

CHAPTER FOUR

RESULTS

This chapter describes the results from this study which consist of four main parts. The first part is concerned with analysis of demographic data which comprises six key factors. The second part relates to purchasing behaviors about pop-up books and the characteristics of pop-up books which adult readers need. The third part involves the level of agreement with the factors which could affect the characteristics of new pop-up books. The last part concerns the recommendations from the respondents regarding pop-up books.

4.1 DEMOGRAPHIC DATA OF THE RESPONDENTS

The demographic data in this research was composed of gender, age, educational level, marital status, occupation, and income per month. According to this research, the respondents comprised 28.1% of males and 71.9% of females as shown in Table 1.

Table 1. Gender of the Respondents

Gender	Frequency (%)
Males	45 (28.1)
Females	115 (71.9)
Total	160 (100.0)

Since this research focused on adult readers who were from twenty-one to thirty-five years old, the result was divided and illustrated in three groups. The largest group of respondents fell into the category of persons who were twenty-one to twenty-five years of age at 44.4%. The second largest group of the respondents was people who were twenty-six to thirty years old at 38.1%. The smallest group of the respondents came from people who were thirty-one to thirty-five years old at 17.5%. The structure of the age groups is shown in Table 2.

Table 2. Age of the Respondents

Age	Frequency (%)
21-25 years	71 (44.4)
26-30 years	61 (38.1)
31-35 years	28 (17.5)
Total	160 (100.0)

From this research, the majority of the respondents had graduated with a Bachelor's degree at 68.8%, followed by Master's degree at 25.0%, high school level at 5.6%, and vocational or college level at 0.6%. Table 3 illustrates the result of this part as below:

Table 3. Educational Level of the Respondents

Educational level	Frequency (%)
High school	9 (5.6)
Vocation/college	1 (0.6)
Bachelor's degree	110 (68.8)
Master's degree	40 (25.0)
Total	160 (100.0)

From table 4, most respondents were single at 87.5%, married respondents at 10.6%, the separate respondents at 0.6%, and the divorced respondents at 1.3%.

Table 4. Marital Status of the Respondents

Marital status	Frequency (%)
Single	140 (87.5)
Married	17 (10.6)
Separate	1 (0.6)
Divorced	2 (1.3)
Total	160 (100.0)

The majority of the respondents worked as private company officers at 66.3%, followed by students at 16.3%, government officers at 13.8%, business owners at 2.5%, and others from freelance and tour guide occupations at 1.3% respectively. The result is shown in Table 5 as below:

Table 5. The Occupation of the Respondents

Occupation	Frequency (%)
Students	26 (16.3)
Governmental officers	22 (13.8)
Private Company officers	106 (66.3)
Business owners	4 (2.5)
Teachers/ lecturers	0 (0.0)
Others	2 (1.3)
Total	160 (100.0)

The income per month was the last part of demographic data in this study. The respondents in this study mostly earned a monthly income or salary in the range of 10,001 to 20,000 Baht at 40.0% of total respondents, while a small group of these respondents earned a monthly income or salary in the range of 30,000 to 40,000 and 40,001 to 50,000 Baht at 8.1% respectively. Table 6 presents the result of this section as follows:

Table 6. Monthly Income or Salary of the Respondents

Monthly income/ salary	Frequency (%)
10,000 Baht or below	20 (12.5)
10,001 - 20,000 Baht	64 (40.0)
20,001 - 30,000 Baht	36 (22.5)
30,001 - 40,000 Baht	13 (8.1)
40,001 - 50,000 Baht	13 (8.1)
50,001 Bath or above	14 (8.8)
Total	160 (100.0)

4.2 PURCHASING BEHAVIORS FOR POP-UP BOOKS AND THE DESIRABLE CHARACTERISTICS OF POP-UP BOOKS FOR THE RESPONDENTS

This research section was split into two aspects: purchasing behavior of the respondents and the characteristics of pop-up books which they would like. The first part involved the knowledge and purchasing behaviors concerning pop-up books of the respondents:

