiary level students, professional groups to businessmen, housewives and the religious communities. Judging from personal interviews with the respondents and close observation of the product lines, this practice of producing vast product lines is thought to be adopted for reasons such as follows:

- * To project and maintain a good and solid image to the buying public by satisfying all possible needs and demands from the market
- * To exploit opportunities of the environment within whatever capacities of the publishing house although it is certain that not all houses really have the expertise in all the areas
- * To compete successfully and reduce threats of the environment viz., competition from government and other houses.

It is clear that many publishing houses try to publish almost anything they are capable of. This tremendously wide scope of categories, for example, from textbooks to general titles, with some houses also acting as agents/distributors for foreign houses, shows that the houses try to become less susceptible to new more competitive product.

7.4 Developing the books and marketing implications

In this last part of this section, analysis of responses indicates the marketing orientation of the houses, especially in the procedures taken when they decide which books are to be accepted for publication. Responses from Q11 to Q18 would reveal potential areas of weaknesses in the ways publishing houses handle duties in list building since it is believed that marketing concerns should be considered even as early as this period in the book publishing business. In order to achieve publishing objectives, the houses have to exploit

all the opportunities and as far as possible reduce the threats by implementing a great deal of careful planning and strategy to suit the market environment. The market factors are important and must be stressed this early in the whole process.

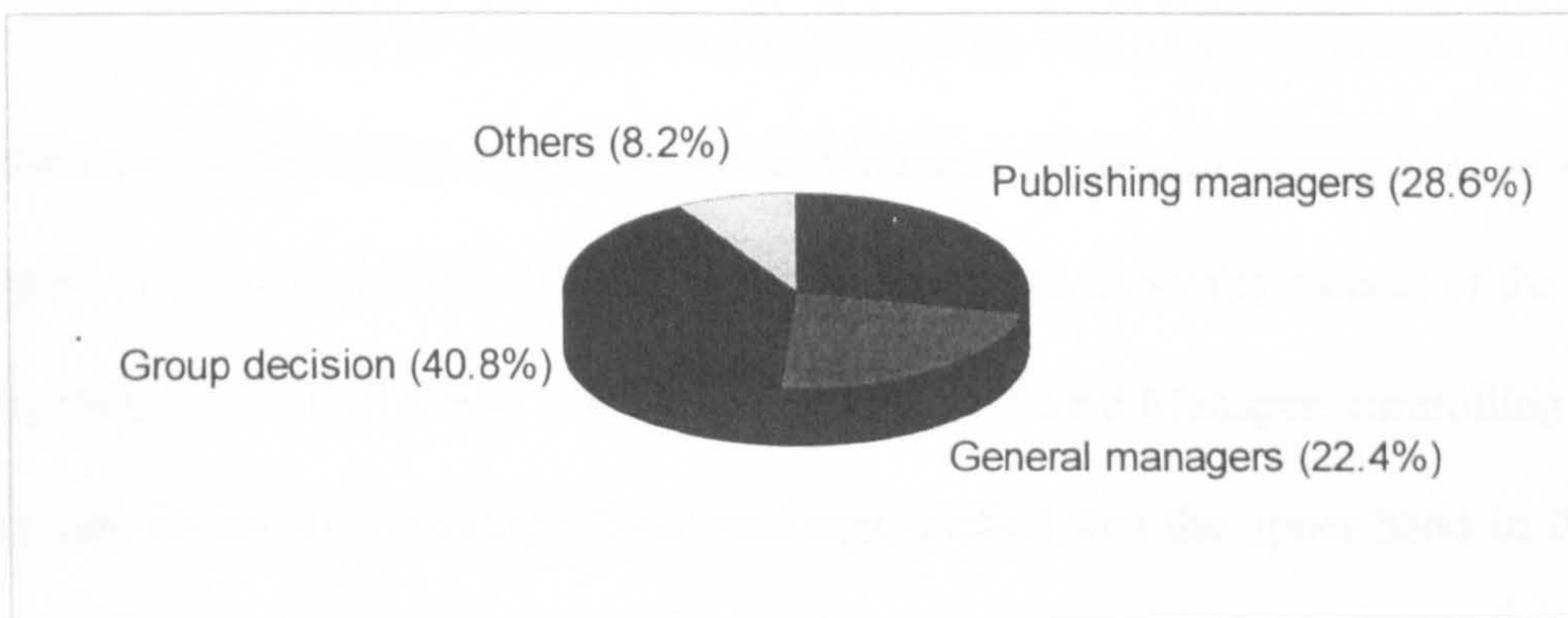
The responsibility of deciding on the publication of the titles is indicated in Figure 7.4. When asked who is given the task of making the final decision on the titles to be published, 40.8 per cent of the respondents indicated that it is based on a group decision comprising the following personnel: General Manager

Publishing Manager

Marketing Manager

and Sales Manager.

.Figure 7.4
Analysis of final decision in title development



Source: Sample survey, 1994

It would be seen that publishing houses in Malaysia exercise the principle of centralised co-ordination of book development and planning section. In 28.6 per cent of houses, the Publishing Managers hold the responsibility and the third rung is held by the General Managers who make the decisions in 22.4 per cent of the houses. It is therefore very encouraging to find out that the majority of houses see this important task in list building as a crucial decision needing a collective agreement from a group comprising all levels of editorial and marketing expertise. It appears that all the units are expected to contribute to the planning process in their respective areas. This indicates a strong desire to be well-informed on all the important aspects in developing a particular title. In all probability, the Publishing Manager and the Marketing and Sales Manager are always called in conference in order to decide on the prospective publication. Therefore there is this indication that the publishing houses are aware of the need to compete at every level and seem to take a great deal of care when offering their products to the public.

It may also be assumed that by delegating this power to decide on titles to be published into the hands of the Publishing Manager, the houses show a level of perception that he or she may well be amongst the most concerned about the success of the new title. The third level of authority in list building is the General Manager, controlling over 22.4 per cent of decision making. These rankings implied that the upper hand in developing new titles is held by personnel whose decisions are based on the interactivity between producing and marketing know-how more than anything else. Publishing, General, Marketing and Sales Managers are clearly people who most understand the importance of

stimulating and meeting demands from the market. This kind of centralised co-ordination of the book development and planning function augurs well for the future of the trade.

In terms of whether such decisions are based upon advice from in-house research and development unit, the houses exhibit a predictable high score of 77.6 per cent claiming to have such a facility, with only 20.4 per cent not affirming and a mere 2 per cent did not respond. Thus there appears to be a constantly high level of research and development throughout the book publishing business. It appears that apart from 10 respondents plus two non-responsive houses, the local houses and the book people believe that they have a great deal of awareness about the desirable qualities of being knowledgeable publishers in every sense of the word.

In testing this assertion of a high level of awareness, the publishing houses were asked how they acquire current news, new titles and market trends in the book trade. In the analysis it was found that most information is gathered from book trade literature which had the highest score of 89.4 per cent, followed by 69.4 per cent from newspapers and 55.1 per cent from magazines. See Table 7.5. It would appear that the publishing houses believe in keeping up with the latest reports and publications pertaining to the trade. A great deal of importance is being given to the sources of current awareness serials and information items that would be helpful for market planning. They rely a great deal upon the popular mass media of Malaysia, especially the newspapers and magazines. It is also observed that in today's book world, book trade personnel in Malaysia are beginning

to rely upon reports and publications prepared by the government and the trade associations. Previously it is observed that a great deal of market information was gathered from the opinions of wholesalers and retailers from various parts of the country and these sources were considered as sufficient in helping them assess the market. In fact it would not be totally incorrect to mention that book trade information used to be conducted through the old and tested channels of family, friends or fellow members of trade associations in wholesaling or retailing which may be based upon ethnic lines. This is understandable because they have learnt to totally trust this life-long cordial trade relationship. The Malaysian trade scenario is often based on close and personal relationships which are established after a long period of association. Foreign but locally incorporated houses are more inclined to depend upon expert opinion from their parent companies elsewhere with appropriate modifications to suit the local environment. These houses have also been able to project an image which is favourable to the market and have since been able to maintain their reputation by meeting the standards expected.

Table 7.5
Analysis of sources of information in the trade

Sources	(f)	%
Newspapers	34	69.4
Magazines	27	55.1
Govt' publications	19	38.8
Book trade lit.	44	89.8
Others	9	18.4
No response	2	4.1

Source: Sample survey, 1994

This acceptance and confidence in the information network will be further enhanced by the ongoing compilation of a bibliographic database by PEPET. However, the researcher feels that the trade needs to have a central database on all available titles and prices. There is also lack of information on imported and exported books as well as out of stock items. These sources of crucial raw data can be utilised to build other sources of information such as databases on customer profiles in different market segments. A more systematic documentation of all trade information is needed to counter the current lack of information on the trade. Development in the book trade has to take place because Malaysia has to catch up with the fast changing world of information technology.

In response to the question whether they know who the ultimate buyers of their books are, a very high score of 95.9 per cent answered positively with only 4.1 per cent negatively. Similarly, when asked whether they believe that the book will bring in profits at one time or other, 87.8 per cent indicated that they are sure of it, with only 10.2 proclaiming otherwise. See Tables 7.6 and 7.7.

Table 7.6
Analysis showing degree of knowing potential customer

	(f)	%
Yes	47	95.5
No	2	4.1
No response	0	0
	<hr/> 49	<hr/> 100

Source: Survey sample, 1994

Table 7.7
Analysis showing degree of knowing potential profit

	(f)	%
Yes	43	87.8
No	5	10.2
No response	1	2.0
	-----	-----
	49	100

Source: Survey sample, 1994

Judging from the analyses of the two Tables above, the publishing houses firmly believe that their books will be able to bring in satisfying profit if not more profits. They also believe that the cultural products that are offered to the market are products assured of positive reaction from the public. What has just been mentioned describes the ideal situation where publishers believe they have a good understanding of what is required by the market and how demands from the market could be met by them. This is important because publishing should in the end be a profitable and enduring business investment. However this assertion has to be tested by their effectiveness and by confirming whether people do actually buy books and whether they make profit.

The following section is an attempt to analyse whether these houses do have a deep understanding of publishing management and whether standard procedures and practices in the houses help to accomplish the fundamental mission of the publishing business. The questions that should provide an indication of such orientation are Q14 and Q15 which touch on procedures in the commissioning of books. When asked whether the publishing houses publish commissioned titles which are regarded as fulfilling specific market needs, Table 7.8 shows that 73.5 per cent were sure whereas 12.2 per cent were not. About 6.1 per cent publish books without having any idea of their specific market needs.

Table 7.8
Analysis showing decisions based on
commissioned or non-commissioned books

	(f)	%
Yes	36	73.5
No	6	12.2
Not sure	3	6.1
No response	4	8.2
	—————	—————
	49	100

Source: Survey sample, 1994

However, when asked whether publishing houses accept manuscripts that are not commissioned, an amazing 77.6 per cent indicated that they did and as a matter of fact, only 16.3 per cent indicated that they did not with 6.1 per cent not responding at all. This looks like a contradiction of sorts and may well be an indication that most of the houses do not have the deeper consciousness and real understanding of the crucial processes involved in finding and developing books or for that matter the importance of the responsibility of the commissioning or the senior editors' work. Most western houses are at least willing to look at manuscripts, even if only a tiny percentage are actually published. The researcher's personal experience and knowledge of the trade has led to suspicions that Malaysian houses are still ambivalent on this important matter. It was observed that publishers still have the tendency to accept or purchase manuscripts from writers rather than commissioning them on titles to fill the information gaps. Therefore the two questions are designed specifically to find out whether the commissioning of books, the idea that a publishing house should develop and match marketable ideas with good authors, is not clearly understood by the houses. Commissioning the right kinds of books is a function which is central to the publishing houses' existence and is something crucial because it provides marketable books.

Signs of shortcomings in the management of title development are rather obvious although the respondents had somehow indicated otherwise due to certain confusions about what is a central idea in title development. The houses have to come to a better understanding of what is required by the market and how demands from the market could

be met in order to ensure profitable results. Having said this, it must be confessed that over the years the standards of publishing have been on the rise. A certain degree of sluggishness may be caused by the lack of a steady supply of good authors and manuscripts and lack of trained professionals in the publishing sector such as editors, designers and proofreaders. Malaysia has begun to solve this problem by choosing to undergo systematic training both from within and without. Previously, people in the trade have always learnt by observing the successes and the failures of other well-established players in the book world. This cautious attitude has led to a copycat approach resulting in a deluge of the same type of books in the market. The market has to break free of this unhealthy trend, otherwise further development and progress in the trade will not happen. It is also quite clear that the most important task is to increase the number of book readers and buyers. Professionalism in the book trade means professionalism in terms of being able to reap in profits from book publishing and being able to stay in the book business and constantly striving to improve performance and tackling problems plaguing the trade.

7.5 Analysis of book marketing practices in Malaysian publishing houses

In the previous section it can be observed that the researcher has shown various aspects of the general management of the publishing houses and their orientation towards marketing. Certain results from the survey have proven the fact that generally book producers believe that they try to fulfil the essence of good and successful publishing by offering products that they believe have satisfying capabilities. The results also showed that publishing

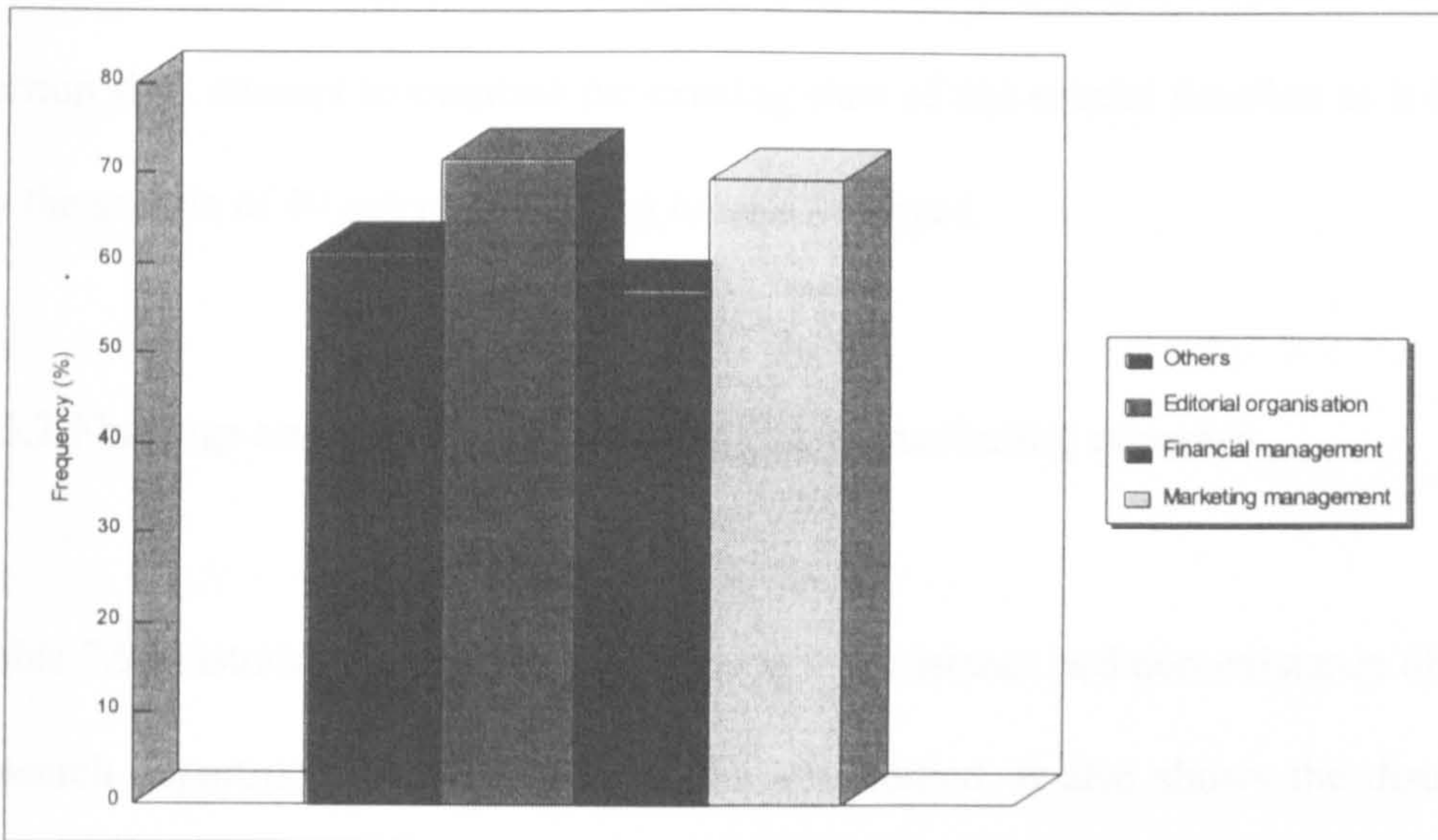
houses are aware of the fact that successful publishing programmes depend on two important elements - products and markets.

This study has also collected data pertaining to the marketing environment of the publishing houses. It studies the usage of marketing research and marketing communications of the houses. The following section is specifically devoted to the analysis of these practices and orientation. It is upon this broad marketing framework that the succeeding sections will be based. To begin with, it is relevant to recall here the results of the analysis of responses to Q18 which was intended to find out from the publishers themselves what they consider as major problems faced by the sector.

7.5.1 Main problems within the trade

In terms of most problematic, editorial organisation and management ranked highest, at 71.4 per cent, followed at second placing by problems in marketing management, accounting for 69.4 per cent of the sample. (See Figure 7.5). Third in problem ranking was grouping consisting of a number of complaints such as problems arising from certain government policies and rulings, sluggishness of the book trade, payment problems and problems caused by a poor reading and book buying habit of the Malaysian public. Concern for financial problems came in last in the ranking but the researcher believes that this does not mean that it is an insignificant function in comparison with other problems such as editorial or marketing management.

Figure 7.5
Analysis showing awareness of major problems in the trade



Source: Sample survey, 1994

It is therefore confirmed that 69.4 per cent of the respondents themselves acknowledged the fact that they have problems dealing with the marketing of books. This means that book producers feel that they may not have the adequate skills needed in order to take on the full responsibility of being efficient marketers of books. Does this also mean that the publishing houses need a brand new breed of producer/marketer of books?

There is therefore an urgent need to examine the existing framework of marketing practices within the trade. These practices need to be looked into and analysed in terms of its approach to marketing research, marketing communications and especially the promotion methods with regard to the uniqueness of the book as a cultural product. The following section shall attempt to examine the existing framework of marketing practices

within the trade. These practices need to be looked into and analysed in terms of its approach to marketing research and marketing communications methods. The following section shall attempt to examine the existing state of this crucial function as it is projected by the sample of 49 active publishing houses surveyed.

7.5.2 Findings on existence of and attitudes to marketing research

Table 7.9 illustrates the relationship between the existence and non-existence of marketing research department in the publishing houses studied. It also shows the distribution of publishing houses which employ the services of the external market researcher to carry out research for their projects.

Table 7.9
Distribution of houses by existence and non-existence
of internal marketing capabilities and by
use of external market research

	Use external researcher	Do not use external researcher	Total
Existence of marketing department in-house	5 (10.2)	35 (71.4)	40 (81.6)
Non-existence of marketing dept in-house	1 (2.0)	8 (16.3)	9 (18.4)
	6 (12.2)	43 (87.8)	49 (100)

Source: Sample survey, 1994

Table 7.9 shows that 81.6 per cent of publishing houses have their own marketing research capabilities while only 18.4 per cent do not have such facilities. It also shows that only 12.2 per cent of the houses had utilised marketing research studies from external research agencies while 87.8 per cent did not find it necessary to do so or may be could not afford to do so, or may even be because they could not identify suitable researcher. Some houses may even find that it is not necessary to do because whatever research needs seem to be catered for sufficiently by their own facilities.

The following section is another attempt to illustrate the possible association between the existence of internal marketing department and the level of sales turnover (the only financial indicator readily disclosed by respondents). Table 7.10 shows that the availability of marketing facilities in the publishing houses corresponds with a generally higher level of turnover. It can be seen that out of the 8 houses without marketing departments, 6 (75 per cent) houses can be categorised as houses with generally lower sales turnover. In contrast, houses that may be categorised as having high sales turnover all have marketing departments. It appears that the existence of marketing departments in the houses may be quite influential in determining the level of sales turnover. This is partly due to the fact that houses with such facilities are usually structured with marketing staff function and therefore have more resources to apply in the marketing responsibilities.

Table 7.10
Existence of marketing department and sales turnover in the publishing houses

Sales turnover	Marketing department		Total (%)
	Available	None	
High (RM5,000,000)	7	-	7 (15.5)
Medium (RM500,000)	19	2	21 (46.7)
Low (RM500,000)	11	6	17 (37.8)
Total	37 (82.2)	8 (17.8)	45 (100)

Source: Sample survey, 1994

The following section is intended to illustrate the association between sales turnover and the existence of marketing plans in the houses studied. Table 7.11 shows that houses with marketing plans do disclose a higher level of turnover.

Table 7.11
The level of sales turnover and existence of marketing plans in houses

Sales turnover	Marketing plan		Total (%)
	Yes	No	
High	7	-	7
Medium	19	2	21 (46.7)
Low	16	1	17 (37.7)
	42	3	45 (100)

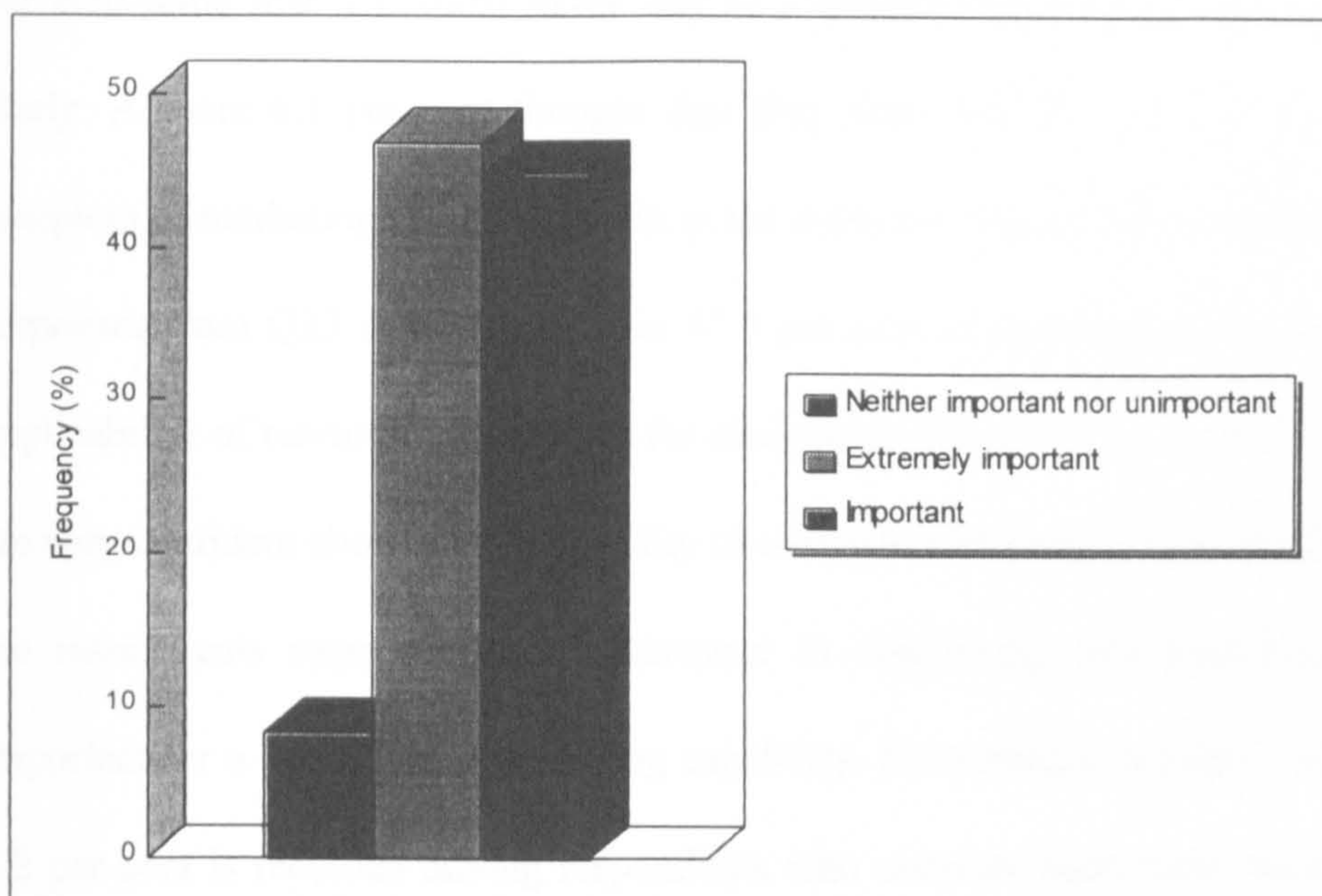
Source : Sample survey, 1994

Again Table 7.11 shows that houses with medium to high turnover also responded with positive answers on the question whether their houses have marketing plans. From Tables 7.10 and 7.11 it may be deduced that out of the 6 that do not have marketing departments, only 1 house reported that it does not have any marketing plans. This could be due to the fact that although the 5 houses may not have marketing departments, they still have marketing plans.

