

## **ABSTRACT**

This study mainly focuses on studying the characteristics of new pop-up books for adult readers who are twenty-one to thirty-five years old in 2009 because the current trend of pop-up books has been changing from children's literature and entertainment to adult readers' entertainment and educational purpose. Consequently, one hundred and sixty respondents from selected areas in Bangkok were chosen to provide information about the characteristics of new pop-up books which they would like to buy in 2009. The cross sectional research design and simple random sampling method were applied to the data gathering process in this study. After that, all collected data were analyzed by the SPSS Program.

The results from this study illustrate that the majority of the respondents were females with single status, Bachelor's degree background, and a monthly income of at least 10,000 Baht. Most respondents aimed for buying the pop-up books as special gifts and the budget they would like to spend each time was not more than 1,000 Baht. They concentrated on pop-up movement as the most important factor when purchasing the pop-up books. The characteristics of the pop-up books which males and females would like to purchase were similar to each other because they wanted to have the pop-up books with fiction content and 180 degree view of pop-up components when the pop-up books were opened. The number of pages which they wanted in the pop-up books was 11-20 pages or 6-10 spreads only, excluding the cover, the paper type should be two-side coated paper, and the book shape should be rectangular shape. The highest preference for extra accessory which most respondents wanted was a sound module in the interiors of the pop-up books. However, the acceptable price for each pop-up book was not more than 500 Baht. The level of agreement with adding packaging materials for the pop-up books and using environmentally friendly raw materials for producing the pop-up books for adult readers was low. One-fourth of total respondents recommended that the contents inside the pop-up books should be varied, but the books themselves should be colourful and the pop-up pieces should be strong enough so that they are not easily torn when the readers open the pop-up books.