4.2.1 Knowledge about Pop-up Books

From this research, the levels of respondents' knowledge about pop-up books were divided into three levels: totally knew, partly knew, and did not know them at all. It was found that 65% of the total respondents (17.6% of males and 47.4% of females) partly knew about pop-up books. The majority of males at 12.5% who partly knew of the pop-up books had an educational background at Bachelor's degree level. Similar to males, the majority of females (at 33.1%) who partly knew about the pop-up books had graduated at Bachelor's degree level. Only 4.4% of males and 4.4% of females did not know about pop-up books at all. Table 7 illustrates the level of knowledge of the respondents about pop-up books, using gender and educational level as key indicators.

Table 7. Knowledge about Pop-up Books

Educational level		Frequency (%)			Total
		Totally	Partly	None	
Males	High school	1 (0.6)	2 (1.3)	1 (0.6)	4 (2.5)
	Bachelor's Degree	7 (4.4)	20 (12.5)	6 (3.8)	33 (20.7)
	Master's Degree	2 (1.2)	6 (3.8)	0 (0.0)	8 (5.0)
	Total	10 (6.2)	28 (17.6)	7 (4.4)	45 (28.2)
Females	High School	4 (2.5)	1 (0.6)	0 (0.0)	5 (3.1)
	Vocation/ College	1 (0.6)	0 (0.0)	0 (0.0)	1 (0.6)
	Bachelor's Degree	20 (12.5)	53 (33.1)	4 (2.5)	77 (48.1)
	Master's Degree	7 (4.4)	22 (13.7)	3 (1.9)	32 (20.0)
	Total	32 (20.0)	76 (47.4)	7 (4.4)	115 (71.8)
Grand Total		42 (26.2)	104 (65.0)	14 (8.8)	160 (100.0)

4.2.2 The Channel of Obtaining Pop-up Book Information

Since 14 respondents from total 160 respondents did not know about pop-up books, this part onwards is focused on 146 respondents only. From this study, 45.9% of these respondents, or 8.9% of males and 37.0% of females, knew of pop-up books from the bookstore. It is shown that 7.5% of these male respondents partly knew of pop-up books from the bookstore and 31.5% of these female respondents partly knew about pop-up books from the bookstore as well.

Based on further interview, 5.4% of males from other channels, the second highest rate of channel of knowing pop-up books knew about pop-up books because they worked in the related fields to the pop-up book production. As a result, they recognized the pop-up books from their workplace. In contrast, 9.6% of females knew the pop-up books through printed media, such as magazines and leaflets.

Lastly, it was discovered that only 0.7% of males and 4.8% of females from these 146 respondents (which were the smallest groups of each gender) knew the pop-up books from TV and radio programs. Table 8 demonstrates the channel of knowing about pop-up books from various sources, including the numbers mentioned earlier, as follows:

Table 8. Channel of Obtaining Information about the Pop-up Books

		Frequency (%)						Total
		Family	Friends	TV/ radio	Printed media	Bookstores	Others	
Males	Totally	0 (0.0)	2 (1.4)	0 (0.0)	1 (0.7)	2 (1.4)	5 (3.3)	10 (6.8)
	Partly	3 (2.1)	4 (2.7)	1 (0.7)	6 (4.1)	11 (7.5)	3 (2.1)	28 (19.2)
	Total	3 (2.1)	6 (4.1)	1 (0.7)	7 (4.8)	13 (8.9)	8 (5.4)	38 (26.0)
Females	Totally	6 (4.1)	2 (1.4)	2 (1.4)	3 (2.1)	8 (5.4)	11 (7.5)	32 (21.9)
	Partly	3 (2.1)	9 (6.2)	5 (3.4)	11 (7.5)	46 (31.5)	2 (1.4)	76 (52.1)
	Total	9 (6.2)	11 (7.5)	7 (4.8)	14 (9.6)	54 (37.0)	13 (8.9)	108 (74.0)
Grand total		12 (8.2)	17 (11.6)	8 (5.5)	21 (14.4)	67 (45.9)	21 (14.4)	146 (100.0)

4.2.3 Experience in Purchasing Pop-up Books

According to this study, 7.6% of males had experience in buying pop-up books before, while 18.5% of male respondents had never purchased pop-up books. 4.1% of the male respondents who had bought pop-up books were private company officers and 2.1% these male respondents were students.