An attempt was also made to find out the perceived understanding of marketing research concepts by the respondents. Judging by the responses from Q14 (Table 7.8) and Q15, there is every likelihood that marketing and market research may be considered as no different from promoting and selling the products immediately after publication/production day at the printers/binders. As reported by Goodyear (1982, 94), respondents in developing countries "perceive the purpose of research as a very long-winded form of selling". If book publishers now generally realise the importance of marketing research and development, then it is a change from what was believed to be the general situation a few years back where generally book publishers do not have effective and efficient research and development capabilities. It was believed that many may have yet to make any formal market research of the potential knowledge gaps in the market.

The respondents were also requested to rate the importance of marketing research in ensuring a better management of the products from the publishing houses. Figure 7.6 presents the analysis of such ranking.

Figure 7.6
Ranking of importance of marketing research
in the management of publishing products

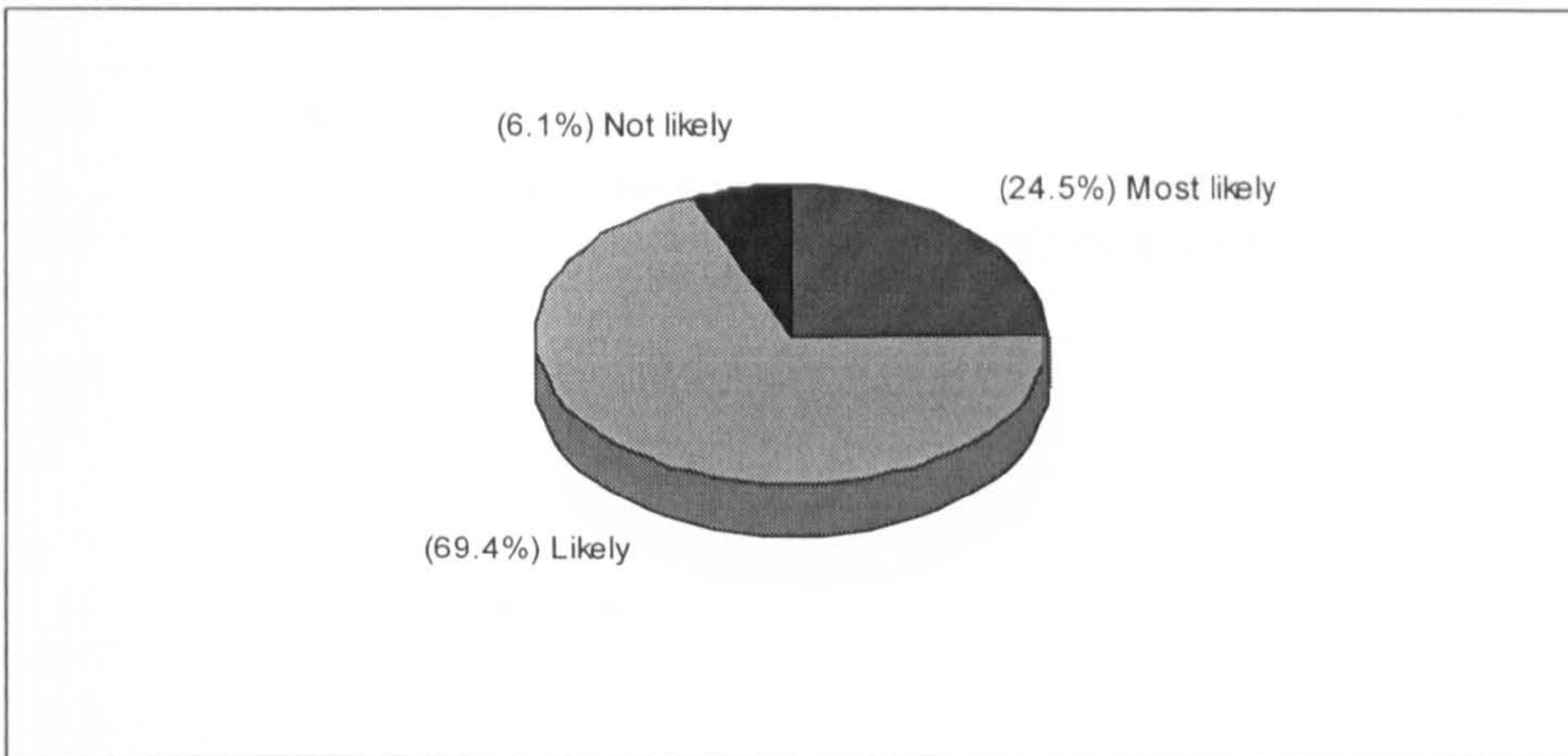


Source: Sample survey, 1994

Figures 7.6 to 7.9 present the frequency distribution of the responses from Questions 21 to 24 of the Questionnaire. The responses from the Questionnaires will enable the researcher to assess the opinions and attitudes of the publishing houses toward marketing research. The researcher also tried to find reasons for houses not organising marketing research. As expected, Figures 7.6 and 7.7 show that publishing houses generally think that marketing research is extremely important for a better management of the houses' publishing products. In Figure 7.6, 46.9 per cent regard marketing research as extremely important and 44.9 per cent consider it as important for better decision making.

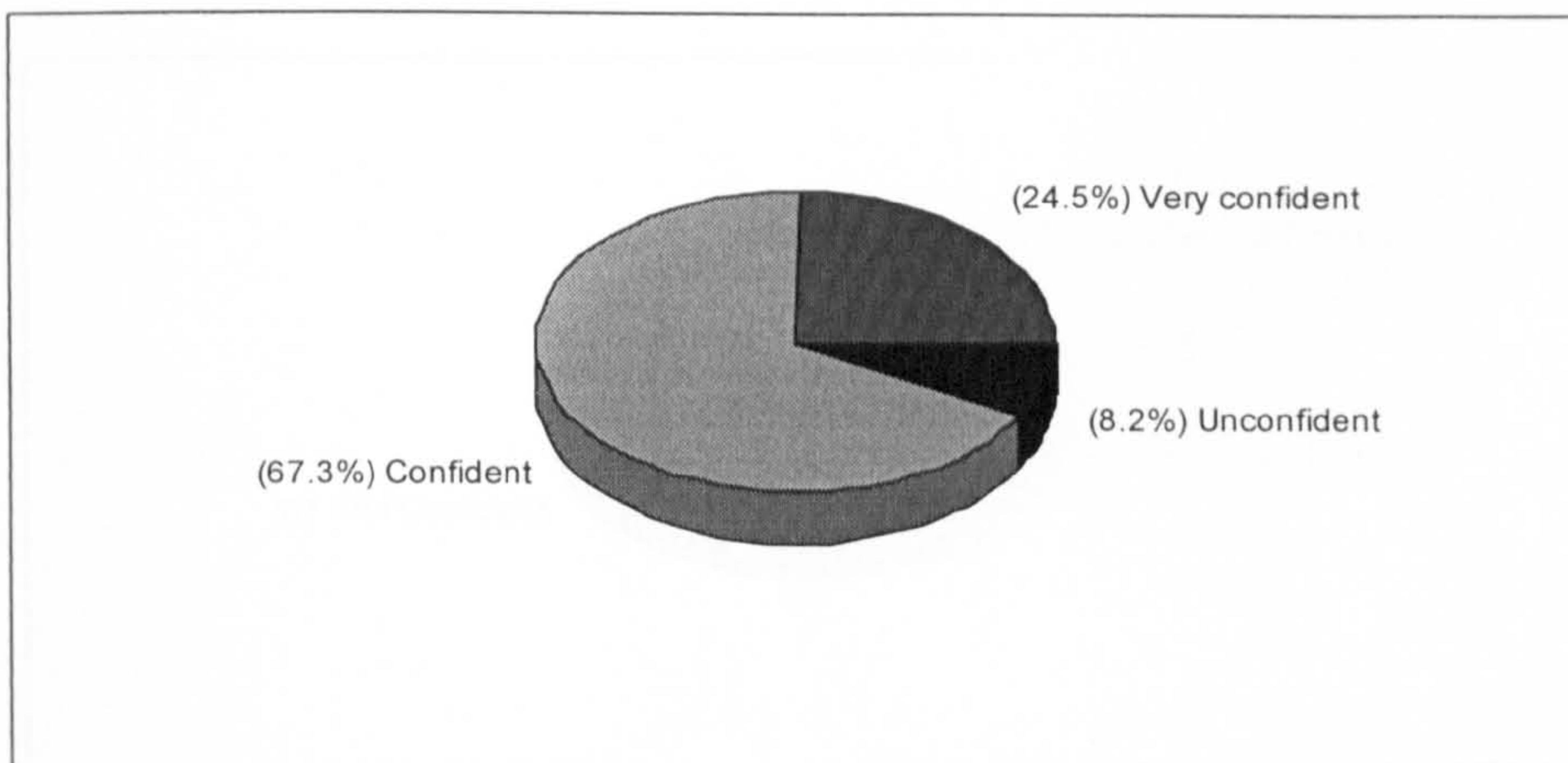
However, 8.2 per cent think that it is neither important nor unimportant. When asked to give their opinions on whether their houses would be practising marketing research or employing the services of an external research agency in the near future (Figure 7.7) 24.5 per cent think that it is most likely and an overwhelming 69.4 per cent think that it is likely. A mere 6.1 per cent thought that they were not likely to do so. Clearly non-receptors of marketing research remain in the minority. Figure 7.8 presents the analysis of responses from Q23 which shows that 67.3 per cent of respondents are confident in the applicability of research information for decision making. 24.5 % of them said that they are very confident about the applicability of research information. However 8.2 per cent of the respondents expressed their reluctance in confirming that marketing research is important for a better decision making capability. Interestingly enough a similar score of 8.2 per cent is recorded among respondents who consider marketing research as neither important or unimportant in Q21 (Figure 7.6) and those who were unconfident of the applicability of research information for decision making. Therefore, even though it is established now that marketing awareness among book people appears rather high, there still exist pockets of houses who are inconclusive about their stand on this important issue.

Figure 7.7
Analysis of likelihood of practising marketing
research/employing external research in future



Source: Sample survey, 1994

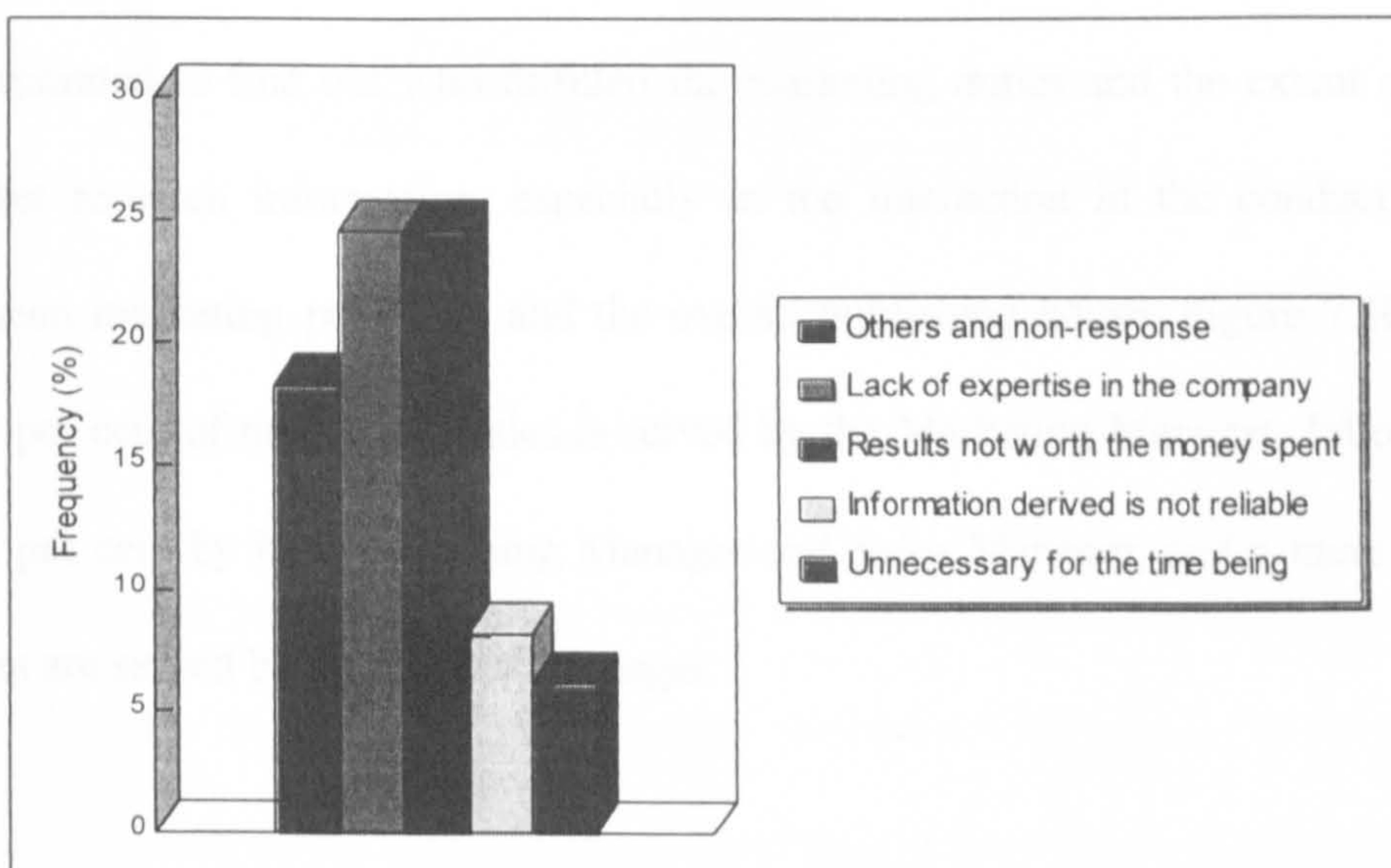
Figure 7.8
Results of degree of confidence in applying
research results in decision making



Source: Sample survey, 1994

Judging from responses to Q24, which is specifically intended to gauge reasons for this stand among non-practitioners of marketing research, it is confirmed that the two main reasons behind their indecisions are mainly a lack of of expertise in the publishing house and a belief that results are not worth the money spent (See Figure 7.9)

Figure 7.9
Reasons for not wanting to conduct marketing research



Source: Sample survey, 1994

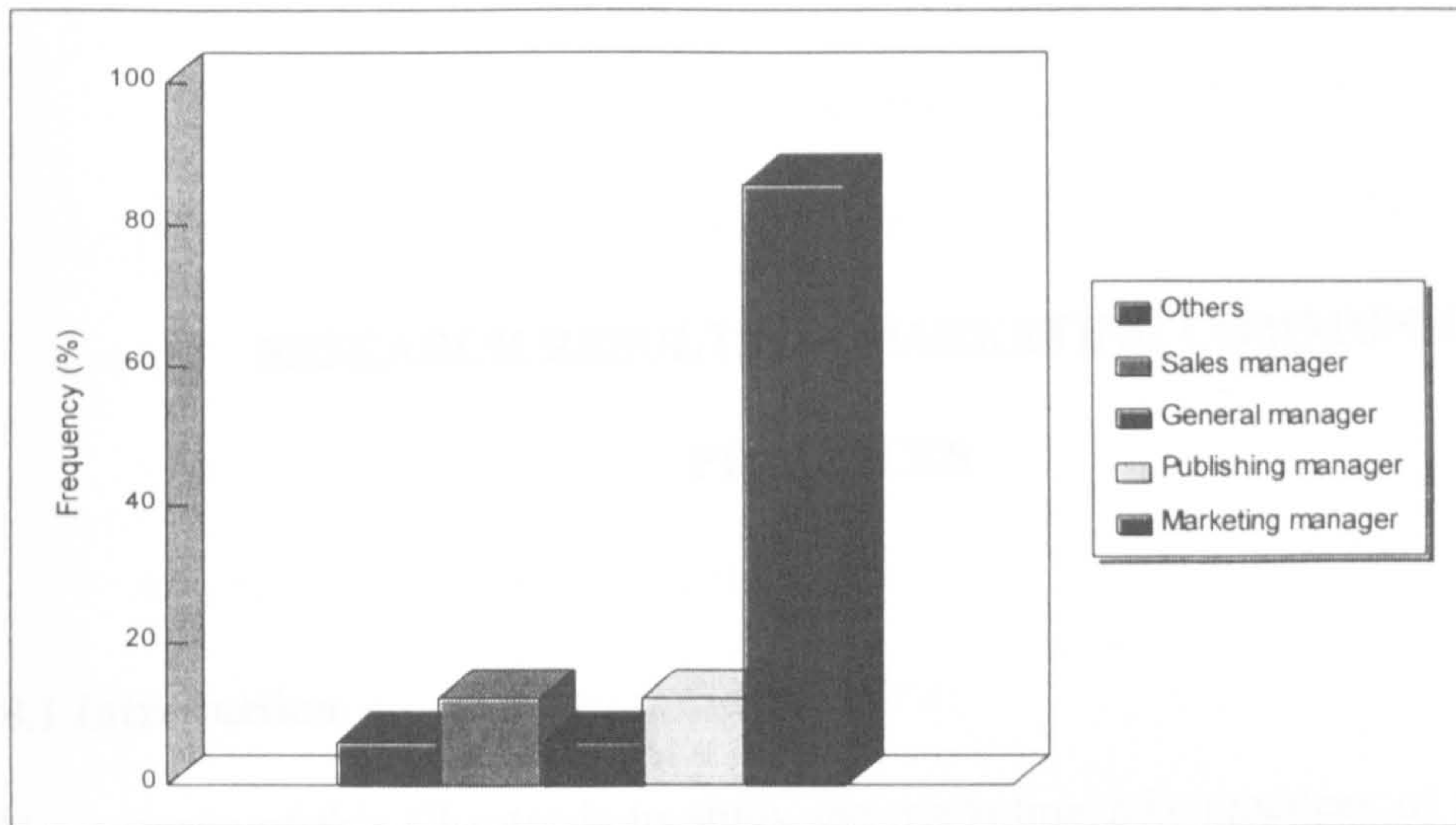
Note: Remaining number of responses are not taken into account.

This results seem to confirm Goodyear's (1982, 88) opinion that lack of research experience and good research facilities put formalised market research at a fairly low priority in many developing countries. About 8.2 per cent of respondents in the sample

also think that information derived from the research is not useful while 6.1 per cent consider this practice unnecessary for the time being. This opinion corresponds to the belief that marketing has no application to their business in the developing world. These reasons are consistent with most findings on the usage of marketing research in developing countries, dealt with in detail in the Chapter on literature review.

The Questionnaire had also included a question on the designation of personnel who carried out marketing duties in Q25. This question is directly related to Q28 which was incorporated to find out who fulfilled the marketing duties and the extent of the use of market research information, especially in the interaction in the conduct of research between marketing personnel and the overall publishing house. Figure 7.10 shows that 85.7 per cent of marketing duties is served by the Marketing Manager, followed by only 12.2 per cent by both Publishing Manager and Sales Manager, and a mere 6.1 per cent duties are served by the General Manager.

Figure 7.10
Distribution of types of posts involved in marketing duties



Source : Sample survey, 1994

Note: Percentages add up to more than 100 per cent since other designations are taken in to account.

It is evident that the Marketing Manager is the main marketing supervisor and as such he or she is the direct link between the other managers of the houses and the public. He or she is therefore responsible for the implementation of the marketing policies of the houses concerned. And no matter how well the products have been developed and produced, they are of no use unless and until they are bought by the reading public. Between the houses and the final buyers are the host of marketing intermediaries performing a variety of functions which are crucial in getting products to the hands of the right consumers. It appears that the work of the Marketing Manager has to be most effective and a great deal is expected from such a post.

CHAPTER VIII

RESEARCH RESULTS II : MARKETING COMMUNICATIONS PRACTICES

8.1 Introduction

The purpose of this Chapter is to study the marketing mix practices of respondents (publishers) and distributors (including wholesalers as well as retailers). The analysis is conducted for all the marketing activities of respondents with special emphasis on the promotion strategy of the marketing-mix. Thus, this section corresponds with responses from Questionnaire Section I : Marketing Practices, Section II : Advertising Practices, Section III : Sales Promotion Practices and lastly, Section IV : Quality of Marketing Research.

8.2 Marketing practices

In the previous section the survey data indicated that utilisation of marketing research by publishing houses is higher than non-usage of marketing research. As can be seen from Figures 7.6 to 7.10 , there is a confirmation of high level of awareness of the use of market research information that the houses obtained from internal and external

research capabilities. A majority of respondents of the sample evaluate knowledge of marketing as very important.

The objective of this section (Section I: Marketing Practices) of the Questionnaire is to depict the marketing background and habits and practices of Malaysian book publishers by examining the following:

- * existence of marketing plan
- * methods of setting marketing budgets
- * activities in marketing communications
- * allocation in percentage terms of communication budget
- * channels of distribution from publisher to consumer

All answers to the questions beginning from Q 28 in this Section would be helpful in trying to determine the marketing awareness among the publishing houses.

Marketing plan . As depicted in Table 8.1, about 94 per cent of respondents admitted that their publishing houses have marketing plans, only 4 per cent reported otherwise and only 2 per cent did not respond.

Table 8. 1
Existence of marketing plans in publishing houses

	<u>(f)</u>	<u>%</u>
Yes	46	93.9
No	2	4.1
No response	1	2.0
	-----	-----
	49	100

Source: Sample survey, 1994

As expected, publishing houses by and large consider themselves heavily oriented towards marketing. This readiness to show a definite marketing orientation can be observed in almost every publishing house. This is mainly because greater attention has been given to marketing since it is recognised as the answer to improving business and profits. In other words, the book trade sector is now more concerned about gaining knowledge in marketing and pays a great deal of attention to special programmes designed around marketing function and techniques. There is a marked increase in forums and meetings on such topics lately. As such, book trade members will readily show a great deal of enthusiasm towards marketing. The researcher believes that the trade is rather eager to break away from its traditional image of just 'selling' books. An overwhelming majority of publishers now are keen to incorporate new management approaches to the book industry and create a completely new vitality to the trade.

Methods of setting marketing budgets. In their promotional efforts, Malaysian publishing houses not only have to deal with marketing objectives but also with establishing the total communications budget. Communications plans have to be coordinated carefully because the process can be rather costly. In today's consumer society, the manufacturing of a cultural product, setting a competitive price for it and providing convenient retail outlets where the product may be viewed and ultimately purchased are not cost effective if it is not meticulously and successfully marketed. In view of such hazards, allocation of the promotional budget must be chosen with particular care. How do the Malaysian publishers set their marketing budgets?

First, it is important to reflect on the survey data gained from Q27 where respondents were requested to disclose their approximate budget for the annual marketing activities. Table 8.2 shows that a large number of publishers, at almost 43 per cent indicated that they spent RM20,000 or less on marketing activities each year. The second grouping, which consists about 29 per cent of respondents, spent RM20,000 - RM50,000. Only three (OUP, Berita Publishing and Creative Enterprise) allocated more than RM500,000 for such activities annually. Creative Enterprise entered the scene in the 70s and has since then become one of the most prolific and highly successful publishers of popular humour-based magazines, fiction and educational books. They are expected to expand and diversify their activities and make significant contributions to the local publishing programmes, both in the popular as well as the fields of literature and serious books generally. DBP is in this respect out of the big three players and operated its book marketing activities within the RM100,001 to RM200,001 yearly expenses.

Table 8.2
Amount spent on marketing activities annually (1994)

Amount	(f)	(%)
RM 20,000 or less	21	42.9
RM 20,001 - RM 50,000	14	28.6
RM 50,001 - RM 100,000	4	8.2
RM 100,001- RM 200,000	1	2.0
RM 200,001 - RM 300,000	3	6.2
More than RM 500,000	3	6.2
No response	<u>3</u>	<u>6.2</u>
	49	100

Source: Sample survey, 1994

Also of interest is the fact that both Creative Enterprise and Berita Publishing are also publishers of highly popular humour, women's and business magazines and had probably been greatly facilitated by the easy utilisation of their periodicals for their marketing communications needs. Consistent with the higher turnover levels and higher marketing budgets, these publishers also showed a bigger allocation on the expenditure on sales promotion and advertising programmes undertaken.

