

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describes four main parts: (1) the subjects, (2) the materials to be used for conducting this research, (3) the procedures used in the data collection for this research and data analysis, and (4) the methods for data analysis.

#### **3.1 SUBJECTS**

The population in this research came from adult readers from particular areas in Bangkok, such as selected office areas along Sathorn, Silom, and Phaholyothin road and specific shopping centers which have bookstores for selling imported books or foreign books, e.g. Kinokuniya and Asia Book at Central World. Based on simple random sampling method, one hundred and sixty adult readers, who were from twenty-one to thirty-five years old and lived or worked in the Bangkok area, were randomly selected as the participants for this study.

#### **3.2 MATERIALS**

The instruments applied to data gathering in this research were one hundred and sixty copies of a questionnaire distributed to the participants. This questionnaire consisted of four main parts as follows:

*Part One* involved demographic data which were composed of six questions in terms of gender, age, education level, marital status, occupation, and income per month, which were key indicators to reflect the characteristics of the sample.

*Part Two* concerned the general purchasing behavior regarding pop-up books which could affect the perceptions of pop-up books and the desirable characteristics of pop-up books which the participants wanted and would like to purchase. This part was separated into two sections. The first section of this part consisted of eleven questions about general knowledge of pop-up books and respondents' purchasing behavior with regard to pop-up books. The second section, with nine questions, was about the characteristics of pop-up books, such as how the products looked, what content and materials, such as paper type and accessories, should be used for

producing these books, and how many pages or spreads should be contained or assembled in the pop-up books.

*Part Three* covered general statements concerning the factors and situations which could affect the characteristics of new pop-up books adult readers wanted in 2009, such as economic situation or the measurement of book quality in terms of various factors. Twelve statements in this part were based on Likert scale which determined the level of agreement from the numbers as shown below:

- 1 represented strongly disagree
- 2 represented disagree
- 3 represented neutral
- 4 represented agree, and
- 5 represented strongly agree

*Part Four* contained one open-ended question asking for guidelines and suggestions to develop pop-up books for adults.

### **3.3 PROCEDURES**

This section describes the procedures for conducting this research as follows:

#### **3.3.1 Research Design**

The cross sectional design was the research design pattern which was applied to this study due to limitation of the time. This research was conducted by mainly focusing on prospective study in order to look forward to the future trends and the characteristics of new pop-up books for adult readers in 2009.

#### **3.3.2 Data Collection**

Collecting the data from the questionnaires took place from the second week until the fourth week of January 2009. One hundred and sixty respondents in business centers and book stores in shopping centers in Bangkok responded to the given questionnaires after they had shown their willingness to participate and answer the questions from those questionnaires.

### **3.4 DATA ANALYSIS**

After collecting the data from the completed questionnaires, the Statistical Package for Social Science or SPSS Program version 17.0 was used for analyzing the

raw data. The descriptive statistics, such as frequency and percentage were applied to data interpretation and conclusion.

In summary, this chapter has shown the methodology of conducting the research in terms of describing the subjects, the materials, the procedures, and data analysis. In the next chapter, the results and findings of this research will be presented.