On the other hand, 23.9% of female respondents had experience in purchasing the pop-up books before, whereas 50% of them had never purchased the pop-up books. From this data, females who had purchased pop-up books were private company officers (at 14.3%) and followed by students (at 4.8%). Table 9 illustrates experience in purchasing pop-up books based on gender and occupation as key indicators for this study.

Table 9. Experience in Purchasing Pop-up Books

Occupation		Frequency (%)		Total
		Yes	No	
Males	Students	3 (2.1)	1 (0.7)	4 (2.8)
	Governmental officers	1 (0.7)	6 (4.1)	7 (4.8)
	Private company officers	6 (4.1)	19 (13.0)	25 (17.1)
	Business owners	1 (0.7)	1 (0.7)	2 (1.4)
	Teachers/ lecturers	0 (0.0)	0 (0.0)	0 (0.0)
	Others	0 (0.0)	0 (0.0)	0 (0.0)
	Total	11 (7.6)	27 (18.5)	38 (26.1)
Females	Students	7 (4.8)	13 (8.9)	20 (13.7)
	Governmental officers	5 (3.4)	5 (3.4)	10 (6.8)
	Private company officers	21 (14.3)	53 (36.3)	74 (50.6)
	Business owners	2 (1.4)	0 (0.0)	2 (1.4)
	Teachers/ lecturers	0 (0.0)	0 (0.0)	0 (0.0)
	Others	0 (0.0)	2 (1.4)	2 (1.4)
	Total	35 (23.9)	73 (50.0)	108 (73.9)
Grand Total		46 (31.5)	100 (68.5)	146 (100.0)

4.2.4 Willingness to Purchase Pop-up Books

This part concentrated on the respondents from both males and females who have never bought the pop-up books before, so the number of the respondents in this section is 100 only. From this study, it was found that 19% of male respondents wanted to buy pop-up books and the majority of this group at 13% was private company officers and 4% from this group was governmental officers. However, 8% of males did not want to buy pop-up books because they were not interested in this kind of book or worked closely with the pop-up book industry (according to the interview with them after doing the questionnaire).

Around 61% of female respondents had a willingness to purchase pop-up books and 45% of these females were private company officers and 11% of them were students. However, 12% of these female respondents (consisting of 8% from

private company officers, 2% from students, and 1% from governmental officers and others) did not want to buy pop-up books due to the difficulty of keeping the pop-up books on their bookshelves in their houses and appropriateness of this book type related to children more than adults. Table 10 demonstrates the willingness to buy pop-up books of the respondents who had never bought the pop-up books before based on gender and occupation.

Table 10. Willingness to Buy the Pop-up Books Based on Gender and Occupation

Occupation		Frequency (%)		Total
		Yes	No	
Males	Students	1 (1.0)	0 (0.0)	1 (1.0)
	Governmental officers	4 (4.0)	2 (2.0)	6 (6.0)
	Private company officers	13 (13.0)	6 (6.0)	19 (19.0)
	Business owners	1 (1.0)	0 (0.0)	1 (1.0)
	Teachers/ lecturers	0 (0.0)	0 (0.0)	0 (0.0)
	Others	0 (0.0)	0 (0.0)	0 (0.0)
	Total	19 (19.0)	8 (8.0)	27 (27.0)
Females	Students	11 (11.0)	2 (2.0)	13 (13.0)
	Governmental officers	4 (4.0)	1 (1.0)	5 (5.0)
	Private company officers	45 (45.0)	8 (8.0)	53 (53.0)
	Business owners	0 (0.0)	0 (0.0)	0 (0.0)
	Teachers/ lecturers	0 (0.0)	0 (0.0)	0 (0.0)
	Others	1 (1.0)	1 (1.0)	2 (2.0)
	Total	61 (61.0)	12 (12.0)	73 (73.0)
Grand Total		80 (80.0)	20 (20.0)	100 (100.0)