Table 8.3 provides findings on the various methods used by the publishing houses to allocate marketing budgets. It was assumed that Malaysian publishers and distributors do not, as a rule, provide separate budgets for different categories of books. They are generally thought to allocate an overall sum for this purpose. Again, different houses have different provisions, some may consider allocating a lump sum, most probably at the most frequently cited figure of less than RM20,000. There are houses that use the system of specified percentage of annual sales turnover, believed to be around one to two per cent. The findings from this query reflect a preference for two major methods, i.e. 43 per cent publishers use whatever is regarded as affordable and about 39 per cent approached it as a percentage of sales. Twelve per cent consider allocation from the point of their objectives and task. This approach is used by the DBP. Only two per cent of respondents choose the experimentation and testing method, clearly the least in terms of preference, due perhaps to its rather doubtful method of ensuring a favourable response. However, it is believed that whatever methods are used, their main consideration is surely that the cost of promotion is

within their budget and that the methods used are appropriate for promoting their products.

Table 8.3
Methods used in setting marketing budgets

Methods	(f)	(%)
Affordable	21	42.7
Percentage of sales	19	38.8
Objective and task	6	12.2
Arbitrary	3	6.1
Experimentation and testing	1	2.0
Other	---	---
No response	2	4.1

Source: Sample survey, 1994

Note: Percentages add up to more than 100 since multiple choices are taken into account

The budgeting decision is often the most difficult to arrive at. It is a question of appropriateness and targeting although, obviously, if too little is spent, sales turnover will not be of a desirable level, and if too much is spent, profits might be eroded by the high expenses incurred. A large number of Malaysian publishers including Berita Publishing therefore, choose to set their marketing budgets at an affordable point. It may be based upon a lump sum figure, which in this particular case may be around RM20,000. However the researcher is inclined to believe that the the second method is more in line with the practices. The so-called affordable technique rests upon the able judgement of the marketing personnel as opposed to decisions based on raw data obtained from the open market. The second most popular approach, of which OUP is one practitioner, is setting the allocation at a specific percentage of sales. The

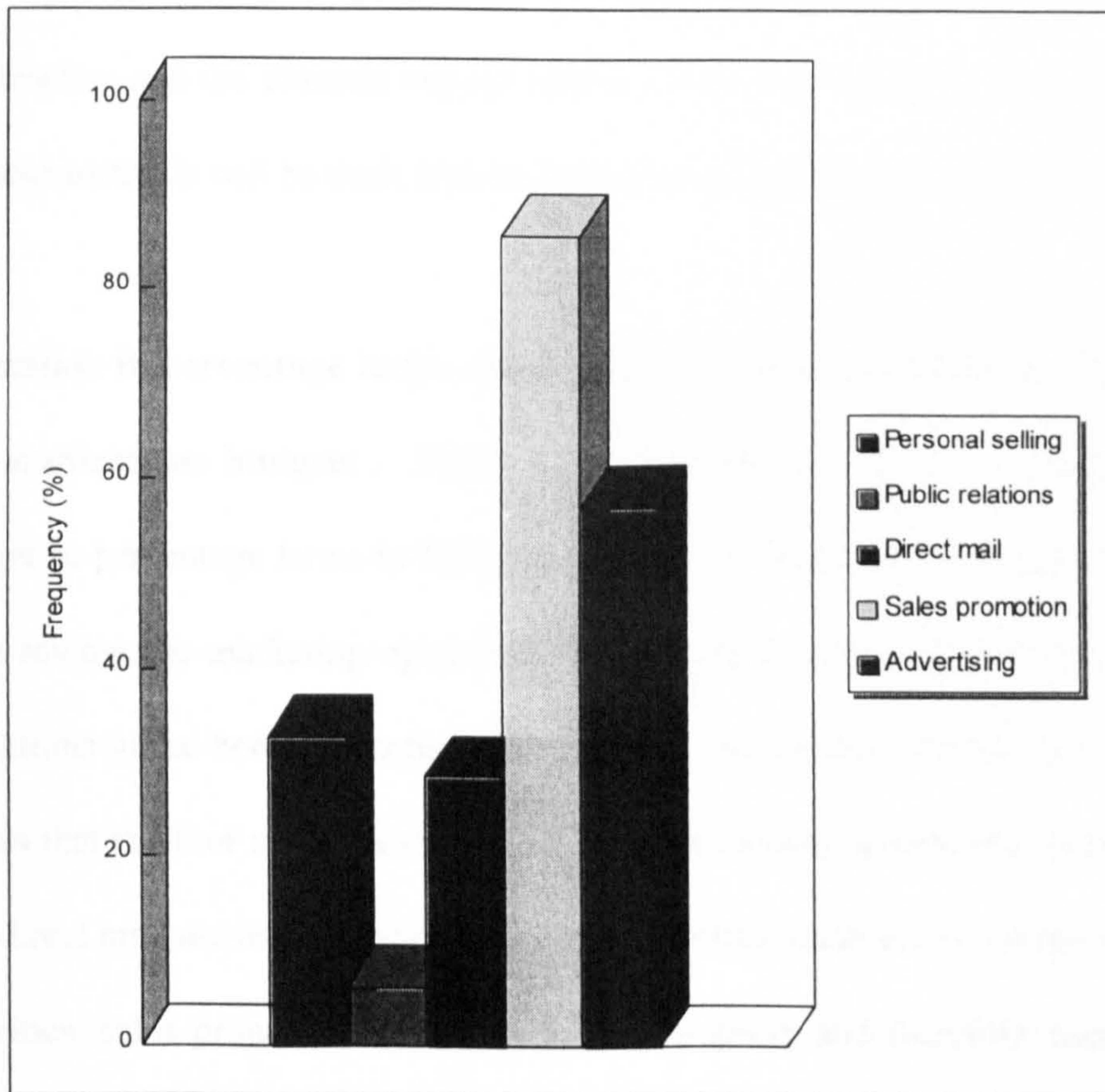
advantage of this method is that it allows marketing management to allocate an estimate of what will be an effective percentage of anticipated revenue which is partly based on the expenditure. Budget setting is also based on the relationship between advertising costs, selling price and certainly, of profit per title.

Activities in marketing communications. As mentioned earlier (Chapter V), the marketing communications mix consists of tools such as advertising, sales promotion, personal selling and publicity. Marketing departments of most publishers in the developed world are experienced at selecting and applying the appropriate means to achieve optimum sales (*Blackwell Guide for Authors* 1985, 26). In the organised book trade of certain parts of the western world, marketing may take on the basic strategy of a series of events and procedures. Specific marketing process begins with the preparation of the advance information sheets (AIS), cover, catalogue or reviews and others. Clark (1994, 106) adds to the list by including additional publicity and public relations, point-of-sale materials, advertising, direct mail promotion and serial rights. In the book industry, marketing and promotion department aims to make the media, book trade, and consumers conscious of the publishing establishment and the products it offers, and more importantly, to stimulate demand (Clark 1994, 102).

The main intention of Q30 is to examine the current communications practices of the publishing houses before giving attention to the most common practices adopted by the respondents. The survey results show that a majority of respondents have a marketing communications plan. It is clear that not all the usual components

of the marketing communications mix are used. Sales promotion and advertising are the most commonly used. (See Figure 8.1).

Figure 8.1
Activities in the marketing communications plan



Source: Sample survey, 1994

As expected, sales promotion is the most common activity in communications planning, securing 86 per cent practitioners, followed by advertising with 57 per cent and personal selling with 33 per cent. Direct mail is next in line at nearly 29 per cent

and it is fast beginning to attract the attention of book marketers. In the meantime, public relations is one activity that has not yet been successfully nor fully exploited by the Malaysian book trade sector. In the broadest sense, Malaysian book publishers seem to employ most of the promotion methods inherent in the book trade. Sales promotion, advertising, personal selling and direct mail are techniques and devices used by the Malaysian book trade to inform and persuade the booksellers and wholesalers and the ultimate buying public to buy their products. The most common of these methods will be dealt with in greater detail in the subsequent sections.

Allocation in percentage terms spent on the following activities from the houses' communications budgets . Table 8.4 shows the distribution of communications budget in percentage terms in Malaysian publishing houses. The main objective here is to review the marketing operations of the houses in the light of the present day conditions in the book promotion environment. An analysis of this data (Table 8.4) shows that the four main activities, i.e., sales promotion, advertising, personal selling and direct mail are among the more popular activities undertaken. Of the four types of activities, sales promotion seems to be most popular and therefore was allocated a greater percentage from the communications budget. Sales promotion in the local sense would include activities such as exhibitions, contests or free copies.

Table 8.4
Amount in percentage terms of total communications budget spent on
communications activities

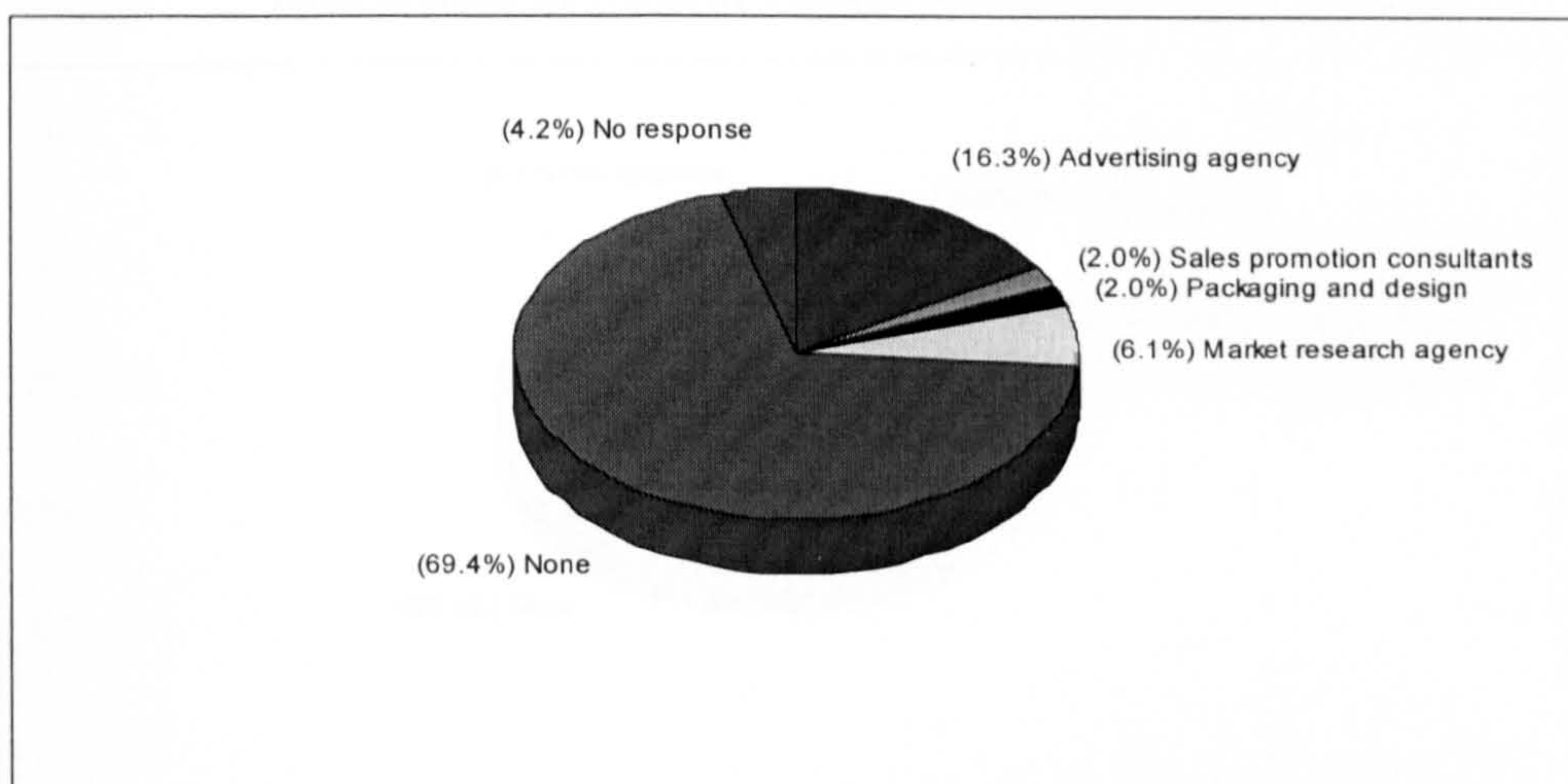
	<u>(%)</u> <u>Min</u>	<u>(%)</u> <u>Max</u>	<u>(%)</u> <u>Mean</u>	<u>(%)</u> <u>Mode</u>	<u>Std. deviation</u>
Advertising	0.2	60.0	19.0	10	14.2
Sales promotion	0.5	100.0	33.0	20	26.1
Direct mail	0.4	50.0	14.4	10	14.4
Public relations	10.0	30.0	16.3	10	6.8
Personal selling	5.0	70.0	31.3	10	20.6
Other	5.0	50.0	22.9	5	16.4
No response	-	-	-	-	-

Source: Sample survey, 1994

As also shown in Table 8.4, the communications budgeting practice is heavy towards users of sales promotion, having a mean rate of 33 per cent. Some respondents claimed that sales promotion is the only method used, citing a maximum percentage of a hundred per cent. Sales promotion in the local sense would include activities like exhibitions, contests and free copies. The standard deviation figures in Table 8.4 will indicate the deviation from the mean rate. For example, with sales promotion, the mean percentage spent on this activity is 33 per cent with a range of 0.5 per cent to 100 per cent. However most of these publishing houses indicate that they had spent 20 per cent (mode percentage) on this range of activity, the standard deviation away from the mean is also higher, i.e., 26.1 per cent.

Figure 8.2

Distribution of types of outside communications services



Source: Sample survey, 1944

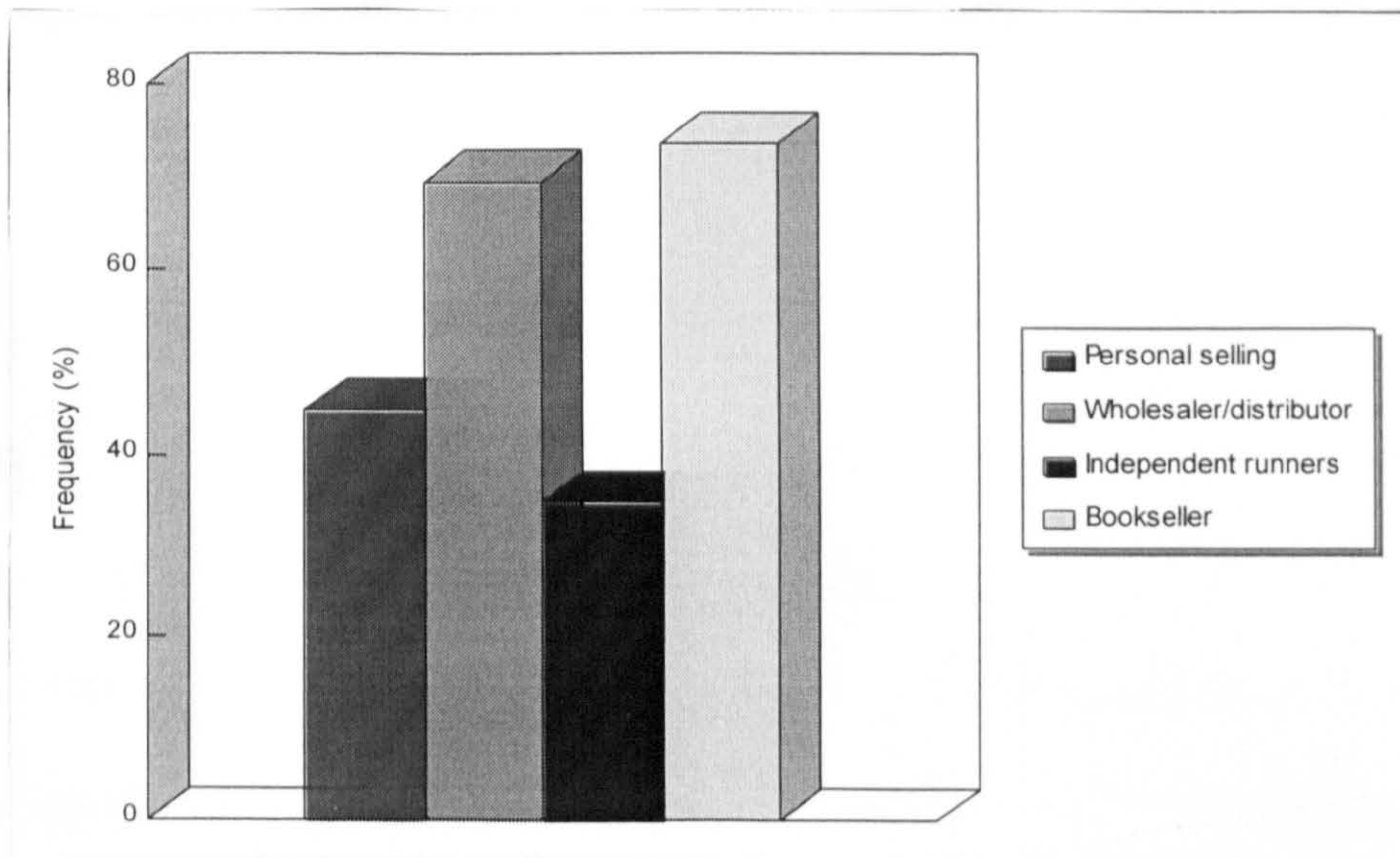
As expected, a majority of 34 houses (69.4 per cent) do not engage services of outside agencies for their communications needs (See Figure 8.2). A total of eight houses (16.3 per cent) use the services of advertising agencies, three utilising the marketing research agencies and a mere two per cent each utilise sales promotion consultant and packaging and design consultant. Three houses did not respond.

Channels of distribution. In this final part of Section 1 of the Questionnaire, the researcher was trying to arrive at firm data on marketing practices with emphasis on the distribution outlets utilised by the publishing houses. This part is important because no matter how good the products have been developed and produced, they are of no use unless there is a system that works as far as it is able to give the potential reader more and better opportunities of seeing and buying books. At the same time

this query tries to bring forward reasons why even the stalwarts of the book trade consider distribution as not only the weakest link in the book trade but also the “wickedest” link in this chain extending from author and publisher to the bookseller and to the reader. This situation is believed to have been brought upon by certain unethical practices of the “middlemen” (wholesaler/ distributor). It has been known that this link in the book trade is responsible for the outbreak of discount wars, phantom orders, high returns of unsold books and excessive incentives and inducements to schools, especially to teachers and headmasters (MABOPA Memo, 1992). Some of these errant middlemen and booksellers have been known to ignore publishers’ prices and sell books at far higher prices to the general public, especially books that do not have the prices printed on the back cover or in the prelims.

Basically, a distribution channel is any sequence of marketing organisation of ensuring that product from a producer reaches the final buyer, including any number of intermediaries involved. Ideally, each publishing house should attempt to arrange a system of conveying, storing and communicating that makes books available to the potential readers. This system should try to minimise cost but improve sales to the buying public. Therefore it means that publishing houses should create marketing and distribution facilities that should be balanced against sales of books.

Figure 8.3
Distribution channels



Source: Sample survey, 1994

Note: Percentages add up to more than 100 since multiple choices are taken into account

It is observed that the domestic market was mainly served by the retail booksellers and wholesalers. Seventy three per cent of houses utilise the retail sector while 44.9 per cent went through the personal sales conduit and independent runners took up 34.7 per cent of the network. Therefore it is evident that in the Malaysian book trade, the main distribution channels are conducted through four conduits, i.e., from publisher to bookseller and to wholesalers, personal selling by sales representatives and by independent runners. Runners are specially employed by some publishers to canvass sales directly from the schools which have created some dissatisfaction among the retailers. These findings seem to concur with Herath's study (1978, 184) that the main channels of distribution in the Southeast Asian countries

were through the wholesalers, retailers, travelling salesmen, direct mail and others such as publishers' van sales and book mobiles.

In this study, the retail sector as the main part of the distribution channel is given more elaboration because it plays an important role in the distribution of books. It is one of the most important aspects in marketing for it represents the final link in the system of book distribution. Through the retailers books are channelled to the end user. From a casual survey the researcher notices that in Malaysia, there is in existence a number of types of bookshops, viz., the chain retailers, the traditional and independent bookshops, small corner-lot convenience stores plus bookshops, and the non-traditional outlets such as open-air night market vendors and village fair book hawkers. As mentioned earlier on, there are about 500 bookshops in the country and about 150 are situated in the Klang Valley. The largest chain retailers such as Times Book Centre, Berita Book Centre MPH, Bookazine and Anthonian have larger and better organised shop lots holding a wide range of subjects and these outlets are manned by assistants who are comparatively better trained than in the other more traditional local outlets. These chain bookshops are affiliated with the larger publishers who wish to be able to organise the retailing side of the trade better.

It is clear that booksellers are fast becoming more important partners in the local book scene, especially since other methods of bookselling such as direct mail and book clubs have not fully developed yet. Conventional booksellers are increasingly concerned about direct selling in the schools by book runners employed

by the publishers. They have advocated the setting up of the Fair Trade Practices consisting of members from the trade and the government officials to act as a watch-group as well as pressure-group observing and reacting to needs in the trade, especially in persuading the publishers to sell only to the retailers and not be directly involved in sales to schools, libraries or to members of the public by using for example independent runners or other middlemen suppliers. However, according to Shaari (1993, 3) such attempt had failed previously because the booksellers requested for too much discount. Some publishers take upon themselves to produce, distribute and retail books to the public. Runners are engaged by publishers to canvass for sales especially in the schools, causing disruption in the trade by offering flexible discounts or in certain cases granting special commissions to school authorities in their effort to secure sales. Using runners may mean more immediate profits for the publisher, but in the long-term it is the bookshops that could offer a better deal in the sense that they can stock and display books and provide more conducive areas and atmosphere for the general public to browse and handle books and to finally buy.

Table 8.5
Number of adults 15 years and above patronising bookshops -('000)

	<u>1991</u>	<u>1992</u>
Malay	1,127	1,414
Chinese	1,050	1,207
Indian / Others	292	320

Total	2,468	2,941

Source : *Business Trends, The Annual 1993*, 127

Table 8.5 shows the number of adults 15 years and above patronising bookshops in 1991 and 1992 in Malaysia. There is every indication that this readership is expanding fast. Since the book retailers are closest to the readers, they can offer more potential in the sense that they are more able to notice changes in the buying habits and could convey the trends in the market to the publishers. It is hoped that bookshops and their personnel try to have a real understanding or knowledge of books and the book trade. It is also hoped that traditional middle-of-the-range bookshops could shed their image as being general convenience stores struggling to make a living out of the trade and develop a more professional attitude towards bookselling, befitting its potential as the future cultural and information centres in the country.

In Malaysia, wholesalers or distributors are actually the "middlemen" in the trade, and they are also, as shown in the earlier section, publishers as well as booksellers. Quite often enough, they are distributors for foreign publishers and act as publishers' representatives and stockists. Some of these entities effectively control the distribution of books in the urban centres and most of the rural areas. Some of them are also publishers, and they have successfully established their own chain of bookshops, guaranteeing that books under their imprint get the best chance of being seen and sold. The effect of this situation on the smaller publishers who could manage to produce about one to ten titles a year needs no further description. As it stands now, publishers should not sell their titles directly to the readers because there are conditions stipulating against such practices in the MABOPA and MBA. These associations try to upkeep the level of professionalism and ethical conduct desired in

the trade by respecting and abiding by the rules and functions of the publishers and booksellers. Therefore publishers are not supposed to sell their books directly to the customers although being businessmen themselves, they are certainly entitled to do anything within the law to ensure that their business remain in the black. However, as said earlier on, they may not in the first place, be well-equipped to provide the essential services as established booksellers do to the Malaysian public. The wholesaler/distributor are in every sense of the word “middlemen” in the book trade. The researcher has for many years noticed that these “middlemen” seem to be especially agile in conducting practices that could, in the long run, be counter-productive to the growth of the trade, such as getting involved in discount wars, giving incentives to certain sectors in the education system, price undercutting, practising irresponsible high returns of unsold books and unacceptable, if not, fraudulent practices. Certain rules and regulations should be introduced in order to ensure against unethical practices which can be counter-productive to the development of the book trade. It is here that they may appear to be the “wickedest” link in the book trade.

Most of the publishers are keen to ensure that their books end up in the hands of the customers. Personal selling is one of the preferred channels because personal calls by the publishers’ sales representatives to the booksellers, libraries, and schools are really effective tools. The sales representatives usually carry with them printed promotional effects, or sometimes the actual book itself to be distributed personally to the sales outlets. It must be made clear here that personal selling is taken to mean

promotion of sales to the booksellers rather than making actual sales to the customers on the road.

As mentioned earlier on, it is observed that independent runners are being utilised in the distribution system. By definition, an independent runner is one who is not in permanent employment of the publishing houses but an independent commission agent. The runners operate mainly from their houses and are responsible for bringing books into contact with customers and if they personally push harder for sales, they stand to get more in terms of paid commission from the publishers. They can provide useful information concerning the end market since they are usually in direct contact with the public at large. However, this close proximity also allows them to make direct sales to the schools, which is not in concordance with the desired practice that all final sales should go through the booksellers, which is, of course, highly desired by the booksellers.

