CHAPTER ONE
INTRODUCTION

1.1 BACKGROUND

A book is a printed item which consists of many pieces of paper with the printed texts and images bound together. It has played an important role in society since the distant past in providing knowledge for readers, keeping historical records and findings which scientists or experts discovered, and reporting the current situations at that period of time. Besides these advantages, the book can be used for entertainment and relaxation purposes as well. Consequently, it has been transformed and differentiated into several types, such as board book, pocket book, touch and feel book with furs, leathers, and feathers, thick book, or book with either hard or paper back cover. When people combined their imagination to create several books and made their thoughts become more realistic, one type of these books was initiated. It is called a pop-up book.

Bryk (1999) from BNet Business Network defined the pop-up book as a printed book with elements and mechanisms within the pages which can be controlled by the readers. This was because the pop-up books are made in order to show how each component, such as animals, human beings, or things moves. As a result of this special characteristic, the main purposes of producing pop-up books are to develop children's skills and stimulate their imagination because of exciting movement from mechanisms inside the books. Thus, target users for pop-up books are child readers.

Up to the present time, the pop-up book market has been growing up and booming in global book markets, especially in the United States and European countries, including United Kingdom. The target customers who read pop-up books have been changing from children to adults in order to serve those adults' recreational needs, such as collecting the pop-up books as their hobbies, or relaxing by playing pop-up components and enjoying the pop-up pieces' movement. As a result, many publishing companies keep trying to create and compete with other publishing companies to launch new styles of pop-up book to the markets so as to correspond to the readers' needs. For example, *The Pop-up Books of Phobias* was created by Melcher Media in the United States in order to provide knowledge about various

kinds of phobia for adults. *The Celebrity Meltdown Pop-up Book* was launched by the same publishing company in 2006 in order to attract adults who were crazy about the superstars and sensitive to their news, and The Pop-up Book of Sex was produced in order to catch the attention of couples who were in maturity stage and educate them how they could happy with sexual relationship in various styles (*Melcher Media*, 2006).

In addition, according to Ann (2008), there are many pop-up books which are not for kids only, but for adult readers as well, such as, *Christmas in New York* by Chuck Fischer, *One Red Dot* by David Carter, or *Encyclopedia Prehistorica: Sharks and Other Sea Monsters* by Robert Sabuda and Matthew Reinhart.

From these examples, we can see that the market trend for pop-up books in foreign countries is obviously changing and the target market is being transferred from children to adults and tends to be growing. On account of globalization and import activities from famous bookstores, such as Asia Books, Kinokuniya, or B2S bookstores, pop-up books have become well-known among adult people in Thailand, especially bookworms. The pop-up books which are sold in these bookstores are not only books for children but also for adults. As a result of this change in the book industry in Thailand, this research aimed to study the characteristics of new pop-up books for the adult readers in selected areas in Bangkok in order to find out what the readers thought about pop-up books and features of pop-up books which they would like to buy in the year of 2009.

1.2 STATEMENT OF PROBLEMS

This study focuses on studying pop-up books based on the following questions:

1.2.1 What characteristics of pop-up books do adult readers want to possess or buy?

1.2.2 What factors affect how the characteristics of pop-up books for adult readers in 2009 should be?

1.2.3 What do adult readers think about the pop-up books, and what perception do adult readers have toward the pop-up books?

1.3 OBJECTIVES OF THE STUDY

       This research is designed to study the characteristics of pop-up books for adult readers under the main and sub objectives as follows:

       1.3.1 <u>Main Objective</u>:

       - To explore and find out the characteristics of new pop-up books for adult readers from specific areas in Bangkok in 2009.

       1.3.2 <u>Sub Objectives</u>:

       - To analyze the current trend of pop-up books for adult readers and consumer behaviour toward pop-up books in the Thai market.

       - To investigate the factors which affect the characteristics of pop-up books for adult readers in selected areas in Bangkok.

       - To describe the background and development of pop-up books.

1.4 DEFINITION OF TERMS

       The definitions of the terms of this study are as the following:

       1.4.1 **Pop-up book** means a kind of interactive book which contains movable mechanisms in a three-dimensional view in various ways and different degrees.