However, it is demonstrated that if gender and monthly income is used to measure the willingness to purchase pop-up books amongst these 100 respondents, almost half of male respondents (at 9%) who wanted to buy pop-up books earned a monthly income from 10,000 Baht to 20,000 Baht. One-third of female respondents (at 22%) earned a monthly income from 10,000 Baht to 20,000 Baht as well. Table

11 illustrates the willingness to purchase pop-up books of these respondents who had never purchased pop-up books before based on gender and monthly income.

Table 11. Willingness to Buy the Pop-up Books Based on Gender and Monthly Income

Monthly income		Frequency (%)		Total
		Yes	No	
Males	10,000 Baht or below	2 (2.0)	2 (2.0)	4 (4.0)
	10,001 - 20,000 Baht	9 (9.0)	4 (4.0)	13 (13.0)
	20,001 - 30,000 Baht	4 (4.0)	0 (0.0)	4 (4.0)
	30,001 - 40,000 Baht	2 (2.0)	0 (0.0)	2 (2.0)
	40,001 - 50,000 Baht	1 (1.0)	0 (0.0)	1 (1.0)
	50,000 Baht or over	1 (1.0)	2 (2.0)	3 (3.0)
	Total	19 (19.0)	8 (8.0)	27 (27.0)
Females	10,000 Baht or below	9 (9.0)	1 (1.0)	10 (10.0)
	10,001 - 20,000 Baht	22 (22.0)	5 (5.0)	27 (27.0)
	20,001 - 30,000 Baht	15 (15.0)	2 (2.0)	17 (17.0)
	30,001 - 40,000 Baht	6 (6.0)	2 (2.0)	8 (8.0)
	40,001 - 50,000 Baht	4 (4.0)	0 (0.0)	4 (4.0)
	50,000 Baht or over	5 (5.0)	2 (2.0)	7 (7.0)
	Total	61 (61.0)	12 (12.0)	73 (73.0)
Grand Total		80 (80.0)	20 (20.0)	100 (100.0)

4.2.5 Desirable Place or Channel for Buying the Pop-up Books

From this section to the end of the findings, the total number of the respondents is 126 comprising 46 respondents who had previously bought pop-up books and 80 respondents who have never bought pop-up books before but were willing to buy these books. According to the research, the majority of male respondents in this group (at 29%) and female respondents (at 73%) preferred to buy or bought the pop-up books from a bookstore, while only 1% of female respondent and no male respondent bought or would like to buy from others, such as book fair.

The table 12 shows the details of desirable places or channels for buying the pop-up books as below:

Table 12. Desirable Place or Channel for Buying the Pop-up Books

Desirable place or channel for buying the pop-up books	Frequency (%)				Total
	Bookstore	Internet	Private Agency	Others	
Males	29 (23.0)	1 (0.8)	0 (0.0)	0 (0.0)	30 (23.8)
Females	92 (73.0)	1 (0.8)	2 (1.6)	1 (0.8)	96 (76.2)
Total	121 (96.0)	2 (1.6)	2 (1.6)	1 (0.8)	126 (100.0)

4.2.6 The Number of Pop-up Books Desired

The numbers of pop-up books which they would like to buy or bought each time were 5 copies as maximum and 1 copy as minimum. The majority of the respondents (both 18.3% of males and 61.9% of females) preferred to buy or bought 1 copy only each time as table 13 below shows:

Table 13. The Number of Pop-up Books in Each Time of Purchasing

Number of pop-up book	Frequency (%)				Total
	1 copy	2 copies	3 copies	5 copies	
Males	23 (18.3)	4 (3.1)	2 (1.6)	1 (0.8)	30 (23.8)
Females	78 (61.9)	10 (7.9)	6 (4.8)	2 (1.6)	96 (76.2)
Total	101 (80.2)	14 (11.0)	8 (6.4)	3 (2.4)	126 (100.0)