These practices form some of the difficulties involved in the distribution of books. The competition in the book market, for example, in the school textbooks, ought to be studied in detail in order to find the appropriate distribution channels necessary for the flow of books from the publishing houses to the buyers at the right time and the least cost. Some of these problems are created ironically enough by some of the publishers themselves. They lament about having to look for and build a market, which is at present a small one at that, and had to actively promote sales of books, but at the same time, are not adverse to harnessing all efforts to act as

importers and distributors of all kinds of books from everywhere. They are also, at the same time, publishers or distributors of local books catering to the local market. Since Malaysia advocates a policy of not restricting free flow of information between countries as stipulated in the UNESCO Florence Agreement, there are no restrictions or imposition of import duties on books and other reading materials. After all there has always been a great demand for books, particularly imported books from Western countries. (See Chapter III). In this sense, the importers and distributors need not impose any notion that imported books are far better than local ones. However it may be necessary to look into ways of providing a more favourable method of ensuring a proper balance between freedom to receive information and the freedom to organise the promotion of policies that could provide good support to the future development of the local publishing and book trade. All publishers, local or foreign, should look towards a more realistic and fair co-operation in distributing and selling of books because all governments recognise the importance of the book industry and trade to the nation.

8.3 Findings on advertising practices

We have seen that in broad terms, marketing communications mix or promotional mix (Crosier 1994, 348) can consist of varying any of McCarthy's 4Ps terminology since they are clearly interrelated in the marketing mix like advertising, sales promotion, personal selling and publicity. In the Malaysian book industry, the term promotion includes all the methods used by publishers and distributors to promote

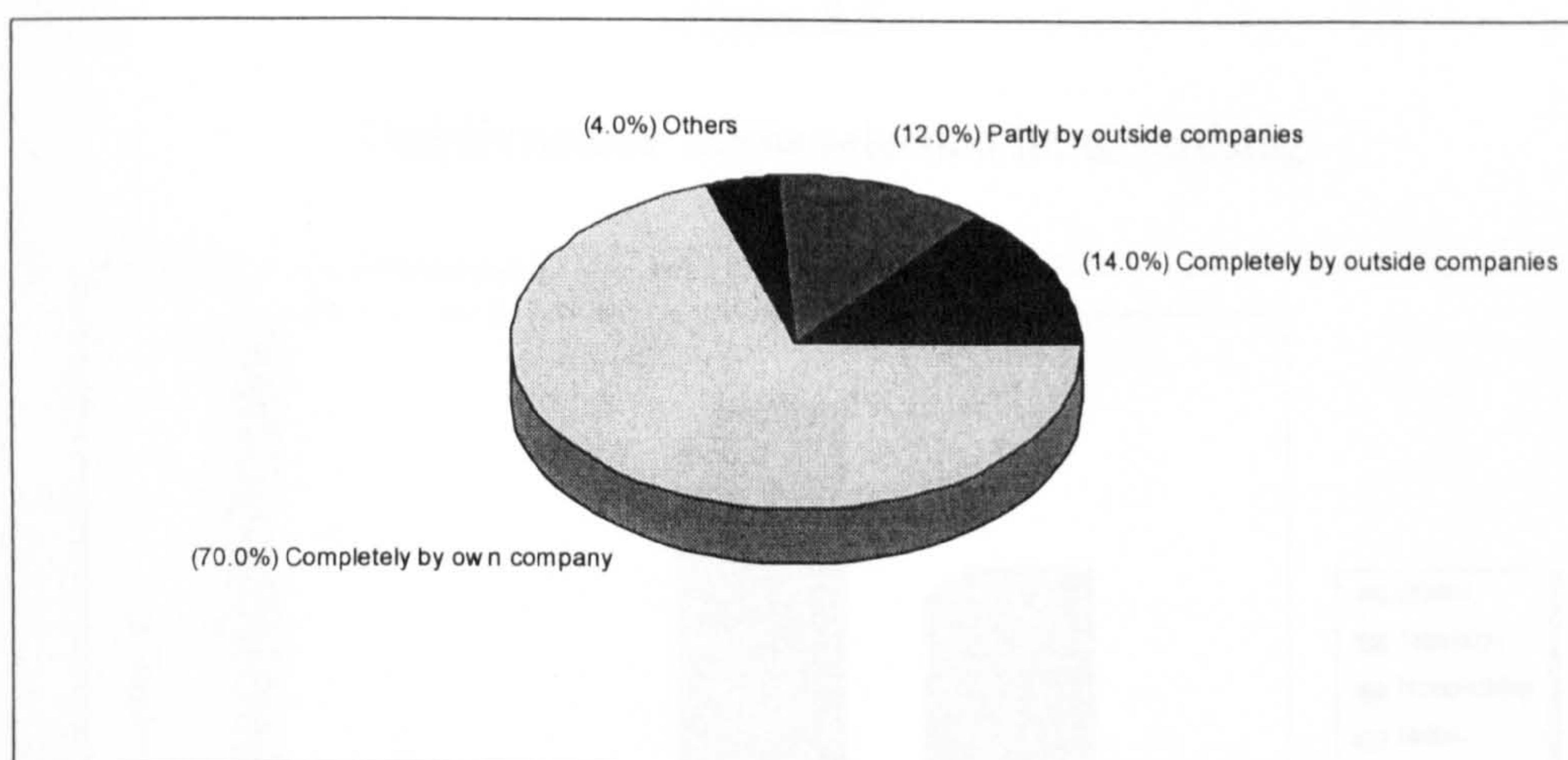
books in order to sell them successfully. These include techniques and devices used to inform, persuade or remind the middlemen and the ultimate book buyer about the books. Advertising in the media is undertaken in order to present goods, services or ideas to the mass consumer market. It should not only inform but should also persuade the consumer into accepting and buying the products from the publishing houses. Ideally advertising in the book trade should not only induce the readers to buy, but should also make them choose to buy books published by a particular house because that particular imprint is value for money.

Advertising in Malaysia be it in the mainstream print media such as newspapers, magazines or electronic media can be very expensive. Such high costs are sometimes set aside because advertising can guarantee the most immediate as well as the most efficient method of making the largest number of people aware of the publication and can exert significant effect on sales. Effective advertising can also create positive image of the imprint which will in future facilitate reader recognition and preference for publications offered by the particular house. In Malaysia, advertising expenditure in all media is steadily growing. In 1992 it was reported to be around RM1.1 billion (*SRM Media Index*, 1993). Advertising expenditure in communication, publishing and media/exhibition reached RM 46,397,000 (*Business Trends* 1993, 149). Therefore, although large sums of money need to be spent on advertising, it is still the easiest way to establish and gain recognition from almost all potential customers all over the country.

Since advertising has been confirmed as one of the most common communications techniques among the publishing houses, this section is thus dedicated to the analysis of the advertising practices. It presents findings on advertising practices among the respondents. It seeks to identify the variety of methods used by publishers to get the books to the readers starting with advertising followed by sales promotion.

Figure 8.4

Distribution of responsibility for advertising activities



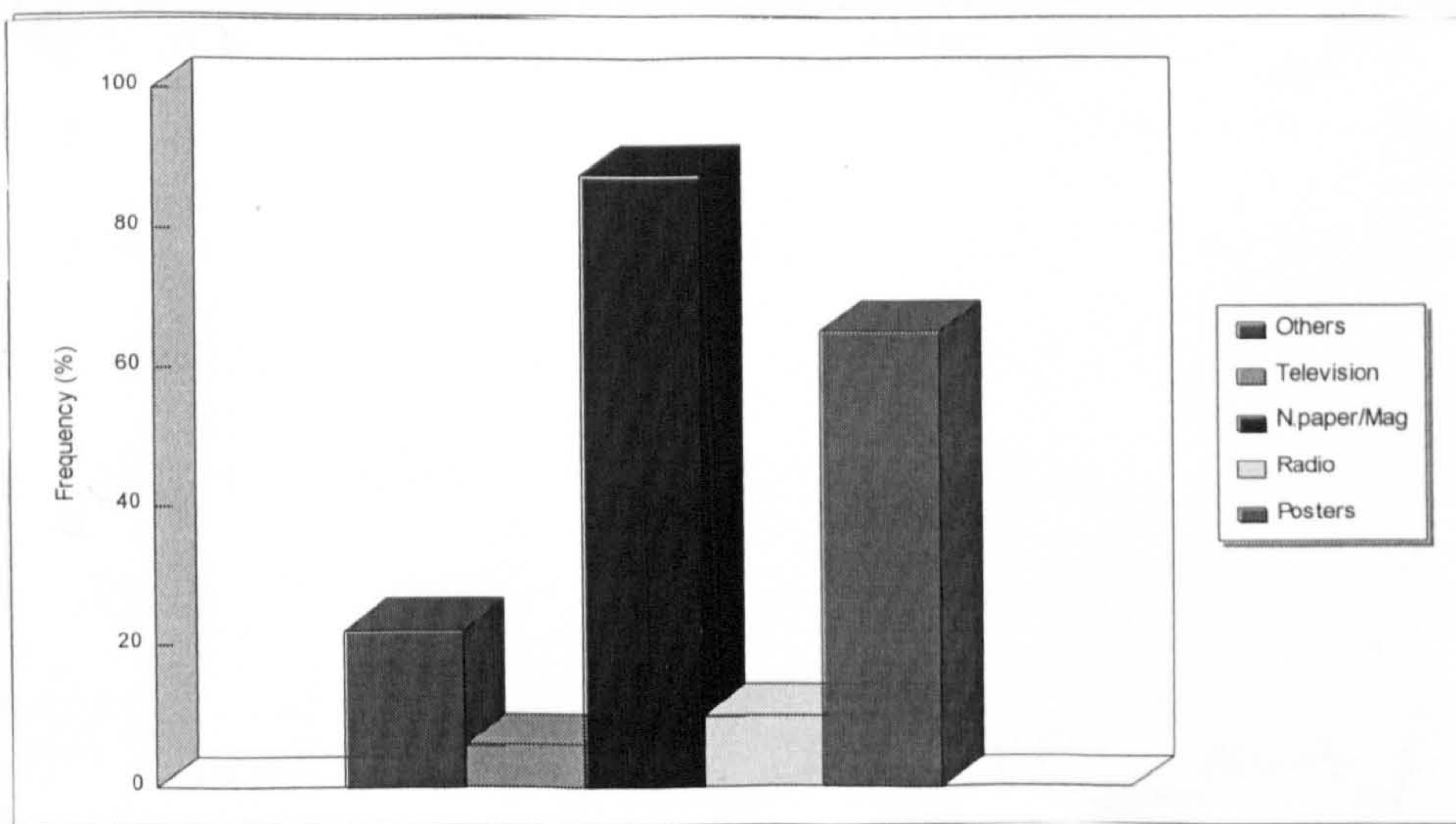
Source: Sample survey, 1994

Figure 8.4 shows that an overwhelming number of publishing houses (70 per cent) handle their advertising work themselves. Only 14 per cent make use of outside services to act for them, with 12 per cent partly using outside services. This means that the houses choose to exercise full control over the efforts to reflect the quality of their products. It also signals their determination to manage and cope with the

readers' changing habits and preferences. As a whole, the houses are found to be directly involved in this activity although, ideally, the retention of advertising agencies who are specialists in the field should also be able to provide advantages to the houses. These agencies are specialists in the inducement for mass buying, an ability which not all publishing houses possess. However since they are actually marketers outside the organisation there is a possibility that there may be shortcomings regarding views on how an advertising campaign centring on cultural products should be designed and launched so that they can achieve the objectives that the publishers have in mind.

Figure 8.5

Distribution of media selection for advertising



Source: Sample survey, 1994

Note: Percentages add up to more than 100 since multiple choices are taken into account.

Among the major media used for general advertising, the top preference is to use the mainstream media, particularly in the newspapers and magazines (87.8 per cent) and other printed media such as posters (65.3 per cent) (See Figure 8.5). Television advertising is not popular mostly because it is very expensive and not suitable as the visual effects of this media cannot possibly create a lasting effect for the titles that are published. Until today, television and radio advertising of books is not common because the costs still outweigh the benefits. Only the largest publishing houses use television to publicise their products. Even then these exposures were not run as commercials but tied into programmes such as talk and religious shows or women's programmes. The visual impact of such books accompanying relevant themes tied to programme formats can create a lasting effect upon the audience. It helps to bring books right into the homes. Advertising in the newspapers or magazines involves purchasing of space in a particular newspaper or magazine to announce the publication of a new book, and it is especially suited for general books. The newspapers, especially the *Malay Mail* and the *Star* in the English language and *Utusan Malaysia* and *Berita Harian* in the national language are some of the most popular items among Malaysian households and Malaysian readers do pay attention to advertisements and they always seek out new items, offer items or specials. These dailies have wide coverage and have gained public acceptance. Imported and local general books could benefit a great deal from space advertising because exposure in such media could guarantee wider coverage since the market for such books is more dispersed. The publisher and wholesaler appointed by the publisher need to find whatever channel they can to announce new titles. However textbooks and learning

aids do not need to be advertised because their market is stable and confined to the student population. Advertising of general titles from Malaysian publishers, with the exception of DBP, usually come from houses affiliated with the local media conglomerates such as Berita Publishing with the parent newspaper conglomerate New Straits Times Press and Utusan Publications and Distributors with the Utusan Group. DBP use their eight magazines and journals to advertise their publications. At present the conglomerates number only three, less than 6.1 per cent of the total respondents. These publishers therefore have the advantage of being able to advertise cheaply in the publications published by the flagship organisation. The advertisements by Berita Publishing (NST) and Utusan Publications (Utusan Group) are often in full colour in popular magazines and dailies and Sunday papers which contain special sections on books reviews in the supplements. The researcher has, as co-editor of a book, benefited from press releases and book review in the Sunday supplements which was free-of-charge. The publication was able to get editorial mention at no charge which helped to boost the sales of the publication considerably. These newspapers and periodicals have their own channels of distribution and are able to reach buyers in both urban and rural areas.

Paid advertising in mainstream media can be very expensive and the book trade is not willing or financially able to spend vast amounts of money on advertisements. not because of problems with finance but more a question of targetting and effectiveness. In any case, not every book would respond well to space advertising.

There is always the possibility that such a move may not be put to maximum use and the campaign would not achieve maximum objectives.

The other popular method of advertising is through the use of posters (65.3 per cent). This form of advertising involves the use of point-of-purchase materials in order to attract the attention of the potential readers and buyers. It is also used to announce new products and special offers. If used creatively and effectively posters as window and interior display can capture the readers' interest as well as projecting the latest presentations concepts in bookselling premises layout, colour scheme and customer comfort. These posters can also be distributed and displayed at schools and libraries and other resource centres although these tools would only reach people frequenting the bookshops or those passing by these spots.

Radio (10.2 per cent) and television (6.1 per cent) advertising can be effective because both can achieve mass impact and can create immediate and quick sales response. Products are brought right into the households and can be projected as a good overall family investment. However, as mentioned earlier, radio and television advertising can be expensive and may not offer value-for-money at the present rate of production or readership strength.

Table 8.6

Annual budget allocation for advertising by number of houses

Amount	(f)	%
RM 20,000 or less	29	59.2
RM 20,001- RM 50,000	7	14.3
RM 50,001- RM 100,000	6	12.2
RM 100,001- RM 200,000	2	4.1
RM 200,001- RM 500,000	1	2.0
More than RM 500,000	1	2.0
No response	<u>3</u>	<u>6.2</u>
	49	100

Source: Sample survey, 1994

As mentioned earlier, advertising through the mainstream media has become very expensive and it is doubtful whether it is worth the whole effort in the long-term. Thus the question of allocating advertising budgets must be taken with a great deal of care. The proportion allocated for advertising in each medium must be considered in relation to the importance of the advertising functions that each medium performs. Table 8.6 shows that 59.2 per cent of respondents indicated that their allocation for advertising is in the lowest grouping of RM 20,000 or less.

Table 8.7

Distribution of houses doing evaluation of advertising effectiveness

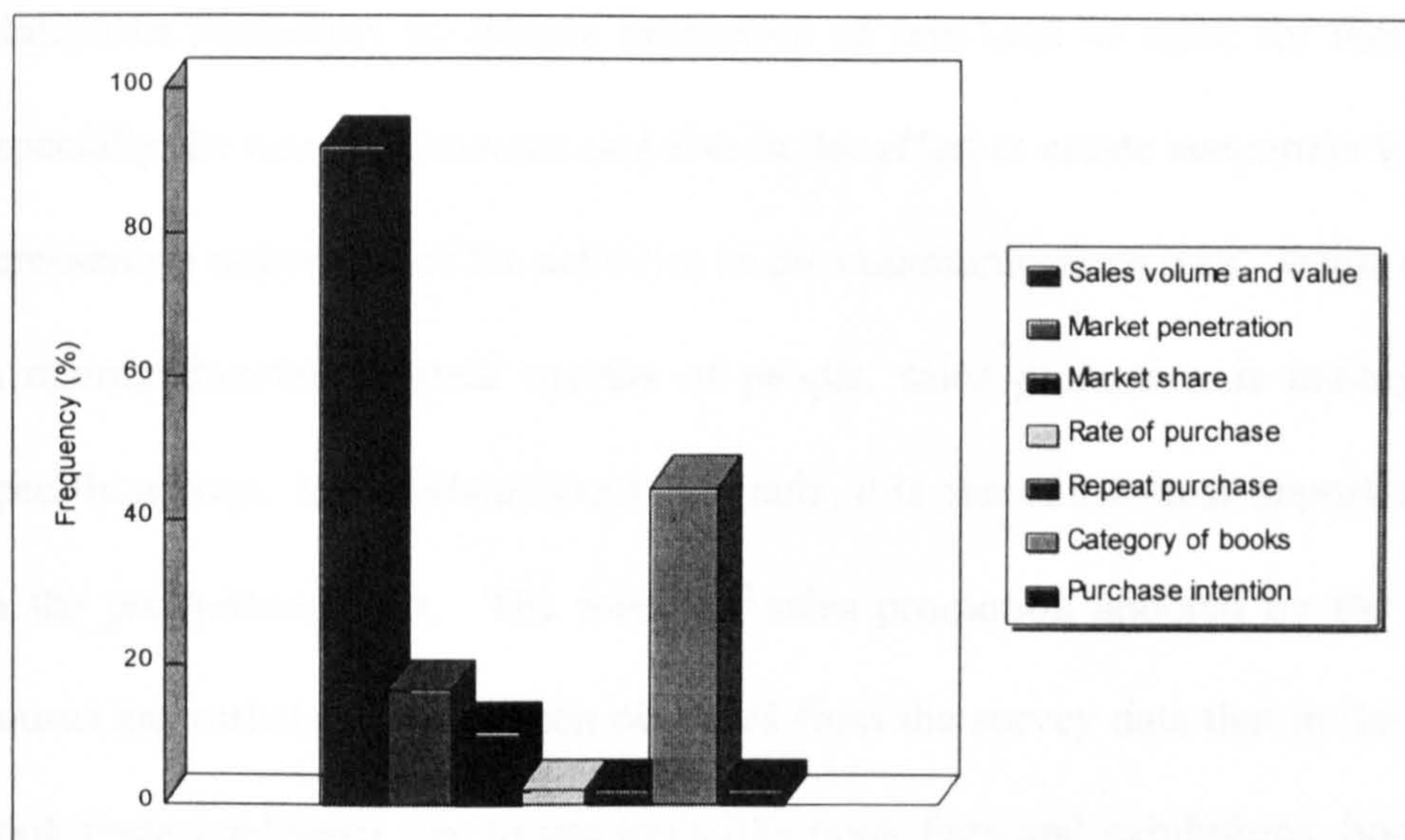
	(f)	(%)
Yes	41	83.7
No	3	6.1
No response	5	10.2
	----	-----
	49	100

Source: Sample survey, 1994

The respondents were also asked to disclose whether their establishments made any effort to evaluate advertising performance. The results showed that (Table 8.7) an overwhelming response of nearly 84 per cent indicate that publishing houses do initiate evaluation procedures of their advertising efforts. Only 6.1 per cent of respondents do not or could not do so. It is found that members of the sample do consider evaluation as very important and publishers or distributors do attach a lot of importance to advertising.

Figure 8.6

Evaluation variables measured by respondents



Source: Sample survey, 1994

Note : Percentages add up to more than 100 since multiple choices are taken into account

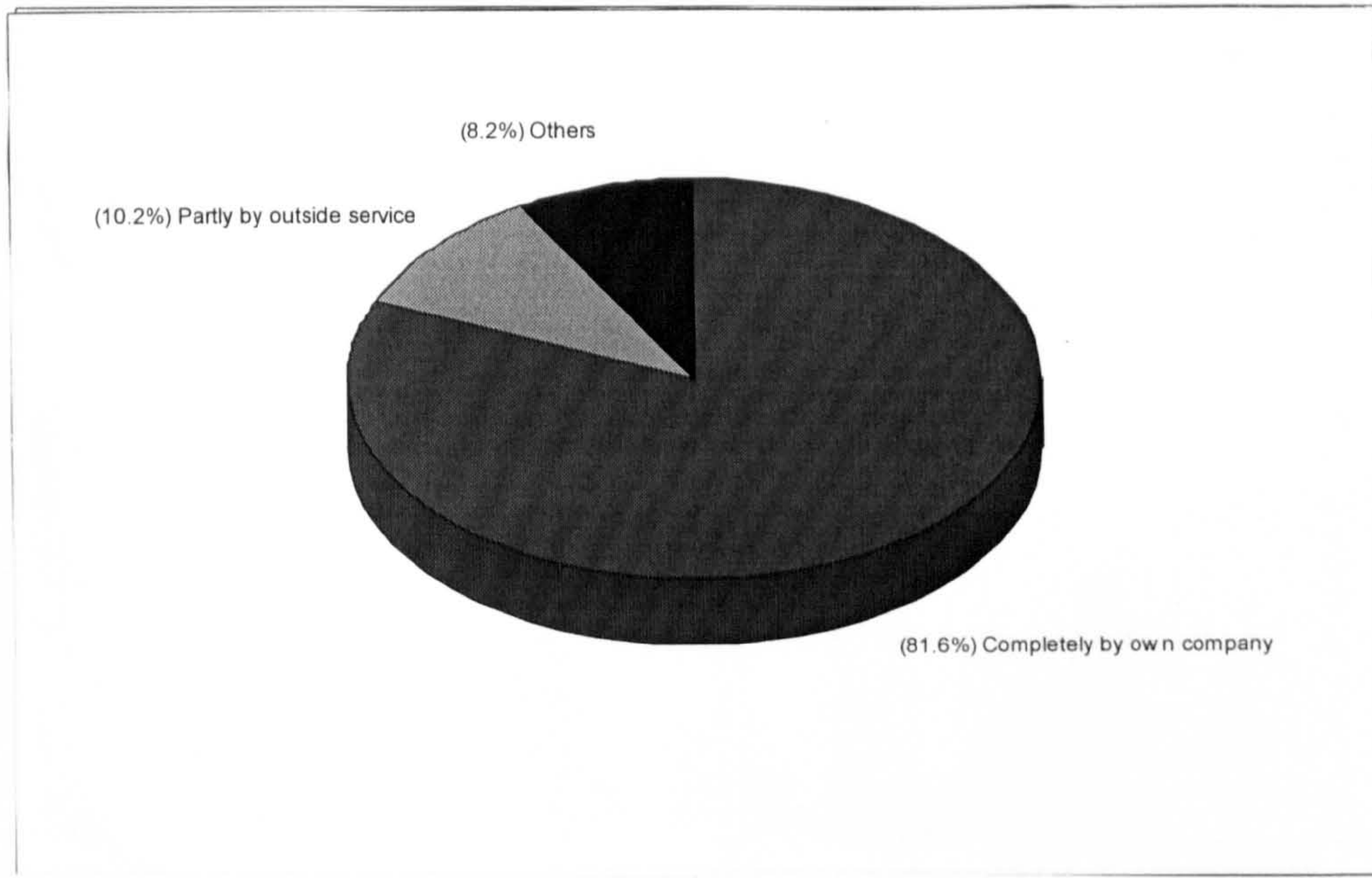
As shown in results of Figure 8.6, almost 92 per cent of publishing houses tend to measure the performance of their titles by using the sales volume and value methods. Almost 45 per cent of them evaluate their success levels in terms of the performance of the various categories of books they had published. About 16 per cent would like to measure the success of their market penetration and about 10 per cent expressed their preference to evaluate the market share.

8.4 Findings on sales promotions practices

We have previously established that sales promotion is regarded as the most common activity in the marketing communications planning of the respondents. Thus, Malaysian publishers do initiate promotion of one kind or other for their products, especially the new publications and also in the effort to create awareness for books. It represents a major part of the activities in the communications mix. While advertising is mainly directed at great masses of people, sales promotion is mainly aimed at specific groups. In the Malaysian book trade, it is one of the most important elements in the promotional mix. The forms of sales promotion adopted by the publishing houses are varied but it has been observed from the survey data that in the Malaysian book trade publishers like to use tools like book fairs and exhibitions, book reviews, presentation copies, point-of-sale displays, contests and book covers. It is also found from the survey that 40 respondents or 81.6 per cent of the sample carry out their sales activities themselves (Figure 8.7).