       1.4.2 **Characteristics of pop-up books** identify or describe what and how pop-up books are in terms of paper type, book shape, the number of pages, book price, contents, extra materials for values added in these books, and pop-up positions.

       1.4.3 **Adult readers** are persons who have reached the years of maturity and in this study falls into the age range from twenty-one to thirty-five years old.

       1.4.4 **Content** involves the stories, knowledge, or information which the readers would like to get from the pop-up books, such as fiction or fairy tales, geography, thriller, religion, and history.

       1.4.5 **Selected areas in Bangkok** refer to the places where adult readers live or work in Bangkok province in Thailand.

1.5 SCOPE OF THE STUDY

       This research is concerned with studying the characteristics of new pop-up books for adult readers in specific areas in Bangkok. One hundred and sixty adult reader whose ages were in the range of twenty-one to thirty-five years old from

business centers and shopping centers in the bookstores in Bangkok were selected to take part in this research. This study mainly focused on finding out what were pop-up books which the adults would like to possess or want to purchase in 2009, what they thought about pop-up books, and what the level of agreement with twelve statements which could affect the characteristics of new pop-up books was. This study started in November 2008 and ended in February 2009 using questionnaires which included opened-questions and closed-questions for investigating those details from adult readers.

1.6 SIGNIFICANCE OF THE STUDY

This research can provide useful information about pop-up books as the following:

1.6.1 The characteristics of new pop-up books which adult readers in selected areas in Bangkok would like to have or buy

1.6.2 Factors which affect the pop-up book purchasing behaviors of adult readers and the characteristics of pop-up books

1.6.3 The history, background, and development of pop-up books

1.6.4 The perceptions and opinions about pop-up books.

The details derived from conducting this research can be applied as a guideline for the marketing team and entrepreneurs in the printing industry to understand what ways they should expand the product segmentation from children to adult readers and how they can develop their pop-up books to meet the adult readers' requirements in the future.

1.7 ORGANIZATION OF THE STUDY

This research about the characteristics of new pop-up books for adult readers in selected areas in 2009 consists of five chapters as in the following details:

1.7.1 The first chapter introduces the background of pop-up book, the statement of problems, objectives of the study, definition of key terms in this research, scope of the study, and the usefulness of this study.

1.7.2 The second chapter provides the knowledge of pop-up books through a literature review and related concepts about pop-up books.

1.7.3 The third chapter clarifies methodology used in this research.

1.7.4 The fourth chapter demonstrates the findings and analysis from the data collected from conducting the questionnaires.

1.7.5 The fifth chapter is composed of conclusions from what is found in this research, discussion, and recommendations for further research.

1.8 CONCEPTUAL FRAMEWORK

This research relates to the desirable characteristics of new pop-up books in 2009 for adult readers who were twenty-one to thirty-five years old and from chosen areas in Bangkok. Therefore, this study applies the concept of marketing mix (Kotler, 2000; Perreault & McCarthy, 2002), which mainly concentrates on product, price, place, and promotion to describe the characteristics of pop-up books which adult readers would like to buy in 2009 as outlined below:

1.8.1 Characteristics of new pop-up books in 2009 for adult readers consist of:

1.8.1.1 Product in terms of physical factor and features

- Contents: fiction about fairytales and novels; non-fiction, such as documentary and animal life, religion, history and geography; autobiography of famous persons; game and competition; theatre and movies; humorous stories and thriller

- Book shape: rectangle, circle, triangle, oval, or square

- Pop-up degree of movement: 45 degree, 90 degree, 180 degree, 270 degree, or 360 degree

- The number of pages or spread for each copy

- Paper type: matte or uncoated paper, one-side coated or glossy paper, two-side coated or glossy paper or greyback paper

- Accessories for decorating the pop-up books: ribbons, furs and feathers, artificial leathers, fancy stickers, glitter or flocking, petals, light modules, sound modules, or cloth

- Packaging for the pop-up books: poly bags or plastic shrink-wrapped films for each copy.

1.8.1.2 Unit price per copy and expected budget for purchasing the pop-up books each time.

1.8.1.3 Place and methods where adult readers can buy the pop-up books, such as bookstores, online markets, or private agents.

This research does not focus on studying promotion factors because of principal concentration on product, price, and place only as in the following chart:

Figure 1. Marketing mix concept in this research.