4.2.7 Frequency of Purchasing Pop-up Books

Table 14 demonstrates that the majority of the respondents (at 19.8% of males and 61.9% of females) preferred or previously purchased pop-up books 1-3 times per year. The details for the frequency of buying the pop-up books for these respondents is shown as below:

Table 14. Frequency of Purchasing Pop-up Books

Frequency of purchasing pop-up books	Frequency (%)					Total
	1-3 Times per year	4-6 Times per year	7-9 Times per year	10-12 Times per year	More than 12 times per year	
Males	25 (19.8)	2 (1.6)	0 (0.0)	1 (0.8)	2 (1.6)	30 (23.8)
Females	78 (61.9)	14 (11.1)	2 (1.6)	1 (0.8)	1 (0.8)	96 (76.2)
Total	103 (81.7)	16 (12.7)	2 (1.6)	2 (1.6)	3 (2.4)	126 (100.0)

4.2.8 Purpose of Purchasing the Pop-up Books

One-third or 32.5% of total respondents wanted to buy or used to buy the pop-up books for gifts and presents on special occasions. This purpose derived from 28% of female respondents and 9% of male respondents. The second largest purpose of buying the pop-up books was for entertainment and relaxation at 29.3% of total respondents from 7.1% of males and 22.2% of females. Table 15 demonstrates all purposes of purchasing the pop-up books which they used to buy or were willing to buy.

Table 15. Purpose of Purchasing the Pop-up Books

Purpose	Frequency (%)					Total
	Collection	Entertainment/relaxation	Education	Gift/present	Others	
Males	6 (4.8)	9 (7.1)	4 (3.2)	9 (7.1)	2 (1.6)	30 (23.8)
Females	22 (17.4)	28 (22.2)	11 (8.7)	32 (25.4)	3 (2.4)	96 (76.2)
Total	28 (22.2)	37 (29.3)	15 (11.9)	41 (32.5)	5 (4.0)	126 (100.0)

4.2.9 Budget or Expenditure for Purchasing the Pop-up Books

The maximum budget or expenditure for purchasing the pop-up books each time was 2,500 Baht and most respondents (at 82.5% consisting of 19.8% of males and 62.7% of females) have spent or preferred to spend 1,000 Baht or below when purchasing pop-up books. Table 16 presents the budget or expenditure for purchasing the pop-up books as below:

Table 16. Budget or Expenditure for Purchasing the Pop-up Books

Budget or expenditure	Frequency (%)						Total
	1,000 Baht or below	1,001 to 1,500 Baht	1,501 to 2,000 Baht	2,001 to 2,500 Baht	2,501 to 3,000 Baht	More than 3,000 Baht	
Males	25 (19.8)	5 (4.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	30 (23.8)
Females	79 (62.7)	14 (11.1)	2 (1.6)	1 (0.8)	0 (0.0)	0 (0.0)	96 (76.2)
Total	104 (82.5)	19 (15.1)	2 (1.6)	1 (0.8)	0 (0.0)	0 (0.0)	126 (100.0)

4.2.10 Critical Factors for Purchasing Pop-up Books

The result has shown that there were several factors which influenced the respondents or they would like to consider for making decisions about purchasing pop-up books. Since the respondents were allowed to give more than one answer, the total number of their answers was 547. According to this study, the first factor, which accounted for 17.0% or 4.6% of males and 12.4% of females, that the respondents considered when purchasing pop-up books was pop-up movement. The second factor was images and pictures (at 15.7% which was composed of 3.5% of males and 12.2% of females). The other factors whose outcome was the least influential were book design for males and creativity for females. Table 17 presents the critical factors for purchasing pop-up books in detail.