Figure 8.7

Distribution of responsibility for promotion activities



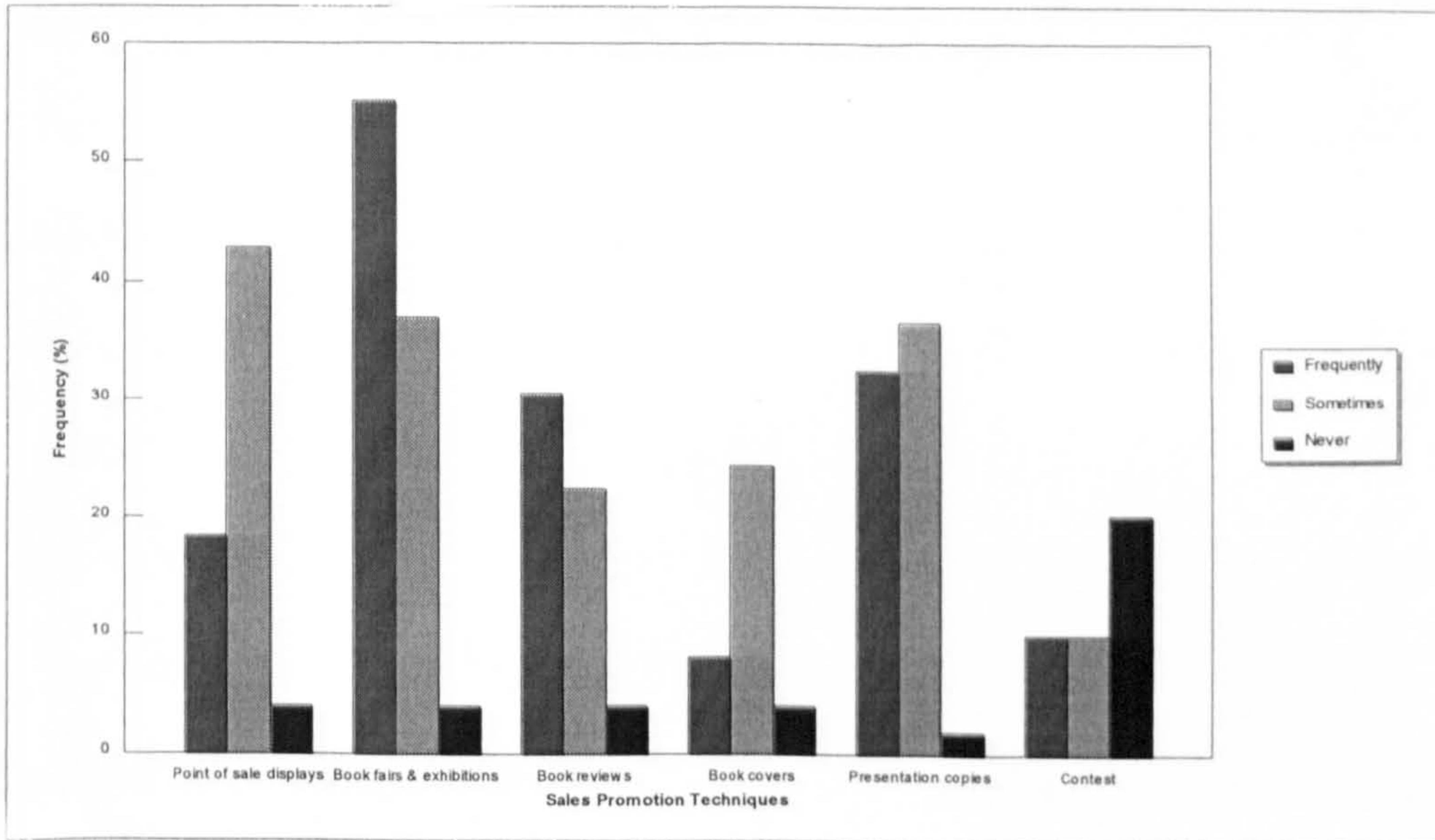
Source: Sample survey, 1994

Only 10.2 per cent reported that such activities were partly undertaken by outside services while only 8.2 per cent claimed that those duties were completely undertaken by outside services. It is believed that those services are either fully or partly executed by other bigger publishers who have better marketing capabilities or middlemen.

Figure 8.8 presents the frequency of the sales promotion techniques used. It suggests that this tool is regarded as most important by the publishing houses and they tend to carry out promotion work more frequently and sometimes rather than never.

Figure 8.8

Distribution of sales promotion techniques used by respondents



Source: Sample survey, 1994

Book fairs and exhibitions. It is found from the results that book fairs and exhibitions are fast assuming importance. Sales promotion by participating in book fairs and exhibitions is very popular in the Malaysian scene and it is effective in ensuring that masses of people can get to see, fondle and buy books. This is evidenced by the highest score of 55.1 per cent who frequently participated in such promotional programmes. About 37 per cent respondents reported that they were only sometimes involved in those events. Only 4.1 per cent were never involved. Publishing houses usually participated in fairs and exhibitions organised by either the MABOPA or PEPET in co-operation with NBDC at local and international levels. These fairs are highly popular and publishers usually use these events to promote their

range of books, from educational books consisting of textbooks to general books, agency books and children's books. These events are usually accompanied by a wide-ranging list of book related programmes such as contests, story-telling competitions and point-of-sale display contests. These events are aimed at the general public and they are thought to be tools which make advertising and personal selling more effective. Even though these fairs and exhibitions appear to be rather expensive, they are tools to be exploited for long-term benefits. However, the basic function of these exhibitions is to draw the public into the exhibition venues, look at the displays and encounter books. It takes a considerable amount of time to win over the masses and even longer time to inculcate a love for books and reading. Therefore book fairs should be seen as a long-term provider of goodwill for the book trade. The profits can be reaped in the later part of the venture, i.e., after attracting new and hopefully permanent book buyers.

Presentation copies. This method is used frequently by 32.7 per cent of the respondents. Books are presented as sample copies to many people such as teachers and academics in the education system. About 37 per cent respondents reported that they sometimes use this method. These copies are then examined by the teachers and their opinions are awaited with great anticipation. They hope that favourable opinions from these influential individuals could help to mould the opinion of the public, in this case, the school system. Copies of books are also given to leaders of public opinion, the intellectual group such as professors and lecturers, special authorities on the subject matter of a particular book such as important figures on education,

newspaper editors and acquisition officers in the library systems. Sample copies are also given to institutional buyers who order in bulk.

Book reviews. This form of promotion is used frequently by 30.6 per cent of the respondents. In the Malaysian scene, this can be one of the cheapest but best forms of promotion. A list of recipients of review copies is carefully drawn based upon advice from the marketing, sales and editorial departments. Authors are also consulted over this matter. The review copies, usually from the first batch of bound copies are sent to review editors with review slips detailing important notices regarding title, author, price and ISBN details. In Malaysia, most review copies are sent to newspapers, especially to the review editors, magazines, journals and outstanding public figures in the media industry. Reviews of newly published books are usually published in the week-end supplements of the major newspapers and may contain opinions of the reviewer or critic. Such wide dissemination is extremely effective. Only 4.1 per cent never use this tool while 22.4 per cent do so sometimes.

Book contests. One of the most effective ways to promote sales of books is by entering into book competitions which are usually held by NBDC with the co-operation of MABOPA and PEPET. Publishing houses can participate in these contests and can make use of the book competition to highlight their titles and sales can be immediately boosted if they win such contests. Publishers enter their publications to compete in various categories such as best edited or best designed or illustrated. A panel of judges with various expertise in the more technical aspects of book production such as best layout and artwork for pages and covers are also

consulted. Many advantages can arise from competing in the book contests. The results of the contest are usually announced in the mainstream media and the award giving ceremony is one of the major book events in the capital. Such activity can provide a mechanism for team spirit among the houses and if they win, can boost morale and stimulate publishing houses to work harder to improve their publications. Prizes may be cash and other mementoes such as award certificates, plaques and these go to the individuals concerned. The basic objective of such contests are to motivate the publishing houses so that they are encouraged to produce better books which are marketable and profitable. However, such contests are largely participated in by well-established houses such as DBP and members of PEPET. Only 10.2 per cent of publishing houses participated frequently in such events. Another 10.2 per cent of respondents entered sometimes. A large number of the houses, about 20.4 per cent reported that they have never entered any such contests.

In Malaysia the Religious Affairs Section of the Prime Minister's department have organised Islamic short story writing competitions and a number of anthologies containing compilations of the winning entries have been published. The 70s saw a period of active publishing of what is termed as Islamic literature following a period of Islamic revivalism which began its movement in the 70s in Malaysia. This return to Islamic consciousness within the literary world helped boost local publishing in the sense that the mainstream media gave full coverage to events covering the publishing and launching of anthologies and other book forms. The dailies, week-end supplements and literary magazines were all covering such events which were

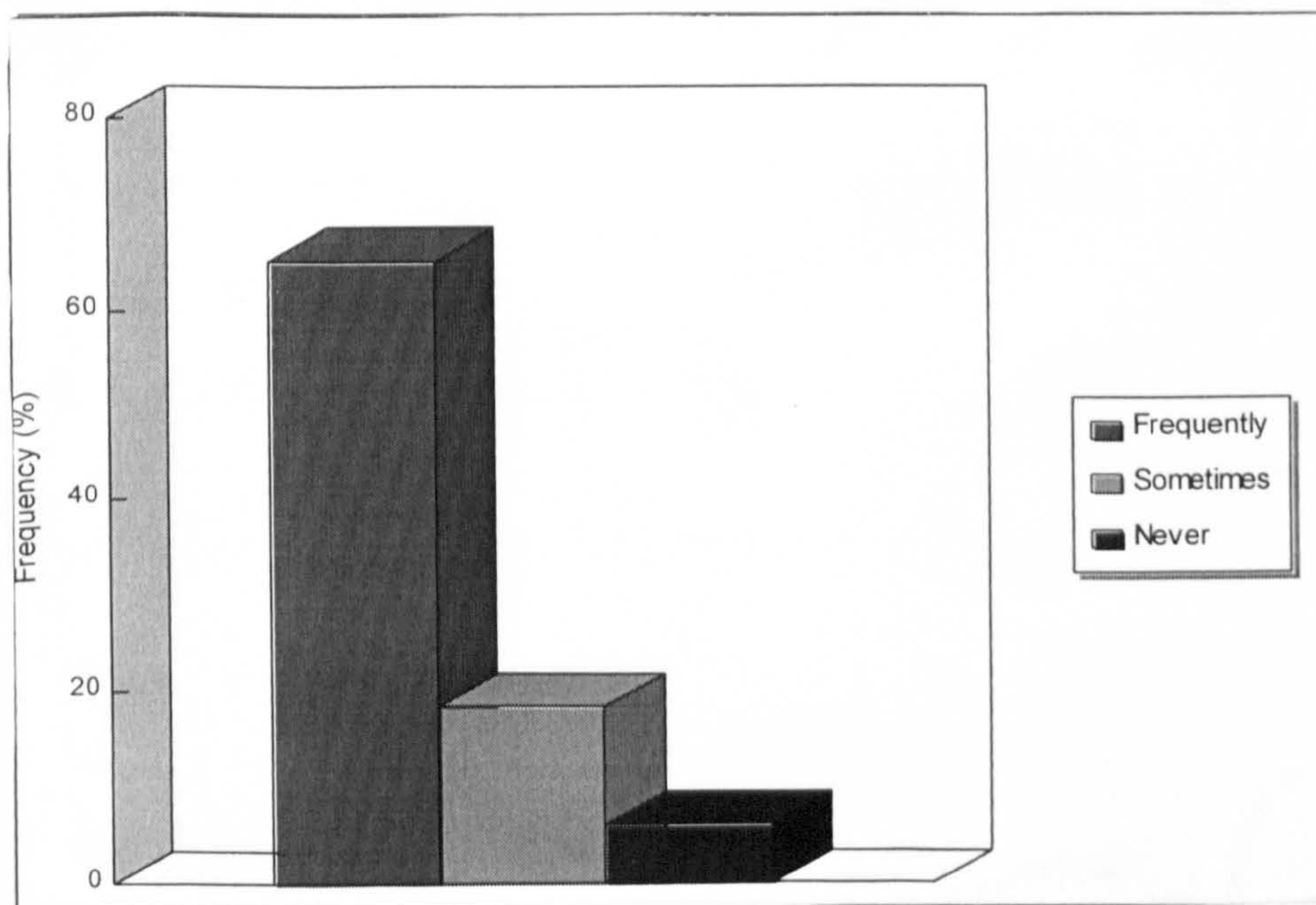
televised live since they were sponsored by the high offices of the PM's department and co-ordinated by the DBP.

Book covers. Another promotional tool used by Malaysian publishing houses is the printed cover or jacket of a publication. Figure 8.8 shows that 24.5 per cent used this method sometimes, 8.2 per cent used it frequently and 4.1 per cent never used such method because it is rather costly. This piece of material is an important packaging aspect of the book and is definitely more than just an eye-catching gimmick. It has to be produced with a great deal of thought because it may be the only tool to catch the browser and potential buyer's attention and interest. If the browser's interest has been caught, he would most surely seek other kinds of information such as the kind of book, the author and if need be he would want to know what acclaimed critics had to say about the title. Thus, the editor and copywriter have to find the correct combination of information and enticement in order to make the potential buyer seek out the book and purchase it right away. In Malaysia, textbook publishers are not unduly worried about their covers, unlike publishers of general titles where the covers need to be just right and beautiful because these items can be turned into effective sales releases and advertising.

Other tools such as personal visitations and publicity are also used by publishers. As expected, personal visitations (Figure 8.9) are very significant amongst the publishers due to their being mainly educational publishers. A score of 65.3 per cent is secured in the analysis, making personal visitations by sales representatives the

most frequently used promotional tool. It is easily one of the best methods of promotion because not many techniques can rival personal calls by publishers' sales representatives, whether they are consumer, educational or academic and STM publishers. Personal visitations are seasonal i.e. when the school sessions begin or before the school vacations start. There is no good substitute for sales representatives physically carrying the printed promotional pieces which they put into the hands of the booksellers, librarians and school and university teachers. It is most useful for representatives to have a complete copy of the publication well in advance so that it can be shown to buyers during their calls.

Figure 8.9
Frequency of personal visitations by publishing houses

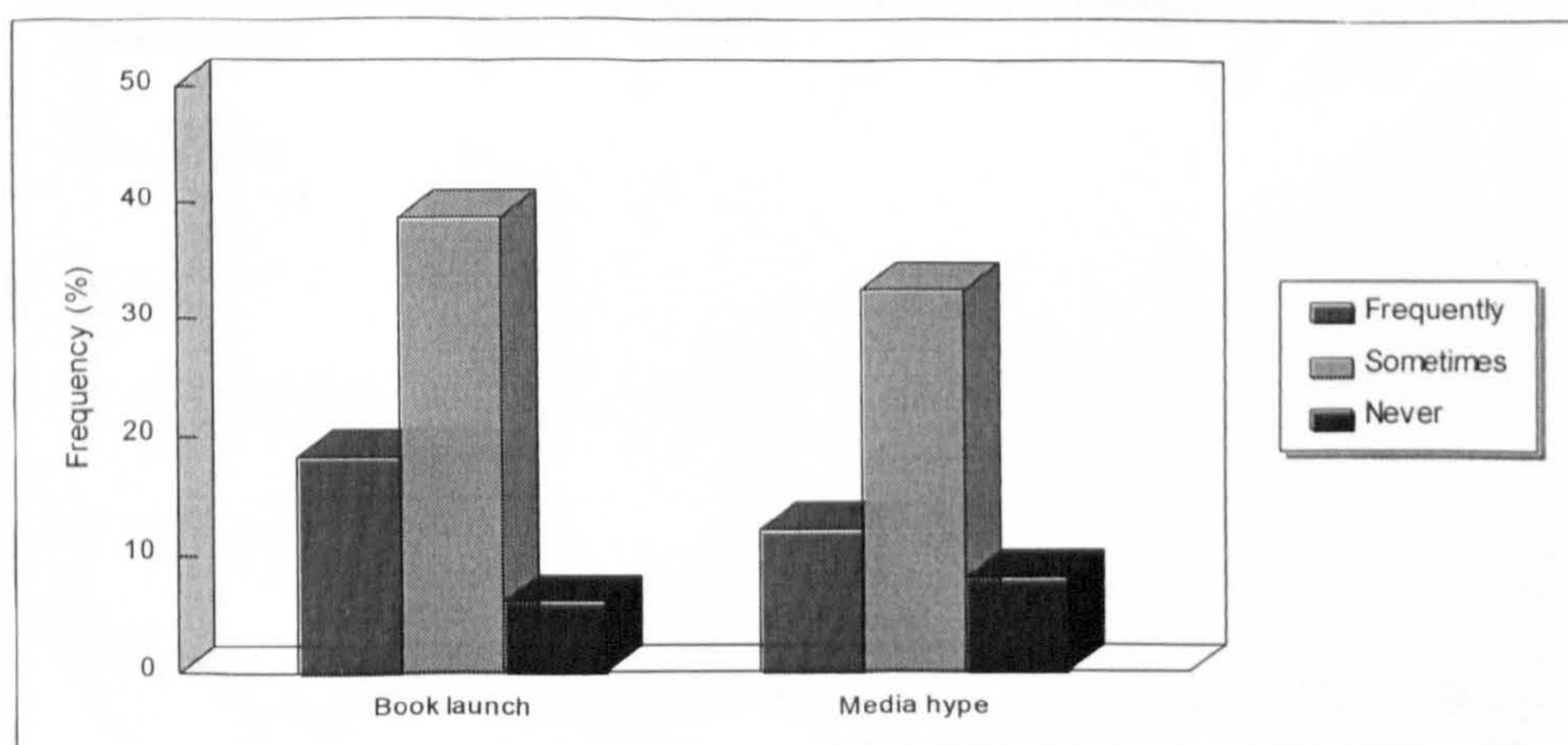


Source: Sample survey, 1994

The finding that personal visitations is ranked the most frequent promotional method by publishing houses is not surprising because it clearly has the advantages of being able to focus on the buyers' needs and through this two-way dialogue, the possibility of seeking a deal is more forthcoming. However it should remain clear that personal calls by representatives are mainly undertaken to promote sales rather than making actual selling except to booksellers.

In the Malaysian publishing world, book launches and media hype are fast gaining popularity and publishers are beginning to give more importance to such events. Figure 8.10 shows that 38.8 per cent of houses would sometimes hold book launches while 32.7 per cent admitted that they were sometimes involved with hyping the media in order to clinch further publicity. Only 6.1 per cent houses were never involved in book launches and 8.2 per cent never hyped the media.

Figure 8.10
Results of distribution of publicity techniques used by respondents



Source: Sample survey, 1994

More and more important figures in the Malaysian government are willing to grace such media-hyped events during book launches. Malaysian leaders are more than willing to be associated with efforts to promote reading, to be seen as encouraging authors to write and also to be associated with the idea of trying to introduce and implement book policies to invigorate the trade and incorporate new technology into the intellectual industry. Usually these events become items in the newspaper and quite often will be televised during prime time news bulletin. Additional news about the book and author may even be announced to the viewing public. Publishing houses should tap into this extremely useful and free promotion. So far it has been observed that DBP, Utusan Publications and Distributors, Berita Publishing and members of PEPET are the few houses that have benefited largely from such coverage. Some book launches of general titles by prominent writers are covered by some high society magazines such as the Malaysian edition of *Tatler*.

In the ideal situation, the above mentioned promotional practices should be viewed as supplements to each other rather than analysing them in isolation. They are also at the present time primarily aimed at increasing the market opportunities in sales of books. Many small publishers attempt to compete with each other because they are producing almost similar product lines. They also have to compete with better quality products from the bigger and well-established publishers who will always try to highlight and differentiate their products from others. This is a clear attempt to build up their positive image, one of the promotional strategies of these particular houses.

They can emphasise a wide range of good quality books and can afford better packaging of their products which served as valuable promotional tools.

The results have shown that the publishing houses have made use of sales promotional tools such as book trade fairs and exhibitions, free publicity and personal visits by sales representatives. It is interesting to know that more publishing houses are utilising a variety of promotional tools than those not employing any such practices. This suggests that more of the publishing houses regard promotions as part and parcel of the trade. Perhaps when more funds become available there will be more of such efforts undertaken. The finding from the survey suggests that publishing houses do quite a lot in promoting their books. A substantial proportion of the respondents are engaged in promotional activities and they seem to be orientated towards the important matter of promoting their products.

There can be little doubt that in the years to come, publishing houses must act more actively with the promotional objectives of the houses, especially in the struggle to increase sales volume. Publishers have yet to fully tap the potentials from the Malaysian market. This can only be achieved through a carefully planned and well executed promotional strategy.

8.5 Performance appraisal

Table 8.8
Response frequency on question of evaluation of
effectiveness of sales promotion by publishing houses

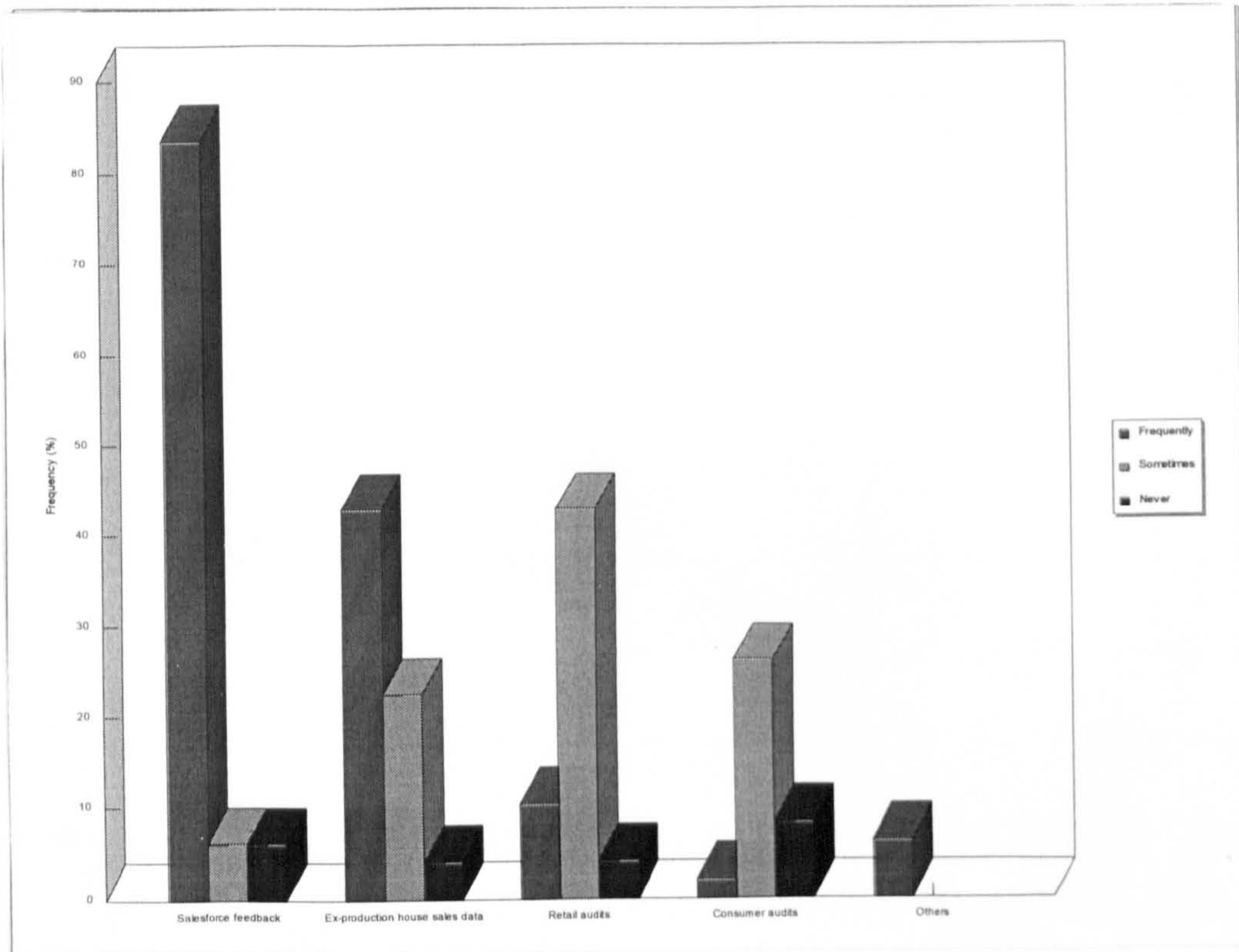
	(f)	(%) -
Yes	44	89.8
No	1	2.0
No response	4	8.2
	-----	-----
	49	100

Source : Sample survey, 1994

Publishing houses were asked to indicate whether they make any effort to evaluate the effectiveness of their promotional efforts. As expected, there was a high score of affirmative action (See Table 8.8) on this question, as was the case for Q30 on the appraisal of advertising effectiveness. Only two per cent were not curious of their performance.

