

## ABSTRACT

Today, mobile phone technology provides convenience for people through a variety of functions such as embedded radio, web browsers, Bluetooth, etc. Together with the devices, user manuals are given to the product users with the hope that they can enable the users to use mobile phones properly and safely. However, studies of user manual reading among Thai people have been few.

Thus this research was conducted to study the mobile phone user manual reading behavior of working people in Silom sub-district to identify reasons why they read or did not read the manuals. Moreover, the study was conducted to investigate the percentage of respondents who read or did not read the manual, and to find out the motivating factors which influenced them.

In order to collect the data, questionnaires were administered to 100 people and then the results of the findings were analyzed by using the Statistical Package for Social Sciences (SPSS) program.

The findings indicated that mobile phone user manuals were useful for Thai working people in Silom sub-district. The main reasons for reading the manuals was to learn the new operating functions of the mobile phone. When they read the manual, users selectively read only the sections in which they were interested. However, people were upset that the explanations did not cover all of the functions in the phone. As for the people who did not read the user manuals, they indicated that they had background knowledge in operating the device, and they would ask for help from other people if encountering problems while using the phone. In terms of motivation, the most important factor was detailed explanations which covered all of the functions of the phone. In addition, the research findings showed that the user manual must be improved in three main ways: font styles (use easy-to-read font styles), relevancy between illustrations and operating functions, and symbols to help readers locate specific sections.

The findings from this research will be beneficial for mobile phone manufacturers and printing companies in developing mobile phone user manuals.