Table 17. Critical Factors for Purchasing the Pop-up Books

Factor	Frequency (%)		Total
	Males	Females	
Title	10 (1.8)	26 (4.8)	36 (6.6)
Cover Page	14 (2.5)	26 (4.8)	40 (7.3)
Contents	16 (2.9)	46 (8.4)	62 (11.3)
Colours	15 (2.8)	38 (6.9)	53 (9.7)
Book Size	7 (1.3)	31 (5.7)	38 (7.0)
Images/ Pictures	19 (3.5)	67 (12.2)	86 (15.7)
Book Shape	7 (1.3)	43 (7.8)	50 (9.1)
Accessories	2 (0.4)	17 (3.1)	19 (3.5)
Pop-up movement	25 (4.6)	68 (12.4)	93 (17.0)
Price	16 (2.9)	52 (9.5)	68 (12.4)
Others	1 (0.2)	1 (0.2)	2 (0.4)
Total	132 (24.1)	415 (75.8)	547 (100.0)

4.2.11 Pop-up Book Titles

Thirty-six respondents could remember pop-up books' titles from the six main types of pop-up books. The first type of pop-up books was famous cartoon characters, especially from Walt Disney such as *Cinderella* and *Snow White*, *Pinocchio*, *Winnie the Pooh*, *Pirate Ship*, *Little Red Riding Hood*, *Au Le' Simba*, and *The Chronicle of Narnia*. The second type of the pop-up books were concerned with history content, for example *History of Egyptians*, *Rome History to Now*, and *Prehistoric Dinosaur*. The third type of pop-up books which they still kept in mind was fiction, such as *the Greek Fiction*, *Secret Fairy Carousel*, *My Fairy Funfair*, and *Alice in Wonderland*. The fourth type of pop-up book which they could remember was academic books, such as *Dog*, *All Kinds of Fear*, and *Amazing Pull out Pop-up Human Body in a Book*. The fifth type of the pop-up book in their mind was pop-up books about places, such as *Architecture of House* and *Chidlada Palace*. The last type of pop-up book in their memory was sexual books from the book named *Kama Sutra Pop-up Books* and *Pin up Pop up Book*.

The second part of this study is concerned with the characteristics of pop-up books which adult readers would like to buy. The results from this study are shown as follows:

4.2.12 Contents inside the Pop-up Books

It was found that most respondents preferred to buy pop-up books with fiction content (64.3% of total respondents which accounted for 14.3% of males and 50.0% of females). In contrast, it was obvious that no respondents preferred to buy pop-up books with thriller content. Table 18 demonstrates the number of the respondents from each content category as below:

Table 18. Contents inside the Pop-up Books

Contents	Frequency (%)		Total
	Males	Females	
Fiction	18 (14.3)	63 (50.0)	81 (64.3)
Documentary/ animal life	3 (2.4)	10 (7.9)	13 (10.3)
Religion	0 (0.0)	2 (1.6)	2 (1.6)
Biography	2 (1.6)	2 (1.6)	4 (3.2)
Game/ competition	2 (1.6)	3 (2.4)	5 (4.0)
History	0 (0.0)	5 (4.0)	5 (4.0)
Theatre	1 (0.8)	1 (0.8)	2 (1.6)
Humour	2 (1.6)	4 (3.2)	6 (4.8)
Geography	0 (0.0)	3 (2.4)	3 (2.4)
Movie/ Film	0 (0.0)	1 (0.8)	1 (0.8)
Thriller	0 (0.0)	0 (0.0)	0 (0.0)
Investigation/ detective story	1 (0.8)	2 (1.6)	3 (2.4)
Others	1 (0.8)	0 (0.0)	1 (0.8)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.13 Degree for Viewing the Pop-up Components

Table 19 shows that 65.9% of total respondents wanted to buy or liked the pop-up books where they could view the pop-up components from the books over 180 degrees. This figure comprised 16.7% of male respondents and 49.2% of female

respondents. Then 16.6% of these respondents preferred to purchase pop-up books which could be viewed all around in 360 degrees. However, no respondents preferred to buy or liked the pop-up books with 270-degree view of the pop-up components.