Figure 8.11 presents the detailed methods of appraisal and the frequency distribution from respondents' replies. Again the publishing houses were asked to indicate for three levels of involvement, whether they evaluate their performances 'frequently', 'sometimes' or 'never'.

Figure 8.11
Distribution, methods and regularity of evaluation of sales promotions



Source: Sample survey, 1994

In the present evaluation methods, they are primarily aimed at keeping close observation of how the products finally perform. A high score of 41 houses (83.6 per cent) choose to evaluate their performance frequently by utilising feedback from their salesforce. Clark (1994, 120) suggests that regular feedback of information from reps is part of market research and publishing houses should continuously audit and review their marketing communications system and gauge the responses of their customers. Often the reps will engage in long sessions of business and chat with their customers, especially the institutional buyers and booksellers. In the Malaysian contexts a good

deal of the transactions are conducted over long and friendly chats between friends although, as mentioned earlier on, there are a small number of errant traders in the business. Only three establishments utilised this source sometimes and another three did not choose such method. The ex-production house method which emphasises the keeping of records as soon as the units leave the premises of either the printer/ binder was utilised by 21 houses (42.8 per cent) frequently. Only 11 houses (22.4 per cent) do so sometimes while two (four per cent) claimed that they never used such approach. Only five houses (10.2 per cent) used the retail audit frequently, while 21 houses (42.8 per cent) reported that such method was sometimes used by them. Retail audits often rely on the co-operation of the booksellers, especially during special promotional efforts. Sometimes it involves manual counting of all receipts of purchases or vouchers rather than using electronic stock system control since most of the bookshops have yet to install them. Two houses (4 per cent) never used such retail audits.

It appears that feedback from the salesforce is highly utilised by the publishing houses to evaluate their performance. As expected, personnel in marketing and sales are heavily depended upon to provide data for the management to analyse and act upon. Most of the publishing establishments have to rely upon the sales feedback for guidance before they can effectively execute publishing plans in order to fulfil the needs of the readers. Feedback from the marketing and promotion efforts are used to assist in reaching predetermined sales and profit goals.

The final Section of the Questionnaire was devised as an attempt to gauge the opinions of the respondents on five statements relating to probable results from marketing research. See Table 8.9. Well over half the sample (77.6 per cent) do agree with the statement that the results addressed very well the problems that publishing houses have to solve. Only four per cent disagree with the statement. There is also a strong rejection of the idea that the statistics from marketing research are smoke-screens to otherwise useless findings (79.6 per cent). A similar rejection is also noted in the statement that marketing research offered many contradictory statements of findings (71.4 per cent).

About 59 per cent of the respondents agree with the statement that information provided was not available elsewhere, with 22.4 per cent disagreeing. However, the findings from statement C (Information provided not worth money spent) do not show the strong tendencies elicited in the other four statements. The statement that information provided from marketing research is not worth the money spent on it divides opinion, with 36.7 per cent agreeing and 46.9 per cent disagreeing.

Table 8.9

Opinions on issues in marketing research information

<u>Issues</u>	<u>Agree</u>		<u>Disagree</u>	
	(f)	(%)	(f)	(%)
Results addressed problems to solve	38	77.6	2	4.1
Information provided unavailable elsewhere	29	59.2	11	22.4
Information provided not worth money spent	18	36.7	23	46.9
Statistics were smoke-screen for useless findings	1	2.0	39	79.6
Many contradictory statements of findings	6	2.2	35	71.4
No response	(6)			
Other (Not necessarily, partially)	(2)			

Source: Sample survey, 1994

Viewed from another angle, 46.9 per cent respondents appear to contradict what appear to be firm convictions in the earlier responses in the Questionnaire. It could be indicative of a certain confusion in the respondents' understanding of their needs in relation to what they think marketing research can offer. This particular opinion may also be partially explained by the fact that there are individuals who need to reorientate their thinking and understanding on marketing research and its perceived worth.

CHAPTER IX

SUMMARY AND CONCLUSIONS

9.1 Introduction

It has been the objective of this research to address some of the deficiencies and inconsistencies in available information on the subject of marketing of books by Malaysian publishing houses. In this research, the focus is on the attempt to answer some basic questions about definitions, requirements and characteristics that distinguish, among others, users and non-users of marketing research information and marketing communications awareness and practices. Apart from the problems associated with the smallness of book trade operations, Malaysian publishing houses tend to face difficulties that arise from a period of neglect during its formative years. It would not be totally untrue to suggest that most of the problems plaguing the trade are direct implications from its past. Thus the earlier part of this research is an attempt to provide an understanding of the historical background so that it could give a better picture of the present situation. It is clear that a variety of socio-cultural and historic

factors had also contributed to Malaysia's developmental disadvantage in the cultural trade.

This Chapter thus presents an overview of the study and a summary of the main research findings followed by a discussion of its implications. The limitations of the study and possible areas for future research are also discussed and presented in the final section.

9.2 Main findings

The major findings of the study are summarised in this section.

9.2.1 Historical background

In this first part of the study, a number of historical events illustrate different developments of the oral-based society to the present literate status and early book production which began with efforts to translate religious works from the Arab-Persian languages that accompanied the arrival of Islam to the country in the 13th century. The activity was most certainly not of commercial nature and was confined mainly to the literate aristocratic classes. The study of religious texts and manuscripts became more widespread with the popularity of the *pondok* and *madrasah* education among the masses. The introduction of secular education during the colonial period marked the advent of textbook publishing in the English and Malay languages and its continuing importance and presence in the Malaysian publishing scene. Thus, textbook publishing and distribution are the main publishing activities of local houses. Textbooks are the main source of income for most publishers and the MOE selects

and appoints publishers to supply textbooks to the education system and DBP enjoys certain privileges and preferences in the allocation of supply of books to the schools. Government policies such as the switch to Malay as the medium of instruction and the introduction of Malay as the official language helped to boost the local writers and local publishing and printing.

9.2.2 Environmental appraisal

From the environmental appraisal of the book trade in Chapter IV, attempts were made to examine the influence of 18 sectors of the environment on the publishing houses. Some factors are found to exert a great deal of influence in shaping the trends in publishing activities. The factors are analysed in order to determine whether they prove to be advantageous or disadvantageous to the houses. Factors in the government sector are found to be rather influential over certain trends developing in the publishing trade. For example, restrictions in the primary school market to private commercial houses is identified as having a strong impact on the trade. Recent reports (*New Straits Times*, December 1995 and via the Internet) from Malaysia show that publishers have been demanding to meet the Minister of Education to discuss the shortage and unavailability of school books. (See Appendix J). Interestingly, the publishers had requested to meet the Minister without the presence of officials from the Ministry and the DBP.

The implications of interventionist policy of the MOE can be felt in various ways. For example, in terms of contribution to the trade, it is observed that the MOE

through the TB exercise overly cautious if not rigid price control. However opportunities are also offered by the other sectors of the environment such as the obvious social-cultural and economic changes that are permeating through the country. The literacy rate is about 80 per cent and efforts to further instil the reading habit are being pushed throughout the country. Increase in income per capita due to impressive economic growth ensures that the population, at least among the urban centres, have the opportunity to experience a higher standard of living and are able to have more disposable income and wider choice in the purchasing of products.

In terms of customer preference, it is clear from the figures supplied by the Statistics Department that imported books, mainly from the UK, USA, Australia, India, Japan and Singapore in the form of STM, children's books and popular fiction categories enjoy obvious preference among the book-loving and book-buying Malaysian public. Well-established local affiliates of foreign publishing houses such as the OUP/PFB and Longman are often seen as producing the better quality books. They have also shown that they are more successful commercial houses. Most indigenous houses have yet to develop a more recognisable and durable base for success in the trade. But generally, indigenous houses have indicated a strong wish to change the situation of their conditions. They are keen to improve and develop better quality publications.

Obviously the ETOP profile has indicated that a highly interventionist policy of the government, especially in the educational sector, is seen as a threat in the

environment. The opportunities are offered by the socio-cultural change enveloping the whole country. The World Bank has classified Malaysia as an "upper-middle income country" with a GNP of about US\$3,000 per head in 1994 (Rudner, 1994), and it is now up to book producers to improve marketing effectiveness and tap into this opportunity.

9.2.3 Role of marketing in book development and the national economy

As mentioned throughout the study, marketing research especially in the book trade is a relatively new area in Malaysia. Some researchers feel that marketing has a vital role to play in the national economy and social development of a nation. They also feel that developing economies are characterised by low marketing and distribution effectiveness. This study should throw some light on this opinion. It should also be instrumental in identifying weaknesses in the performance of publishing houses.

It is found that the performance of houses depends largely on environmental forces at play in the trade. For example, the interventionist policies of the government should be more supportive rather than indirectly unfavourable to the trade in the long-term. The Ministry of Education especially through the NBDC have to therefore constantly remember that developing marketing expertise and skills of book marketers ensures further development of the trade. Unorganised marketing strategy could lead to further underdevelopment of the trade. The researcher feels that as long as the publishing houses retain their sluggish rate of development, the government will not be able to reap the massive potential from this cultural trade which could be an

industry by itself. As long as the book trade cannot perform and deliver to its potential, it can remain burdensome to the authorities and the economy when ideally it could be as contributive as other sectors in the media market.

9.2.4 Marketing practices

This study aims to identify, among others, attitudes and practices of Malaysian publishers towards marketing research and marketing communications. Besides identifying the characteristics that distinguish marketing research information users and non-users, data from the survey also reveal important features of marketing practices among publishing houses. The analysis of survey data also serve to highlight some evolving features of such practices in the trade.

It appears from the results of the study that generally, the attitude of Malaysian houses towards marketing is changing. It is no longer seen as a "foreign" concept or something which they usually confuse with the purely selling side of the business. On the other hand, whatever weaknesses that are seen in the marketing management style or methods could be due to the lack of formal and systematic training or due to lack of education and knowledge about marketing orientation. However, on the whole, Malaysian publishing houses are consciously seeking to redress these imbalances and are now placing a great deal of emphasis on marketing research and have expressed a good deal of confidence in applying results from research.

Publishing houses operate in a market which is characterised by lack of sophisticated consumer orientation. To a large extent, the success of the present day publishers depends on how well they differentiate their products from those of other houses. A large extent also depends on how effectively a particular house executes the marketing-mix in order to win over readers and buyers of their products.

Products. With regards to the product line, publishing houses try to cater for all market segments, producing a full-line all-market product strategy for all segments of the population ranging from housewives to business people and from kindergarten to university students. This tendency to seek a share in all categories resulted in a situation where publishing houses produce almost the same kind of publications in the textbooks, or learning aids and supplementary as well as acting as agent/distributor for overseas publishers. Each house tries to remain in the business by concentrating on the so-called "safe" titles in the range of educational titles, religious books and light literature and novels. This preoccupation with such titles will delay the wish to begin efforts in developing other categories of books as well. There is practically very little activity in the general books category, creating a massive vacuum for the natural influx of imported items. More efforts should be taken to win over the readers from this segment because it is here that the potential areas for increasing number of buyers and overall profits are the greatest because, apart from the imported books, there is little local competition in this category.

Pricing strategy. The government regulates pricing for approved textbooks which is adhered to by publishers and booksellers. Retail prices of non-textbook publications are left to the prevailing competitive factors. This study suggests that pricing policy of the houses is mainly one which is associated with anticipation of competitive reaction from other houses. It is an approach which is executed for quick and short term profit and encourages undercutting by members of the trade. Some houses try to uphold good corporate images by setting prices slightly above the current range but usually this will not work because competition is rather keen. Like any business people, publishers are keen to avoid low profit margins and try every conceivable and legal means to ensure profits. Publishers, for example, sometimes prefer to employ runners to sell or collect direct orders from schools, bypassing the retailers, creating dissatisfaction among them. But at the same time, publishers should constantly remain sensitive to the needs of not just the readers but also the booksellers who play a very important part in making sure that books are accessible everywhere.

Distribution. An efficient system of distribution is a great help in the total marketing programme. An interesting observation in the local book trade is the obvious overlapping of roles and functions among the producers of local books, the importers of foreign books, the wholesalers and the retailers. For instance, a number of well-established publishers of local books in the indigenous and English languages are also importers of books especially of their parent companies. It is feared that difficulties should certainly arise from such a situation, at least from lack of full attention to their own home-grown titles! However it is felt that since such houses

have a great deal of experience and have been trading for a long time, such worries may be quite unfounded. They are after all specialists in producing and marketing of cultural products. They have also extended their expertise by acting as distributor to the smaller houses and rates are decided by the usual considerations depending on the number of orders and terms of payments and return policies.

Marketing communications. It appears that Malaysian publishing houses by and large have given attention to marketing planning and most houses claim that they are even more likely to do so in the future. The increasingly competitive nature in the book market has led the houses to deploy some level of promotional techniques in order to ensure favourable returns. By examining the results of the survey it is clear that a majority of houses utilise promotional tools throughout the year. Those who do not are most likely driven by lack of funds. It is clear also that use of marketing communications is well understood by respondents and is not applied on an ad hoc basis. Awareness and knowledge of marketing communications have been applied advantageously by a majority of the publishing houses. It is believed that more of these strategies will be deployed once problems with finance are tackled.

One possible explanation for this high level of awareness is that some of these houses are exposed to the workings and procedures of their international parent companies who, as ascertained earlier on, are known for their execution of advanced and well-researched marketing practices. It is also a well-known fact that these local affiliates are known to duplicate the marketing strategies of their parent companies

with the appropriate modifications suited to the local environment. Trained staff from these organisations have been known to leave these establishments in order to set up their own houses and deliberately apply the well-learned and well-earned trade practices.

Another explanation for this high level of awareness is that some of the young book businesses seem to be manned by well-trained personnel, unlike the earlier generation of book people who tended to keep it within family circles. However there is still the existence of little pockets of houses who do not seem to have the proper orientation needed for future expansion of their business.

9.3 Suggestions

Development of publishing houses and the book trade in Malaysia certainly deserve more attention and assistance than they now receive. No doubt their difficulties are mainly due to the "smallness" of their business but still it is a direct result from not nurturing the vast potential from the industry. Support programmes must be outlined and carried out by all agencies directly or indirectly involved with the trade as proposed below:

Environmental monitoring. Publishing houses should realise that these factors are beyond their absolute control. Instead the positive thing to do is to exploit the opportunities offered to the fullest. For example, long association and exposure to

foreign publishers should present opportunities to study and select positive values strongly entrenched in their organisations.

In terms of government involvement, it is here that NBDC has its major role to play. In view of the problems arising from poor readership amongst the society, the Council should be able to offer immediate assistance to the trade. It should act even more aggressively to unify all the various programmes implemented by the various bodies to counter the dire situation in the readership.

As for countering government involvement in educational publishing, increased efforts by all publishers concerned should be taken to ensure that their publications reach the level of expectations of the assessing committee so that they could compete and bid successfully for the contracts. Publishing houses should consistently upgrade their editorial and production capabilities. Top management personnel of the houses should maintain good rapport with the panel of assessors in order to keep in touch with the expectations and developments in the knowledge industry. There should be more meetings and dialogues between the two bodies. The MOE and TB at the same time should remain sensitive to the needs of the book trade and must ensure that the assessing committee acts with utmost sincerity and integrity. The role of the State is to help and encourage, leaving the actual task of book production to the creative industry.

In terms of opportunities to be exploited from the government sector, the trade should call for more government involvement in nurturing the love for the book. To cultivate this habit needs a long-term planning programme and intensive campaigns. The MABOPA, The Library Associations, NBDC and other support agencies and private sector organisations should collaborate by whatever means necessary to create this society. At the same time, publishing houses should be able to offer sufficient and quality reading materials which should preferably be cheaper and readily available to the masses.

A well-planned campaign is needed over a period of time to streamline all efforts to train, educate and develop the trade so that it will be officially acknowledged as an industry that has the potential to contribute to the national economy like the printing industry. This is the reason why the degree of professionalism in the trade must be up-graded. Proper training programmes on writing, editing, marketing and other aspects of the trade need to be introduced on a regular basis until it has successfully turned out well-trained professionals who can specialise in the different categories and provide quality reading materials to an increasingly discerning clientele.

The role of the NBDC need to be expanded and it is recognised that the Council especially, with full support of the trade, has the responsibility of charting the trade towards achieving the objectives of Vision 2020.

The marketing issue. A key finding of this study is that publishing houses have a high awareness of marketing and marketing communications and almost all houses give particular attention to those aspects. Therefore the time has come for the houses to diversify their product mix and not depend on a narrow product range. With the awareness of the benefits of marketing research, more categories of better quality books ought to be published. In view of this "enlightened" nature of marketing and marketing communications, appropriate shifts in the publishing philosophy should be actively undertaken and supported.

The main task now is to produce books of a consistent quality that is acceptable to the market. Indigenous publishers need to find a niche for themselves and create a quality image of books through various adoptions of appropriate strategies. Pelanduk Publications has proved that it is possible to publish and sell general books, at least within the region, if not the global market. It has also managed to keep its prices competitive by controlling costs and maintaining top quality standards.

Marketing services unit. Perhaps it is now pertinent to raise the matter of establishing a marketing support centre for the trade. This unit should streamline all the assistance and training programmes presently available or planned in the future for the book trade in all areas such as training modules, advisory and consultancy services, or marketing modules. These activities should be centred and monitored under an organisation established to develop national programmes of co-operation to develop the national cultural industry with particular reference to inter-disciplinary

areas of authorship, production and marketing of books, market research, finance, bookselling and training for book personnel.

This unit can therefore look into immediate problems and help to solve them either directly or by looking at other sources of assistance from within and without the industry. The unit can liaise with the government agencies, especially the MOE and TB and DBP and even provide ideas on certain policies crucial to the trade.

As a final note, this unit should be staffed with personnel from within the trade as opposed to education officers and civil servants or retired politicians, because, to reiterate a point mentioned earlier on, the State should nurture and encourage the cultural trade, but the actual task of book publishing and bookselling should be left to the creative industry. Source of funding could be derived from within the trade members and the government. The cultural malaise and sluggish book trade need to be arrested for good and should no longer be allowed to stunt the trade.

9.4 Implications for future research

It should be noted that as far as this research is concerned the objective of study is met except that detailed information, particularly pertaining to sales figures and profit and loss accounts could have made the analysis more detailed. However, this study could serve as preparing the groundwork for future research in the cultural industry. The

researcher feels that future research along similar lines needs to place particular emphasis on whether the strategies of book producers meet the needs of the target market.

It is hoped that some of the findings herein may be considered to have helped with contributing information about Malaysian book publishing and marketing.

**LIST OF VETERAN PUBLISHERS, BOOK TRADE EXPERTS,
GOVERNMENT OFFICIALS AND ACADEMICIANS INTERVIEWED AS
PART OF PRIMARY RESEARCH**

- | | |
|-------------------------------|--|
| 1. Professor A. Bakar Hamid | Head (retired)
Department of Media Studies
University of Malaya |
| 2. Abdul Manaf Saad | General Manager, Berita publishing |
| 3. Baharuddin Zainal | President of IKATAN
Veteran publisher
Writer and poet |
| 4. Hashimah Mohd. Yusoff | Officer-in-charge
Legal Depository Centre
National Library of Malaysia |
| 5. Hasrom Harun | President of MABOPA
Chairman of PEPET
Publishing Officer, UKM Press |
| 6. Jaafar Taib | Managing Director, Creative Enterprise |
| 7. Johnny Ong | Exco Member of MABOPA
Veteran publisher |
| 8. Dr. Mansoor Marican | Veteran publisher |
| 9. M. Sockalingam | Managing Director
Oxford University Press
Penerbit Fajar Bakti |
| 10. Sharifah Fatimah Alhabshi | National Book Development Council
Ministry of Education, Malaysia |
| 11. Thomas Soh | Hon. Secretary, MABOPA
Managing Director
Vinpress |
| 12. Wong Swee Peng | Vice-President, MABOPA
Sales and Marketing Manager
Longman (M) |

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Appendix A
MABOPA Membership for year 1993

Company Name	Membership No.
Academia Publications	7202
Amiza Publishing Sdn. Bhd.	8401
AMK Interaksi Sdn. Bhd.	8912
Anglophone Language Centre	8710
Antara book Company	8502
Antara Publications (M) Sdn. Bhd.	8607
Archipelago Publishers Sdn.. Bhd.	8211
Arenabuku Sdn. Bhd.	8211
Associated Educational Distributors (M) Sdn. Bhd.	8605
Berita Publishing Sdn. Bhd.	8105
Biro Penyediaan Teks ITM (Biroteks)	8503
Tioman Books Sdn. Bhd.	8913
Creative Enterprise Sdn. Bhd.	8801
Darulfikir	8712
Dewan Bahasa dan Pustaka	8510
Dewan Pustaka Islam	8817
Dynamic Book Publishers	9002
Eastview Publications Sdn. Bhd.	8104
Eddiplex Sdn. Bhd.	8816
Edusystem Sdn. Bhd.	8703
Falcon Press Sdn. Bhd.	8919
Federal Publications Sdn. Bhd.	6901
FEP International Sdn. Bhd.	6902
Flo Enterprise Sdn. Bhd.	8911
Gedung Ilmu Sdn. Bhd.	9102
Geetha Sdn. Bhd.	6903
Golden Books Centre Sdn. Bhd.	8208
Grolier International Incorporated	8803
Gunung Mutiara Sdn. Bhd.	9103
Hizbi Sdn. Bhd.	8601
Hup Lick Sdn. Bhd.	8807
IBS Buku Sdn. Bhd.	8207
International Law Book Services	8505
Jabatan Penerbitan Universiti Malaya	6906
'K' Publishing & Distributors Sdn. Bhd.	8604
Kompas Publishing Sdn. Bhd.	8301
Kuo Liang Sdn. Bhd.	9007
Longman Malaysia Sdn. Bhd.	6904
Luminary Press Sdn. Bhd.	8205
Macmillan Publishers (M) Sdn. Bhd.	6905
Malaya Book Suppliers Co Sdn. Bhd.	7301
Malaya Educational Suppliers Sdn. Bhd.	7302
Malaya Press Sdn. Bhd.	7201
Malaysian Book Centre	8403

Marwilis Publisher & Distributor Sdn. Bhd.	8708
Mika Enterprise	8812
Nan Yang Publishers	9005
Nurin Enterprise	8815
Oscar Book International	8504
Pan Malayan Publishing Co Sdn. Bhd.	7303
Pelanduk Publications (M) Sdn. Bhd.	8402
Penerbit Fajar Bakti Sdn. Bhd.	7004
Penerbit Gedung Ilmu	9003
Penerbit Pan Earth Sdn. Bhd.	8203
Penerbit Penamas Sdn. Bhd.	8811
Penerbit Prisma Sdn. Bhd.	8702
Penerbit Universiti Kebangsaan Malaysia	8302
Penerbitan Fargoes Sdn. Bhd.	8917
Penerbitan Gramedia Sdn. Bhd	8802
Penerbitan Hasrtpelajar	8918
Penerbitan Jeya Bakti	8706
Penerbitan Pelangi Sdn. Bhd.	8201
Penerbitan Seri Kota	9201
Penerbitan Tunas Ilmu Sdn. Bhd.	8914
Popular Publications	8204
Preston Corporation Sdn. Bhd.	7005
Professional Publications	8404
Pustaka Antara	7001
Pustaka Delta Pelajaran Sdn. Bhd.	8101
Pustaka Pepada Jaya	8916
Pustaka Sistem Pelajaran Sdn. Bhd.	7601
Pustaka Yakin Pelajar Sdn. Bhd.	8206
RMA Publishing Sdn. Bhd.	9006
S Abdul Majeed & Co	8815
Sama Publications & Distributors Sdn. Bhd.	8102
Sasbadi Sdn. Bhd.	8606
Syarikat Cultural Supplies Sdn. Bhd.	7305
Syarikat United Book sdn. Bhd.	6907
Textbooks Malaysia Sdn. Bhd.	7307
Times Educational sdn. Bhd.	7002
Tropical Press Sdn. Bhd.	8602
Unit Penerbitan Akademik UTM	9101
United Publishing House (M) Sdn. Bhd.	9008
Utusan Publications & Distributors Sdn. Bhd.	7701
Vinpress Sdn. Bhd.	8509

Appendix B
IKATAN Membership For Year 1993

Tampan Padu (M) Sdn. Bhd.
Karya Bistari Sdn Bhd.
Penerbit Karyawan
Utusan Publication & Distributors
Gazzara Sdn. Bhd.
Pustaka Salam
Hizbi Sdn Bhd.
Penerbit Gedung Ilmu
Edusystem Sdn. Bhd.
Pustaka Ghani Ngah
Pustaka Cipta Sdn. Bhd.
Dasar Padu (M) Sdn. Bhd.
Pustaka DPI
Nurin Enterprise
Amalmaster Sdn. Bhd.
Media Ehsan Sdn Bhd.
Creative Enterprise
Adabi Gaya Pos Sdn. Bhd.
M Z Enterprise
K Publishing Sdn. Bhd.
D Enterprise
Pustaka Pertiwi Sdn. Bhd.
RMA Publishing Sdn. Bhd.
Penerbitan Lajmeidakh Sdn. Bhd.
Aras Mega Sdn. Bhd.
Frontier Enterprise Sdn. Bhd.
Darul Fikir
Pustaka Antara

