

DOI: [https://doi.org/10.30970/fp.3\(61\).2026.155164165](https://doi.org/10.30970/fp.3(61).2026.155164165)

JEL Classification: M31, M37, L86, O33

THE INFLUENCE OF DIGITAL COMMUNICATION CHANNELS ON THE PROMOTION OF E-BOOKS AND THE FORMATION OF READERS' PREFERENCES

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Abstract. *This article presents a systematic analysis of the transformation of Ukraine's publishing market under the influence of digital communication channels in the context of digitalization and martial law. It examines the role of social media, specialized distribution platforms, and influencer marketing as key factors in the promotion of e-books. The study finds that the widespread adoption of smartphones among content consumers (91% of users) is driving the development of mobile apps and closed ecosystems, where readers' choices are shaped by recommendation algorithms. The shift in marketing approaches from a transactional to a relational model—based on the use of UGC tools and “one-bite content” to build long-term community loyalty—is analyzed. The study examines the influence of bookfluencers as new online institutions of literary criticism capable of effectively stimulating demand through an emotional connection with the audience.*

Keywords: *e-book; digital distribution; bookfluencers; reader preferences; social media; publishing marketing; influencer marketing.*

The extended abstract provides a comprehensive and structured overview of the scientific article, focusing on the profound transformations in the Ukrainian publishing industry during a period of massive digitalization, intensified by martial law and infrastructural disruptions. The research explores how traditional print-oriented publishing systems are rapidly giving way to flexible, network-centric digital ecosystems. Under the dual impact of military operations and energy crises, electronic books have evolved from a technological novelty into a crucial "survival format" for Ukrainian readers, ensuring uninterrupted access to literature due to their inherent portability, offline accessibility, and lack of physical logistical constraints. Statistics confirm that smartphones have become the primary device for content consumption among 91% of Ukrainians, while the share of citizens reading books on a daily basis has dramatically increased from 8% in 2020 to 17% in 2023.

The primary goal of the study is to theoretically substantiate and systematically analyze the impact of modern digital communication channels on the marketing and

promotional strategies of e-books in Ukraine, as well as to identify the mechanisms driving the transformation of readers' choices under the influence of technological innovations and specific wartime socio-cultural factors.

In terms of scientific novelty, this work represents a pioneering effort in several directions. First, it theoretically conceptualizes the transition of publishing marketing from a traditional transactional model (focused on one-time sales of individual copies) to a highly dynamic relational model based on building long-term community engagement. Second, it re-evaluates digital distribution platforms not merely as virtual storefronts, but as complex integrated information systems that utilize personalized recommendation algorithms and user behavioral data to structure consumer choices and facilitate innovative monetization models (such as digital rentals and subscriptions). Third, it provides a scientific definition and classification of "bookfluencers" (literary bloggers) in Ukraine as new informal network-based institutions of literary criticism. These microcelebrities replace traditional print media and possess significant commercial conversion power, capable of selling 1,000 to 2,000 copies of a book through a single authentic recommendation.

The results of the study show that visual social media platforms are highly effective in book promotion, with Instagram serving as the leader for direct sales in psychological and children's segments, and TikTok (via BookTok) acting as the main driver of viral demand among youth (aged 14–25). Telegram book channels demonstrate exceptionally high conversion rates and act as trusted curators. Practical examples analyzed in the paper include the successful promotional campaigns for Max Kidruk's novel "The Colony" (selling 44,000 copies), Rebecca Yarros's "Iron Flame" (12,000 pre-orders in one day via targeted landing pages and email triggers by KSD), and Sarah J. Maas's "A Court of Thorns and Roses" series (selling over 15,000 copies by Vivat). Additionally, the study analyzes specialized Ukrainian digital distributors (Yakaboo, Librarius, Booknet, Abuk) and their anti-piracy models.

The practical significance and area of application of these results lie in providing actionable guidelines for Ukrainian publishers to optimize their digital presence. Recommended actions include expanding short-form video content ("one-bite content"), leveraging user-generated content (UGC) to build brand trust, executing structured email marketing campaigns (welcome series, abandoned carts, trigger emails), and integrating CRM systems with state-sponsored programs (such as the "eKnyha" initiative, which funded 114.4 thousand book purchases by youth in the first half of 2026). Furthermore, the study notes the crucial socio-cultural role of bookfluencers in accelerating the ukrainianization of the book market and building ethical standards by filtering out pirated and Russian-language content.

In conclusion, the synergy of strategic content marketing, specialized digital distribution, and influencer marketing creates a resilient digital ecosystem where books transform from isolated physical goods into an integral part of a personalized, interactive, and patriotic reading experience. Future research should be directed towards quantitative evaluations of platform conversions across different literary genres and assessing the impact of artificial intelligence tools on publishing workflows and reader preferences.

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Дата надходження статті: 25.07.2026

Дата прийняття статті: 14.08.2026

Дата публікації статті: 30.09.2026