Table 19. Degree for Viewing the Pop-up Book Component

Viewing degree	Frequency (%)		Total
	Males	Females	
45 degrees	1 (0.8)	4 (3.2)	5 (4.0)
90 degrees	1 (0.8)	13 (10.3)	14 (11.1)
135 degrees	0 (0.0)	1 (0.8)	1 (0.8)
180 degrees	21 (16.7)	62 (49.2)	83 (65.9)
225 degrees	0 (0.0)	1 (0.8)	1 (0.8)
270 degrees	0 (0.0)	0 (0.0)	0 (0.0)
360 degrees	7 (5.5)	14 (11.1)	21 (16.6)
Others (It depends.)	0 (0.0)	1 (0.8)	1 (0.8)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.14 Pop-up Book's Price Per Copy

Table 20 demonstrates that 53.2% of total respondents (or 13.5% of males and 39.7% of females) thought that the appropriate price per copy for pop-up books was not more than 500 Baht. No respondents thought that the suitable price per copy for each pop-up book was 2,501 Baht or over.

Table 20. Pop-up Book's Price Per Copy

Price per copy	Frequency (%)		Total
	Males	Females	
500 Baht or below	17 (13.5)	50 (39.7)	67 (53.2)
501 – 1,000 Baht	12 (9.5)	41 (32.5)	53 (42.0)
1,001 – 1,500 Baht	1 (0.8)	4 (3.2)	5 (4.0)
1,501 – 2,000 Baht	0 (0.0)	0 (0.0)	0 (0.0)
2,001 – 2,500 Baht	0 (0.0)	1 (0.8)	1 (0.8)
2,501 Baht or over	0 (0.0)	0 (0.0)	0 (0.0)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.15 The Number of Pages or Spreads for the Pop-up Books

According to this study, 60.3% of total respondents (consisting of 16.6% of males and 43.7% of females) preferred to buy pop-up books which contained 11-20 pages or 6-10 spreads only. Only 4% of males and no female respondents would like to buy pop-up books which contained more than 30 pages or 16 spreads and over. Table 21 illustrates the percentage and number of respondents who required the number of pages or spreads in each item as below:

Table 21. The Number of Pages or Spreads for the Pop-up Books

Number of pages (spreads)	Frequency (%)		Total
	Males	Females	
1-10 pages (5 spreads or below)	1 (0.8)	24 (19.0)	25 (19.8)
11-20 pages (6-10 spreads)	21 (16.6)	55 (43.7)	76 (60.3)
21-30 pages (11-15 spreads)	4 (3.2)	17 (13.5)	21 (16.7)
More than 30 pages (16 spreads or over)	4 (3.2)	0 (0.0)	4 (3.2)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.16 Paper Type for Producing the Pop-up Books

It was found that most respondents (accounting for 60.3% of total respondents or 14.3% of males plus 46.8% of females) preferred to use two-side coated paper for

producing the pop-up books. On the other hand, no respondents wanted to use greyback board as the paper type for producing pop-up books. Table 22 presents the number of respondents who preferred to use each paper type for producing the pop-up books in the following detail:

Table 22. Paper Type Which the Respondents Required for Producing the Pop-up Books

Paper type	Frequency (%)		Total
	Males	Females	
Uncoated paper	5 (4.0)	24 (19.0)	29 (23.0)
One-side coated paper	7 (5.5)	10 (7.9)	17 (13.4)
Two-side coated paper	18 (14.3)	59 (46.8)	77 (61.1)
Greyback board	0 (0.0)	0 (0.0)	0 (0.0)
Others	0 (0.0)	3 (2.4)	3 (2.4)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.17 Pop-up Book Shape