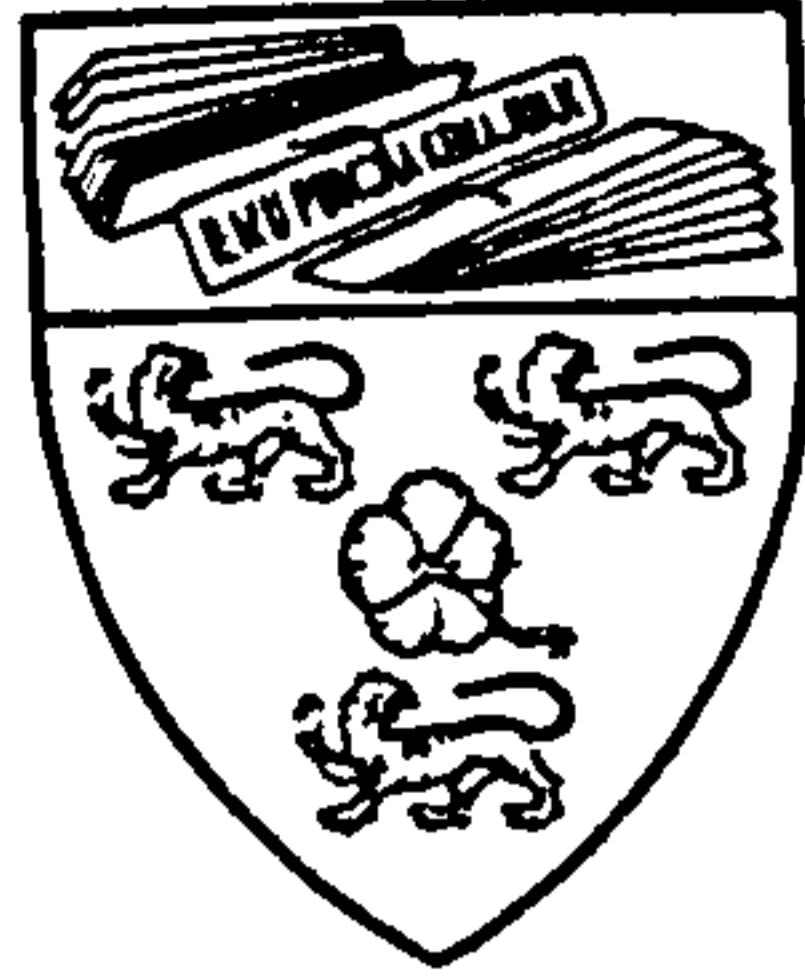
Grafikaprin Sdn. Bhd.
Syarikat Faba-I
Bahagian Penerbitan Yayasan Dakwah Islamiah
Ilastri Asia
Pantas Set Sdn. Bhd.
Pustaka Aman Press
Ummah Media Sdn. Bhd.
Ketua Unit Penerbitan Akademik
Penerbitan Kintan
Pustaka Al-Mizan
Furada Publishing House

APPENDIX C
(QUESTIONNAIRE)
(ENGLISH AND MALAY VERSIONS)

جباتن فنوليسن يونيبرسي

TAN PENULISAN

(Department of Writing)
University of Malaya, 59100 Kuala Lumpur



UNIVERSITY
OF
STIRLING

STIRLING FK9 4LA SCOTLAND
TELEPHONE 0786 473171

14/1/94

Dear Sir/Madame,

YOUR REPLY ENSURES THE SUCCESS OF THIS STUDY!!

This letter is a request for assistance in obtaining information towards the thesis I am preparing for my PhD in Publishing Studies at Stirling University, United Kingdom. This questionnaire survey is part of the research on book marketing practices in Malaysia.

Thus the sampling frame has been defined as "managing directors/ general managers/ marketing managers/ publishing managers of publishing companies who are listed as active members of the Malaysian Book Publishers Association.

I would be most grateful if you could spare some time in answering the attached questionnaire. Please return it to me in the self-addressed envelope by 29 Jan 94.

Your reply means a lot to the accuracy of this research as the sample size is rather small due to the financial and time constraints.

I assure you that the survey findings will be treated in the strictest confidence and will be used solely for academic purpose.

Thank you very much for your assistance. I look forward to hearing from you soon.

Thank you.

Yours sincerely


AZIZAH HAMZAH

Lecturer
Department of Writing
University of Malaya

QUESTIONNAIRE

SECTION A : ABOUT YOUR COMPANY

Could you please give some information about your company. All information will be treated in the strictest confidence and used only for classification purposes. Please circle (O) or write the answer where appropriate.

Q1 Name of respondent : _____

Q2 Present position : _____
(Chief Executive Officer, Managing Director, General Manager, Publishing Manager, Marketing Manager, Sales Manager, Retail Manager, etc.)

Q3 In what year was your company established? _____

Q4 Nature of company (Please circle the answer)

- | | |
|------------------------------------|---|
| A Government owned | 1 |
| B Foreign but locally incorporated | 2 |
| C Locally incorporated | 3 |
| D Other (please specify) _____ | 4 |

Q5 Number of employees in your company: _____

Q6 Main business dealing:

- | | |
|------------------------|---|
| A Book publishing | 1 |
| B Wholesaler of books | 2 |
| C Distributor of books | 3 |
| D Importer of books | 4 |
| E Retailer of books | 5 |

Q7 What are the other activities of your company?

- | | |
|------------------------|---|
| A Book publishing | 1 |
| B Wholesaler of books | 2 |
| C Distributor of books | 3 |
| D Importer of books | 4 |
| E Retailer of books | 5 |

Q8 Approximate turnover of your company in the last financial year: RM _____
(approximate)

Q9 Main publishing activity

- | | |
|---------------------------------|---|
| A Books only | 1 |
| B Journals only | 2 |
| C Magazines only | 3 |
| D Books and journals only | 4 |
| E Books, journals and magazines | 5 |

Q10 Categories of books published (in any language)

		Approximate price
A <i>Fiction</i>		
Romance/ love stories	1	_____
Historical	2	_____
Science/ fiction/ fantasy	3	_____
Horror/ occult	4	_____
Humour/ cartoon books	5	_____
Short stories	6	_____
Classics/ literature	7	_____
B <i>Non-fiction</i>		
Biography/ autobiography	1	_____
Food	2	_____
Travel	3	_____
Nature/ wildlife	4	_____
Sports/ games	5	_____
True life stories	6	_____
C <i>General/ Reference</i>		
Religious books	1	_____
Dictionary	2	_____
Travel guides	3	_____
Local street guides	4	_____
D <i>Practical/ Reference</i>		
Cookery books	1	_____
Computer manuals	2	_____
Music tutors	3	_____
Gardening	4	_____
Sports instruction manuals	5	_____
E <i>Tertiary Educational</i>		
Scholarly/ academic/ professional	1	_____
Scientific/ technical/ medical	2	_____
School textbooks/ teaching and learning aids	3	_____
F <i>Children's</i>		
	1	_____
G <i>Other (please specify)</i> _____		
	1	_____

- Q11 Who makes the final decision in developing a particular title?**
- | | |
|---|---|
| A General Manager | 1 |
| B Publishing Manager | 2 |
| C Marketing Manager | 3 |
| D Sales Manager | 4 |
| E Group decision comprising above | 5 |
| F Other (<i>please specify</i>) _____ | 6 |
- Q12 Is the decision based upon advice from an effective and sufficient in-house research and development unit?**
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q13 How does your company acquire current news, new titles and market trends in the book trade? (You can choose more than one)**
- | | |
|---|---|
| A Newspapers | 1 |
| B Magazines | 2 |
| C Government publications | 3 |
| D Book trade literature eg. catalogues, Berita Buku | 4 |
| E Other (<i>please specify</i>) _____ | 5 |
- Q14 Does your company publish commissioned titles which you regard ^{as} fulfilling specific market needs?**
- | | |
|----------|---|
| Yes | 1 |
| No | 2 |
| Not sure | 3 |
- Q15 Does your company accept manuscripts that are not commissioned?**
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q16 Do you firmly believe that the book will bring in profit at one time or other?**
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q17 Do you know who is likely to buy the book?**
- | | |
|-----|---|
| Yes | 1 |
| No | 2 |
- Q18 What are the major problems of your current business? (Can choose more than one)**
- | | |
|--|---|
| A Editorial organisation and management | 1 |
| B Financial management | 2 |
| C Marketing management (includes promotion, selling, distribution) | 3 |
| D Other (<i>please specify</i>) _____ | 4 |

- Q19 Is there a marketing department in your company.**
(A department is defined as one or more staff individual responsible for marketing planning)
- Yes 1
No 2
- Q20 Have you ever contracted an outside researcher to carry out marketing studies for you?**
- Yes 1
No 2
- Q21 Do you think that marketing research is important for a better management of your publishing products.**
- A Extremely important 1
B Important 2
C Neither important nor unimportant 3
D Unimportant 4
E Extremely unimportant 5
- Q22 Do you think that your company will practise marketing research or employ the services of an external research agency in the near future?**
- A Most likely 1
B Likely 2
C Not likely 3
D Most unlikely 4
- Q23 How confident would you be in determining the applicability of research information for decision making?**
- A Very confident 1
B Confident 2
C Inconfident 3
D Very inconfident 4
- Q24 Please state reason for not wanting to conduct marketing research, either internally or externally.**
- A Lack of expertise in the company 1
B The results are not worth the money spent 2
C Information derived is not reliable or useful 3
D Unnecessary for the time being 4
E Other (*please specify*) _____ 5
-
-

- Q25 Which, if any, of the following posts exist in your company to carry out marketing duties?**
- | | |
|---|---|
| A General Manager | 1 |
| B Publishing Manager | 2 |
| C Marketing Manager | 3 |
| D Sales Manager | 4 |
| E Advertising Manager | 5 |
| F Public Relations Manager | 6 |
| G Other (<i>please specify</i>) _____ | 7 |

- Q26 What are your company's main marketing objectives for this financial year?**

- Q27 Approximately how much does your company spend on book marketing activities each year?**
- | | |
|-----------------------------|---|
| A RM20,000 or less | 1 |
| B RM20,001 to RM50,000 | 2 |
| C RM50,001 to RM100,000 | 3 |
| D RM100,001 to RM200,000 | 4 |
| E RM200,001 to RM500,000 | 5 |
| F More than RM500,000 _____ | 6 |

SECTION I : MARKETING PRACTICES

- Q28 Does your company have a marketing plan?**

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

- Q29 Which of the following method(s) of setting marketing budgets does your company normally use?**

- | | |
|---|---|
| A Arbitrary | 1 |
| B Affordable | 2 |
| C Percentage of sales | 3 |
| D Objective and task | 4 |
| E Experimentation and testing | 5 |
| F Other (<i>please specify</i>) _____ | 6 |

Q30 Which of the following activities are included in your marketing communications plan?

- | | |
|---|---|
| A Advertising | 1 |
| B Sales promotion | 2 |
| C Direct mail | 3 |
| D Public relations | 4 |
| E Personal selling | 5 |
| F Other (<i>please specify</i>) _____ | 6 |

Q31 How much of your communication budget, in percentage terms, is spent on the following activities?

- | | |
|---|---------|
| A Advertising | _____ % |
| B Sales promotion | _____ % |
| C Direct mail | _____ % |
| D Public relations | _____ % |
| E Personal selling | _____ % |
| F Other (<i>please specify</i>) _____ | _____ % |

Q32 Which, if any, of the following outside services does your company employ?

- | | |
|---|---|
| A Advertising agency | 1 |
| B Sales promotion consultants | 2 |
| C Packaging and design consultants | 3 |
| D Market research agency | 4 |
| E None | 5 |
| F Other (<i>please specify</i>) _____ | 6 |

Q33 Please indicate your distribution channel/ channels

PUBLISHER

- | | |
|--|---|
| A Wholesaler/Distributor | 1 |
| B Independent runners | 2 |
| C Bookseller | 3 |
| D Personal selling (sales representatives) | 4 |
| E Other (<i>please specify</i>) _____ | 5 |

CONSUMER

SECTION II : ADVERTISING PRACTICES

Q34 Is your advertising activity:

- A Completely undertaken by outside services? 1
- B Partly undertaken by outside services? 2
- C Completely undertaken by your company? 3

Q35 Approximately how much does your company spend on advertising each year?

- A RM20,000 or less 1
- B RM20,001 to RM50,000 2
- C RM50,001 to RM100,000 3
- D RM100,001 to RM200,000 4
- E RM200,001 to RM500,000 5
- F More than RM500,000 6

Q36 Which of the following media does your company currently use for advertising?

- A Television 1
- B Newspapers/ magazines 2
- C Radio 3
- D Posters 4
- E Cinema 5
- F Other (*please specify*) _____ 6

Q37 How much of your advertising budget, in percentage terms, is spent in the following media?

- A Television _____ %
- B Newspapers/ magazines/ review journals _____ %
- C Radio _____ %
- D Posters _____ %
- E Cinema _____ %
- F Other (*please specify*) _____ %

Q38 What are the objectives set by your company for its advertising activities?

Q39 Does your company make any measurement/ evaluation of advertising effectiveness?

- Yes 1
- No 2

Q40 Which of the following variables does your company usually measure?

- A Sales volume and value 1
- B Market penetration 2
- C Market share 3
- D Rate of purchase 4
- E Repeat purchase 5
- F Category of book 6
- G Purchase intention 7

SECTION III : SALES PROMOTION PRACTICE

Q41 Is your sales activity:

- A Completely undertaken by outside services? 1
- B Partly undertaken by outside services? 2
- C Completely undertaken by your company? 3

Q42 Approximately how much does your company spend on sales promotion each year?

- A RM20,000 or less 1
- B RM20,001 to RM50,000 2
- C RM50,001 to RM100,000 3
- D RM100,001 to RM200,000 4
- E RM200,001 to RM500,000 5
- F More than RM500,000 6

Q43 How often does your company include the following techniques in its promotion activity?

	Frequently	Sometimes	Never
ADVERTISING			
Space advertising	1	2	3
Direct mail advertising	1	2	3
Posters	1	2	3
SALES PROMOTION			
Point of sale displays e.g. posters, banners	1	2	3
Book fairs and exhibitions	1	2	3
Book reviews	1	2	3
Book covers	1	2	3
Presentation copies	1	2	3
Contest	1	2	3
PUBLICITY			
Book launch	1	2	3
Media hype	1	2	3
PERSONAL VISITATIONS			
Personal calls by sales representatives to booksellers	1	2	3
Other (please specify) _____			

Q44 What sort of objectives does your company set for its sales promotion activities?

Q45 Does your company make any measurement/ evaluation of sales promotion effectiveness?

Yes 1
No 2

Q46 How regularly are the following methods used by your company to evaluate sales promotion?

	Frequently	Sometimes	Never
A Salesforce feedback	1	2	3
B Ex-production house sales data	1	2	3
C Retail audits	1	2	3
D Consumer audits	1	2	3
E Other (<i>please specify</i>) _____	1	2	3

SECTION IV : QUALITY OF MARKETING RESEARCH

Q47 Please indicate your agreement or disagreement on each of the following issues regarding the information feedback or the final report (if they apply) in the space after each statement.

- A The results addressed very well the problems we had to solve _____
- B The information provided was not available elsewhere _____
- C The information provided was not worth the money spent on it _____
- D The statistics were smoke-screens for otherwise useless findings _____
- E There were many contradictory statements of findings _____

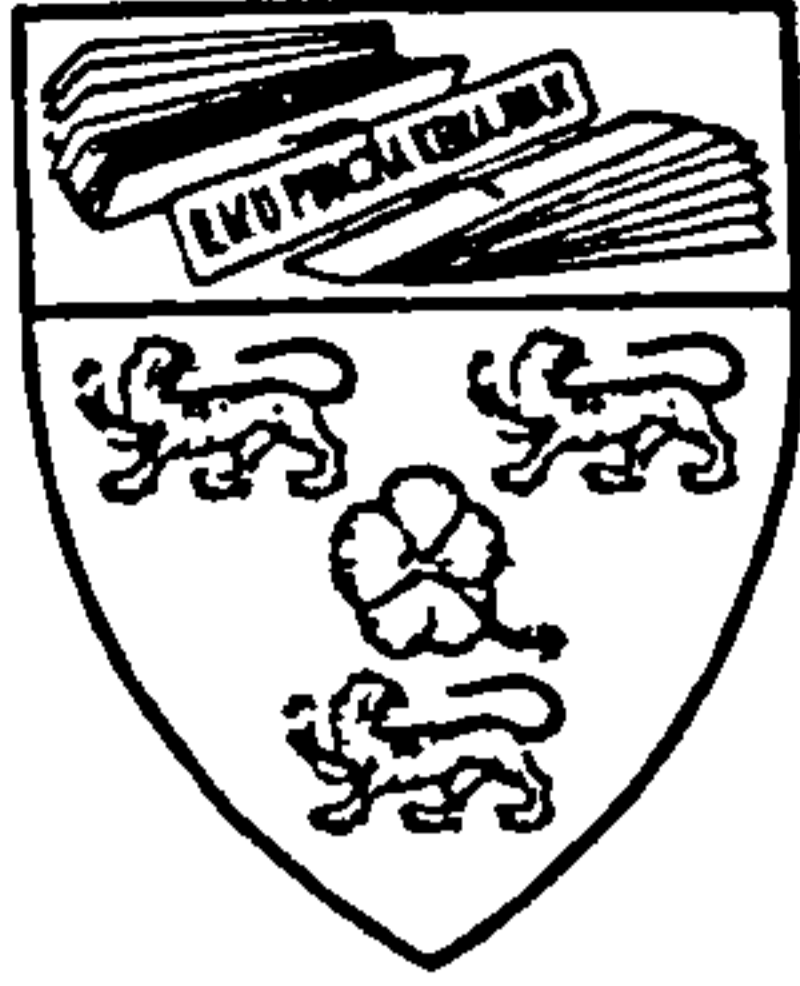
"TOWARDS A PRO-BOOK CULTURE"

جباتن فنوليسن يونيبرسيستي

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EN ZAKARIA MUHAMMAD

MZ ENTERPRISE

37 TINGKAT 3

JALAN MEDAN THANKU

50300 KUALA LUMPUR

JAWAPAN TUAN MENJAMINKAN KEJAYAAN KAJIAN INI!!

Surat ini adalah permohonan untuk mendapatkan maklumat untuk tesis kedoktoran saya di University of Stirling, United Kingdom. Tinjauan melalui Soalselidik ini adalah sebahagian daripada penyelidikan saya tentang amalan pemasaran buku di Malaysia.

Oleh itu sampel tinjauan terdiri daripada mereka yang dikenalpasti sebagai "pengarah urusan/ pengurus besar/ pengurus pemasaran/ pengurus penerbitan gedung-gedung penerbitan yang disenaraikan sebagai ahli-ahli aktif Persatuan Penerbit Buku Malaysia, dan Ikatan.

Saya amat berbesar hati sekiranya tuan sudi memberi perhatian dan menjawab soalselidik yang terlampir. Sila cuba mengembalikannya dengan sampul bersetem beralamat sendiri sebelum 22 Mei 74.

Jawapan tuan begitu bermakna sekali terhadap ketepatan tinjauan ini kerana sampel ini agak kecil disebabkan oleh kekurangan wang dan masa.

Saya ingin menekankan bahawa segala maklumat yang diperolehi akan dianggap sebagai amat sulit dan digunakan untuk tujuan akademik semata-mata.

Jawapan tuan dinanti dengan penuh harapan dan saya dahului dengan ucapan berbilang-banyak terima kasih.

Yang benar

AZIZAH HAMZAH

Pensyarah

Jabatan Penulisan

Universiti Malaya

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SOALSELIDIK

SEKSYEN A : SYARIKAT TUAN

Sila berikan keterangan tentang syarikat tuan. Semua maklumat dianggap amat sulit dan digunakan untuk kalsifikasi sahaja. Sila bulatkan (O) atau tulis jawapan di garisan-garisan yang disediakan.

- S1 Nama : _____
- S2 Jawatan kini : _____
(Ketua Pegawai Eksekutif, Pengarah Urusan, Pengurus Besar, Pengurus Penerbitan, Pengurus Pemasaran, Pengurus Jualan, Pengurus Runcit, dll.)
- S3 Syarikat ditubuhkan pada tahun _____
- S4 Jenis syarikat (Sila bulatkan)
- | | |
|---|---|
| A Kepunyaan kerajaan | 1 |
| B Luar negara tetapi ditubuhkan di dalam negeri | 2 |
| C Syarikat dalam negeri | 3 |
| D Lain (sila nyatakan) _____ | 4 |
- S5 Jumlah kakitangan: _____
- S6 Kegiatan utama:
- | | |
|-------------------|---|
| A Penerbitan buku | 1 |
| B Pemborong buku | 2 |
| C Pengedar buku | 3 |
| D Pengimport buku | 4 |
| E Peruncit buku | 5 |
- S7 Apakah kegiatan lain syarikat?
- | | |
|-------------------|---|
| A Penerbitan buku | 1 |
| B Pemborong buku | 2 |
| C Pengedar buku | 3 |
| D Pengimport buku | 4 |
| E Peruncit buku | 5 |
- S8 Anggaran perolehan jualan syarikat tahun lepas: RM _____
(anggaran)
- S9 Kegiatan penerbitan utama:
- | | |
|----------------------------|---|
| A Buku sahaja | 1 |
| B Jurnal sahaja | 2 |
| C Majalah sahaja | 3 |
| D Buku dan jurnal sahaja | 4 |
| E Buku, jurnal dan majalah | 5 |

S10 Kategori buku yang diterbitkan (dalam semua bahasa)

		Anggaran Harga
A	<i>Cereka</i>	
	Roman/ cinta	1
	Sejarah	2
	Sains/ cereka/ fantasi	3
	Puaka/ sihir	4
	Humor/ kartun	5
	Klasik/ sastera	6
B	<i>Bukan cereka</i>	
	Biografi/ autobiografi	1
	Makanan	2
	Pelancongan	3
	Alam sekitar/ haiwan	4
	Sukan	5
	Cerita benar	6
C	<i>Umum/ rujukan</i>	
	Buku agama	1
	Kamus	2
	Panduan pelancongan	3
	Peta jalan tempatan	4
D	<i>Praktik/ rujukan</i>	
	Buku masakan	1
	Panduan komputer	2
	Panduan muzik	3
	Berkebun	4
	Panduan sukan	5
E	<i>Pendidikan tinggi</i>	
	Ilmiah/ akademik/ profesional	1
	Saintifik/ teknik/ perubatan	2
	Teks sekolah/ alat panduan mengajar	3
F	<i>Kanak-kanak</i>	1
G	Lain _____	1

- S11** **Siapa yang membuat keputusan muktamad tentang sesebuah tajuk?**
- A Pengurus Besar 1
 B Pengurus Penerbitan 2
 C Pengurus Pemasaran 3
 D Pengurus Jualan 4
 E Keputusan bersama 5
 F Lain _____ 6
- S12** **Adakah keputusan dibuat berdasarkan nasihat daripada unit penyelidikan dan pembangunan yang berkesan dalam syarikat?**
- Ya 1
 Tidak 2
- S13** **Bagaimana syarikat tuan memperoleh berita semasa tentang dunia buku, tajuk baru dan arus aliran pasaran?**
 (Boleh pilih lebih daripada satu)
- A Akhbar 1
 B Majalah 2
 C Terbitan kerajaan 3
 D Bahan terbitan perniagaan buku. Contoh: Katalog, Berita Buku 4
 E Lain _____ 5
- S14** **Adakah syarikat tuan menerbitkan tajuk-tajuk yang telah dibina yang dianggap memenuhi keperluan pasaran tertentu?**
- Ya 1
 Tidak 2
 Tidak pasti 3
- S15** **Adakah syarikat tuan menerima manuskrip siap yang tidak termasuk dalam senarai pembinaan tajuk syarikat.**
- Ya 1
 Tidak 2
- S16** **Adakah tuan pasti bahawa buku yang akan diterbitkan akan membawa keuntungan akhirnya?**
- Ya 1
 Tidak 2
- S17** **Adakah tuan mengenalpasti pembeli buku?**
- Ya 1
 Tidak 2
- S18** **Apakah masalah utama perniagaan tuan kini?**
 (Boleh pilih lebih daripada satu)
- A Organisasi dan pengurusan editorial 1
 B Pengurusan kewangan 2
 C Pengurusan pemasaran (termasuk promosi, jualan dan pengedaran) 3
 D Lain _____ 4

- S19** Terdapatkah bahagian pemasaran di syarikat tuan?
(Sebuah bahagian boleh ditakrifkan sebagai seorang atau lebih kakitangan yang bertanggungjawab tentang perancangan pemasaran.)
- Ya 1
Tidak 2
- S20** Pernahkah tuan melantik badan penyelidik luar untuk menjalankan penyelidikan pemasaran untuk tuan?
- Ya 1
Tidak 2
- S21** Adakah tuan berpendapat bahawa penyelidikan pemasaran penting untuk pengurusan hasil keluaran penerbitan yang lebih produktif?
- A Amat penting 1
B Penting 2
C Penting pun tidak, tidak penting pun tidak 3
D Tidak penting 4
E Sungguh tidak penting 5
- S22** Adakah syarikat tuan akan mempraktikkan penyelidikan pemasaran atau melantik mana-mana agensi penyelidikan luar pada masa akan datang?
- A Kemungkinan besar 1
B Mungkin 2
C Tidak mungkin 3
D Tidak mungkin sama sekali 4
- S23** Setakat manakah keyakinan tuan dalam menentukan penggunaan maklumat penyelidikan untuk membuat keputusan?
- A Amat yakin 1
B Yakin 2
C Tidak yakin 3
D Amat tidak yakin 4
- S24** Sila nyatakan sebab sekiranya tidak mahu mengadakan penyelidikan pemasaran, sama ada oleh syarikat sendiri atau pakar dari luar.
- A Tiada kepakaran dalam syarikat 1
B Hasil tidak berpadanan dengan jumlah wang yang dibelanjakan 2
C Maklumat yang diperolehi kurang berfaedah dan kurang tepat 3
D Tidak perlu pada saat ini 4
E Lain _____ 5

- 525 Jawatan yang mana, jika ada, di syarikat tuan untuk menjalankan tugas-tugas pemasaran?
- | | | |
|---|---------------------------|---|
| A | Pengurus Besar | 1 |
| B | Pengurus Penerbitan | 2 |
| C | Pengurus Pemasaran | 3 |
| D | Pengurus Jualan | 4 |
| E | Pengurus Periklanan | 5 |
| F | Pengurus Perhubungan Awam | 6 |
| G | Lain _____ | 7 |

526 Apakah matlamat utama bahagian pemasaran untuk tahun kewangan ini?

- 527 Berapakah purata jumlah kewangan yang digunakan untuk tujuan pemasaran di syarikat tuan tiap tahun?
- | | | |
|---|----------------------------|---|
| A | RM20,000 atau kurang | 1 |
| B | RM20,001 hingga RM50,000 | 2 |
| C | RM50,001 hingga RM100,000 | 3 |
| D | RM100,001 hingga RM200,000 | 4 |
| E | RM200,001 hingga RM500,000 | 5 |
| F | Lebih RM500,000 | 6 |

SEKSYEN I : AMALAN PEMASARAN

528 Adakah syarikat tuan mempunyai suatu rancangan pemasaran?

- | | |
|-------|---|
| Ya | 1 |
| Tidak | 2 |

529 Kaedah manakah daripada berikut yang digunakan untuk menetapkan belanjawan pemasaran oleh syarikat tuan?

- | | | |
|---|----------------------|---|
| A | Wenang | 1 |
| B | Termampu | 2 |
| C | Peratusan jualan | 3 |
| D | Matlamat dan tugas | 4 |
| E | Eksperimen dan ujian | 5 |
| F | Lain _____ | 6 |

530 Kegiatan berikut yang manakah termasuk dalam perancangan komunikasi pemasaran tuan?

- | | | |
|---|------------------|---|
| A | Iklan | 1 |
| B | Promosi jualan | 2 |
| C | Pos langsung | 3 |
| D | Perhubungan awam | 4 |
| E | Jualan peribadi | 5 |
| F | Lain _____ | 6 |

S31 Mengikut perkiraan peratusan, berapakah jumlah perbelanjaan komunikasi digunakan untuk kegiatan berikut?

- | | | |
|--------------------|-------|---|
| A Iklan | _____ | % |
| B Promosi jualan | _____ | % |
| C Pos langsung | _____ | % |
| D Perhubungan awam | _____ | % |
| E Jualan peribadi | _____ | % |
| F Lain _____ | _____ | % |

S32 Yang manakah, sekiranya ada, perkhidmatan luar yang digunakan oleh syarikat tuan?

- | | |
|--|---|
| A Agensi periklanan | 1 |
| B Perunding promosi jualan | 2 |
| C Perunding pembungkusan dan reka bentuk | 3 |
| D Agensi penyelidikan pemasaran | 4 |
| E Tiada | 5 |
| F Lain _____ | 6 |

S33 Sila nyatakan rangkaian pengedaran tuan

PENERBIT

- | | |
|-------------------------------|---|
| A Pemborong/Pengedar | 1 |
| B Penjual bebas | 2 |
| C Kedai buku | 3 |
| D Jual sendiri (wakil jualan) | 4 |
| E Lain _____ | 5 |

PENGGUNA

SEKSYEN II : AMALAN PERIKLANAN

S34 Adakah kegiatan periklanan tuan:

- | | |
|---|---|
| A Dijalankan sepenuhnya oleh perkhidmatan luar? | 1 |
| B Sebahagian dikendalikan oleh perkhidmatan luar? | 2 |
| C Dikendalikan sepenuhnya oleh syarikat sendiri? | 3 |

S35 Secara purata berapakah jumlah yang digunakan untuk periklanan setiap tahun?

- | | |
|------------------------------|---|
| A RM20,000 atau kurang | 1 |
| B RM20,001 hingga RM50,000 | 2 |
| C RM50,001 hingga RM100,000 | 3 |
| D RM100,001 hingga RM200,000 | 4 |
| E RM200,001 hingga RM500,000 | 5 |
| F Lebih RM500,000 | 6 |

S36 Media yang manakah daripada berikut digunakan untuk tujuan periklanan?

- | | |
|-------------------|---|
| A Televisyen | 1 |
| B Akhbar/ majalah | 2 |
| C Radio | 3 |
| D Poster | 4 |
| E Pawagam | 5 |
| F Lain | 6 |

S37 Mengikut perkiraan peratusan, berapakah jumlah perbelanjaan digunakan untuk media berikut?

- | | | |
|----------------------------------|-------|---|
| A Televisyen | _____ | % |
| B Akhbar/ majalah/ jurnal ulasan | _____ | % |
| C Radio | _____ | % |
| D Poster | _____ | % |
| E Pawagam | _____ | % |
| F Lain _____ | _____ | % |

S38 Apakah matlamat yang ingin dicapai oleh syarikat tuan melalui kegiatan periklanannya?

S39 Adakah syarikat tuan membuat perkiraan tentang keberkesanan periklanan yang telah diadakan?

- | | |
|-------|---|
| Ya | 1 |
| Tidak | 2 |

S40 Perkara yang manakah daripada yang berikut dikira oleh syarikat tuan?

- | | |
|-------------------------------|---|
| A Jumlah jualan dan nilai | 1 |
| B Keupayaan menembusi pasaran | 2 |
| C Bahagian pasaran | 3 |
| D Kadar pembelian | 4 |
| E Pembelian berulang | 5 |
| F Kategori buku | 6 |
| G Tujuan pembelian | 7 |

SEKSYEN III : AMALAN PROMOSI JUALAN

S41 Adakah kegiatan promosi penjualan di syarikat tuan:

- | | |
|--|---|
| A Dikendalikan oleh perkhidmatan luar sepenuhnya? | 1 |
| B Sebahagiannya dikendalikan oleh perkhidmatan luar? | 2 |
| C Dikendalikan sepenuhnya oleh syarikat sendiri? | 3 |

S42 Secara purata berapakah jumlah yang digunakan oleh syarikat untuk promosi jualan tiap tahun?

- | | | |
|---|----------------------------|---|
| A | RM20,000 atau kurang | 1 |
| B | RM20,001 hingga RM50,000 | 2 |
| C | RM50,001 hingga RM100,000 | 3 |
| D | RM100,001 hingga RM200,000 | 4 |
| E | RM200,001 hingga RM500,000 | 5 |
| F | Lebih RM500,000 | 6 |

S43 Berapa kerapkah syarikat tuan menggunakan teknik-teknik berikut untuk promosi?

	Kerap	Kadangkala	Tidak pernah
IKLAN			
Iklan ruang	1	2	3
Iklan pos langsung	1	2	3
Poster	1	2	3
PROMOSI JUALAN			
Peragaan di pusat jualan, contoh: poster, pemidai	1	2	3
Pesta buku dan pameran	1	2	3
Ulasan buku	1	2	3
Kulit buku	1	2	3
Naskhah hadiah	1	2	3
Pertandingan	1	2	3
PUBLISITI			
Pelancaran buku	1	2	3
Publisiti di media	1	2	3
LAWATAN PERIBADI			
Lawatan oleh wakil jualan ke kedai buku	1	2	3
Lain _____			

S44 Apakah matlamat kegiatan promosi jualan oleh syarikat tuan?

S45 Adakah syarikat tuan membuat perkiraan tentang keberkesanan promosi jualan?

- | | |
|-------|---|
| Ya | 1 |
| Tidak | 2 |

S46 Berapa kerapkah kaedah-kaedah berikut digunakan oleh syarikat tuan untuk menilai promosi jualan?

	Kerap	Kadangkala	Tidak pernah
A Maklum balas pasukan jurujual	1	2	3
B Data jualan dari gedung	1	2	3
C Audit runcit	1	2	3
D Audit pengguna	1	2	3
E Lain _____	1	2	3

SEKSYEN IV : KUALITI PENYELIDIKAN PEMASARAN

S47 Sila nyatakan sama ada tuan setuju atau tidak tentang isu-isu berikut berkenaan maklum balas atau laporan terakhir dalam ruang yang disediakan.

- A Hasil yang diperoleh berjaya menyelesaikan masalah yang dihadapi _____
- B Maklumat yang diperoleh tidak boleh didapati daripada sumber-sumber lain _____
- C Maklumat yang diperoleh tidak setimpal dengan jumlah kewangan yang digunakan _____
- D Data statistik yang diperoleh boleh dianggap sebagai tidak bermanfaat _____
- E Terdapat banyak kenyataan yang bercanggah _____

"KE ARAH BUDAYA PRO-BUKU"

Appendix D

LIST OF RESPONDENTS

Amiza Publishing Sdn. Bhd.	M
Arena Buku Sdn. Bhd.	M
Berita Publishing Sdn. Bhd.	M
Creative Enterprise Sdn. Bhd.	M/I
Darulfikir	M/I
Dasar Padu (M) Sdn. Bhd.	I
Dewan Bahasa & Pustaka	M
Dewan Pustaka Islam	M
Eddiplex Sdn. Bhd.	M
Edusystem Sdn. Bhd	M/I
Falcon Press Sdn. Bhd.	M
Federal Publishers Sdn. Bhd.	M
Furada Publishing House	I
Gazzara Sdn. Bhd.	I
Grafika.	I
Grolier International Incorporation	M
Hizbi Sdn Bhd.	M/I
Jabatan Penerbitan UM	M
IBS Buku Sdn. Bhd.	M
'K' Publishing & Distributors Sdn. Bhd.	M
Karya Bistari Sdn. Bhd.	I
Longman Sdn. Bhd.	M
Marwilis Publisher & Distributor Sdn. Bhd.	M
Nurin Enterprise	M/I
Pantas Set Sdn. Bhd.	I
Pelanduk Publications (M) Sdn. Bhd.	M
Penerbit Fajar Bakti Sdn. Bhd.	M
Penerbit Gedung Ilmu	M/I
Penerbit Prisma Sdn. Bhd.	M
Penerbitan Fargoes Sdn. Bhd.	M
Penerbitan Kintan Sdn. Bhd.	I
Penerbitan Lajmeidakh Sdn. Bhd.	I
Penerbitan Pelangi Sdn. Bhd.	M
Pustaka Antara	M/I
Pustaka Delta Pelajaran Sdn. Bhd.	M
Pustaka Ghani Ngah	I
Pustaka Salam	I
RMA Publishing Sdn. Bhd.	M/I
S Abdul Majeed & Co	M
Sama Publications & Distributors Sdn. Bhd.	M
Sasbadi Sdn. Bhd.	M
Syarikat Faba-I	I

Tampan Padu (M) Sdn. Bhd. Tioman Books Sdn. Bhd.	I
Ummah Media Sdn. Bhd.	I
United Publishing House (M) Sdn. Bhd.	M
Utusan Publications & Distributors Sdn. Bhd.	M/I
Vinpress Sdn. Bhd.	M
Yayasan Dakwah Islamiah	I
M - Member of MABOPA	
M/I - Member of MABOPA and IKATAN	

Appendix E

TOTAL VALUE OF IMPORTED BOOKS, BROCHURES AND LEAFLETS

YEAR : 1990		YEAR : 1991	
SINGAPORE	11,150,166	SINGAPORE	11,287,645
UK	3,154,409	USA	2,479,894
USA	2,862,083	JAPAN	2,075,932
AUSTRALIA	2,398,742	UK	2,042,562
HONG KONG	989,321	GERMANY	1,930,450
JAPAN	877,617	AUSTRALIA	1,590,866
GERMANY	380,494	HONG KONG	943,676
DENMARK	266,203	JORDAN	540,922
INDIA	255,209	TAIWAN	256,333
NETHERLANDS	243,110	INDIA	208,944
TAIWAN	194,451	NETHERLANDS	158,688
SWEDEN	176,229	SWEDEN	138,746
EGYPT	102,841	SWITZERLAND	108,465

TOTAL VALUE OF EXPORTED BOOKS, BROCHURES AND LEAFLETS

YEAR : 1990		YEAR : 1991	
AUSTRALIA	1,293,395	SINGAPORE	865,481
SINGAPORE	607,694	AUSTRALIA	580,658
HONG KONG	321,479	USA	303,795
BRUNEI	230,342	BRUNEI	219,549
TAIWAN	200,515	TAIWAN	147,102
JAPAN	172,729	BRAZIL	125,499
NEW ZEALAND	109,589	UK	93,420
GERMANY	93,303	GERMANY	85,584
FRANCE	79,657	JAPAN	78,619
CANADA	60,073	NEW ZEALAND	40,447
THAILAND	29,978	KOREA	37,753
SRI LANKA	20,454	INDONESIA	33,011
NETHERLANDS	16,924	THAILAND	31,495
		SRI LANKA	27,060

Appendix F (1)

TOTAL NUMBER OF BOOKS & BROCHURES FROM MALAYSIAN PUBLISHERS RECEIVED BY NATIONAL LIBRARY (ACCORDING TO SUBJECT FROM 1966-1978)

SUBJECT	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978
General works	55	3	12	41	20	14	26	37	60	31	46	151	46
Philosophy/Psychology	10	3	5	4	8	8	2	10	28	26	28	13	18
Religion	30	27	45	88	88	64	56	69	68	57	62	67	132
Sociology/Statistics	11	16	15	9	4	20	30	23	49	29	49	72	62
Political Science/ Economics	5	2	3	10	18	43	102	81	110	161	88	116	188
Law, Public Administration	8	-	2	43	45	29	60	41	59	57	37	56	50
Military	-	-	-	1	1	-	6	1	2	-	-	2	-
Education	22	51	45	72	44	431	346	294	203	107	93	31	49
Commerce, Communication, Transport	3	3	1	-	-	20	58	31	9	21	18	17	19
Folk literature	16	12	8	5	-	10	2	27	43	42	78	86	81
Language	79	95	183	298	174	90	83	64	71	158	85	192	155
Mathematics	26	16	29	85	49	23	45	22	13	39	32	30	24
Natural Sciences	51	20	39	72	45	37	56	72	40	112	95	91	76
Medical Sciences/ Public Health	4	4	3	31	38	28	23	17	16	54	6	15	25
Technology/Industrial Engineering	1	-	14	26	12	15	36	23	58	170	43	26	70
Agriculture/ Forestry/ Fisheries	39	-	10	61	16	92	74	60	115	59	47	70	63
Domestic Science	-	8	6	8	5	16	10	17	10	16	7	6	5
Management, Administration & Organisation	6	2	6	7	12	10	9	7	9	12	17	30	42
Physical Planning, State/ Urban Planning, Architecture	2	4	2	6	11	14	11	15	23	19	3	3	5
Plastic Art, Graphics, Photography	-	-	-	-	-	-	-	-	-	-	8	12	6
Music, , Movies	-	-	-	-	-	-	-	-	-	-	5	3	5
Sports, Games	-	2	1	4	4	2	1	5	1	6	8	6	3
Literature	153	149	148	138	152	118	98	107	159	218	343	155	134
Geography	16	23	31	85	73	45	58	36	46	28	25	33	17
History, Biography	26	43	41	90	55	73	43	24	45	23	87	58	53
Sub-total	563	483	649	1184	824	1202	1225	1082	1237	1445	1272	1341	1328
Textbooks	291	145	281	623	420	566	473	376	253	202	235	296	212
Childrens Books	36	27	43	64	110	71	43	70	111	228	368	333	152
Government Publication	-	-	-	-	-	-	-	-	-	-	-	-	-

Appendix G

TOTAL NUMBER OF BOOKS & BROCHURES REGISTERED ACCORDING TO LANGUAGE CATEGORY 1966-1992

Year	Malay	English	Chinese	Tamil	Others	Total
1966	314	83	134	15	17	563
1967	341	136	-	2	4	483
1968	374	213	2	11	49	649
1969	396	544	129	44	71	1184
1970	483	239	96	15	41	874
1971	593	480	43	5	81	1202
1972	516	524	40	15	130	1225
1973	469	417	70	15	111	1082
1974	553	512	24	7	141	1237
1975	613	640	68	4	120	1445
1976	681	464	31	11	85	1272
1977	643	547	24	30	97	1341
1978	624	467	49	51	137	1328
1979	991	792	98	44	112	2037
1980	1118	550	177	8	95	1948
1981	1654	548	85	12	57	2356
1982	1699	919	96	23	64	2801
1983	1997	1067	282	17	171	3534
1984	2582	1072	147	9	165	3975
1985	1458	876	129	30	61	2554
1985	1946	965	165	17	309	3402
1987	1931	788	75	27	167	2988
1988	1985	861	4	3	151	3004
1989	1908	893	341	4	202	3348
1990	2498	1074	734	18	254	4578
1991	2249	1015	321	4	159	3748
1992	1187	609	483	29	193	2501
Total	31800	17296	3845	467	3246	56654

SOURCE: NATIONAL LIBRARY OF MALAYSIA

APPENDIX H

Some examples of the verbatim data derived from responses to the open-ended queries

Responses to Q 26: What are your company's main marketing objectives for this financial year?

- To increase direct orders by applying more marketing tools
- To distribute backlist titles more vigorously
- To expose products from publishing houses
- To appoint area distributors
- Ensure that the budgeted sales targets are achieved by developing and influencing all necessary marketing plans effectively and efficiently

Responses to Q 38: What are the objectives set by your company for its advertising activities?

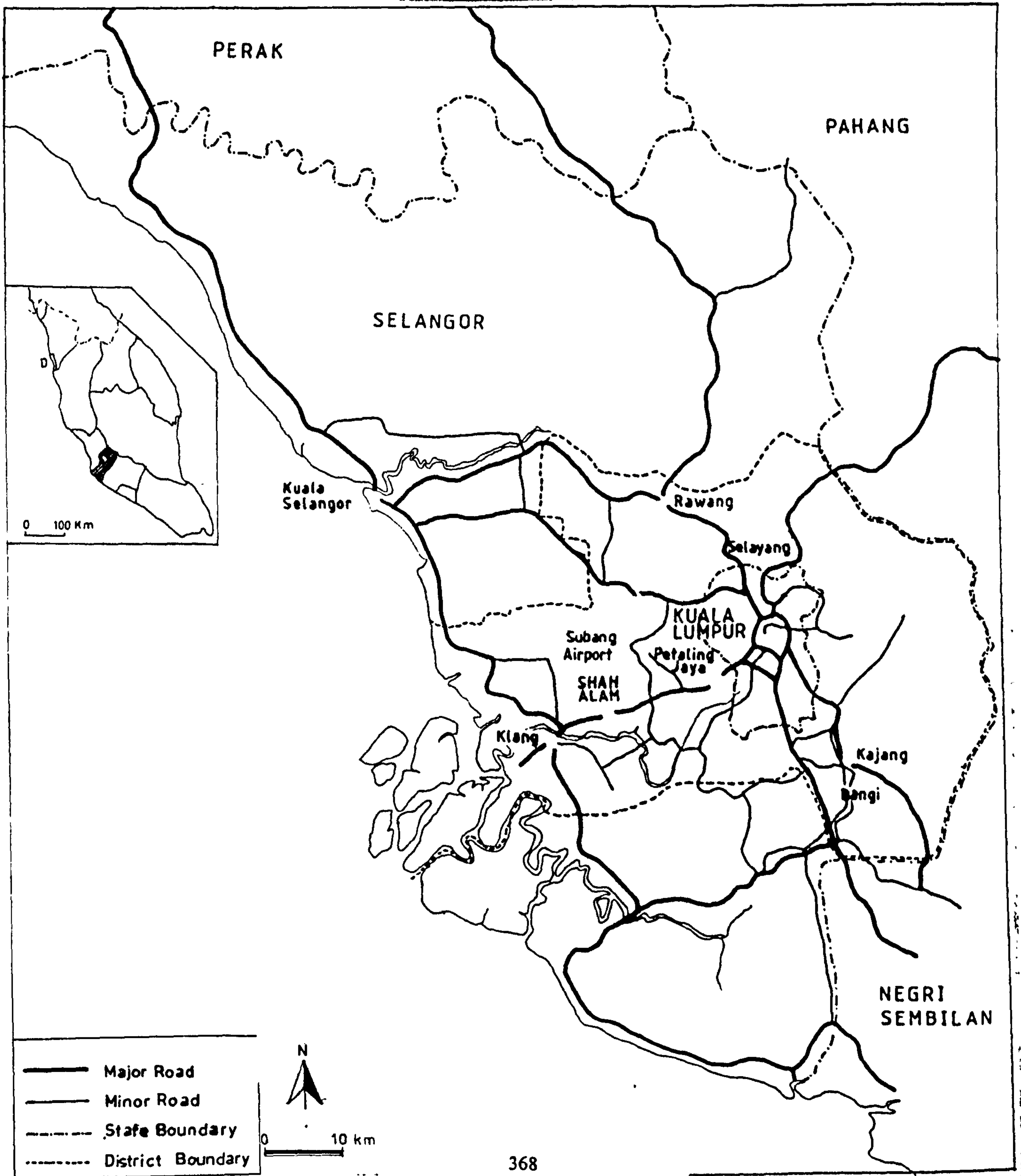
- Introduce publications
- Get subscriptions
- Improve public image
- To introduce products
- Exposure of publications
- Image building
- To inform the public of our own titles
- To publicise new books
 - To attract, create a want and purchase
- Draw the attention of the reader to the company

Responses to Q 44: What sort of objectives does your company set for its promotions activities?

- Increase sales volume
- Portray positive corporate image
- To canvass sales as fast as possible after publication
- Penetration into market
- Sales target
- To realise sales budget for the year

Appendix I

MAP OF KLANG VALLEY SHOWING LOCATIONS OF MAJOR URBAN CENTRES AND SURVEY LOCATION



Publishers want to meet Najib and give their side of story

By Esther Tan and N. Gunalan

KUALA LUMPUR, Fri. — Publishers want to meet Education Minister Datuk Seri Najib Tun Abdul Razak next week to discuss problems pertaining to the shortage and unavailability of school textbooks but they do not want ministry officials to be present.

This, they feel, would only complicate matters.

A spokesman for one of the publishing companies said today the publishers hoped to have a "heart-to-heart" discussion with the minister soon so that the

problem would be solved once and for all.

Najib had said yesterday that he would be meeting the Textbook Bureau Division (TBD), Dewan Bahasa dan Pustaka (DBP) and some publishers next month to find ways on how to get the books ready on time.

The three were blamed for the problem which left thousands of primary and secondary schoolchildren without key books such as Mathematics and Science, when school reopened on Dec 3.

In blaming the three, Najib had said the lack of co-ordination, red tape, ineffi-

ciency, technical hitches and poor quality manuscripts were the causes.

However, publishers today said they hoped to bring forward the meeting so that the problem could be sorted out immediately.

The spokesman said the publishers wanted to pour their hearts out and tell the minister the "actual problems they were facing".

"Since the minister had said he was willing to meet us, we hope to see him as soon as possible.

"We have already made a request and are waiting for an answer from his office," he added.

Another publisher said all

would be revealed at the meeting with Najib as publishers would be able to give their side of the story.

He hoped the meeting would not be attended by ministry officials as that could complicate matters.

Another publisher who spoke on condition of anonymity suggested the ministry officials reveal the results of their evaluation of their manuscripts. This was to ensure the publishers knew their mistakes and not repeat them.

He said the present system of improving the initial

□ PLEASE TURN TO PAGE 2, COL 6