It was shown that 46.8% of total respondents (126 respondents), which consists of 12.7% of males and 34.1% of females, would like to have pop-up books in a rectangular shape. 25.4% of total respondents, comprising 7.9% of males and 17.5% of females, preferred to buy pop-up books which had a square shape. However, only 0.8% of females wanted to purchase pop-up books in a pentagon shape. Table 23 presents the number of respondents who preferred to have various kinds of pop-up book shapes shown as below:

Table 23. Pop-up Book Shape from the Respondents' Preference

Book shape	Frequency (%)		Total
	Males	Females	
Triangle	0 (0.0)	4 (3.2)	4 (3.2)
Square	10 (7.9)	22 (17.5)	32 (25.4)
Oval	1 (0.8)	3 (2.4)	4 (3.2)
Rectangle	16 (12.7)	43 (34.1)	59 (46.8)
Trapezoid	1 (0.8)	1 (0.8)	2 (1.6)
Circle	1 (0.8)	7 (5.5)	8 (6.3)
Pentagon	0 (0.0)	1 (0.8)	1 (0.8)
Hexagon	0 (0.0)	4 (3.2)	4 (3.2)
Octagon	0 (0.0)	7 (5.5)	7 (5.5)
Others (it depends)	1 (0.8)	4 (3.2)	5 (4.0)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.2.18 Additional Accessories with the Positions on the Pop-up Book

This part reports the additional accessories which the respondents needed for their pop-up books and where these accessories should be positioned on the pop-up books. Therefore, it is divided into the accessories for the front cover, the interiors or inside pages, and the back cover.

It was found that the accessory which most respondents would like to buy and selected as the highest preference was a sound module, with 7.9% of males and 17.5% of females indicating this preference. With this data, 6.3% of this male group would like to have sound modules in the interiors and 1.6% of this male group wanted to stick a sound module on the front cover. Likewise, 14.3% of this female group would like sound modules to be positioned in the interiors and 2.4% of this female group preferred to have a sound module on the front cover. Table 24 demonstrates the first priority for accessories which the respondents would like to have with pop-up books and desirable positions as below:

Table 24. The Highest Preference of the Accessories and the Positions Related to the Selected Accessories

Accessories and position		Frequency (%)			Total
		Front cover	Back cover	Interiors	
Males	Ribbon	1 (0.8)	0 (0.0)	1 (0.8)	2 (1.6)
	Fur/ feather	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Artificial leather	0 (0.0)	0 (0.0)	2 (1.6)	2 (1.6)
	Stickers	3 (2.4)	0 (0.0)	4 (3.1)	7 (5.5)
	Glitter/ flocking	2 (1.6)	0 (0.0)	0 (0.0)	2 (1.6)
	Petals	0 (0.0)	0 (0.0)	1 (0.8)	1 (0.8)
	Sound module	2 (1.6)	0 (0.0)	8 (6.3)	10 (7.9)
	Light module	0 (0.0)	0 (0.0)	2 (1.6)	2 (1.6)
	Cloth	1 (0.8)	0 (0.0)	1 (0.8)	2 (1.6)
	Others	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
Total		11 (8.8)	0 (0.0)	19 (15.0)	30 (23.8)
Females	Ribbon	9 (7.1)	1 (0.8)	5 (4.0)	15 (11.9)
	Fur/ feather	3 (2.4)	0 (0.0)	2 (1.6)	5 (4.0)
	Artificial leather	1 (0.8)	0 (0.0)	2 (1.6)	3 (2.4)
	Stickers	7 (5.5)	0 (0.0)	9 (7.1)	16 (12.6)
	Glitter/ flocking	11 (8.8)	0 (0.0)	3 (2.4)	14 (11.2)
	Petals	0 (0.0)	0 (0.0)	3 (2.4)	3 (2.4)
	Sound module	3 (2.4)	1 (0.8)	18 (14.3)	22 (17.5)
	Light module	4 (3.1)	0 (0.0)	4 (3.1)	8 (6.2)
	Cloth	3 (2.4)	0 (0.0)	6 (4.8)	9 (7.2)
	Others	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
Total		42 (33.3)	2 (1.6)	52 (41.3)	96 (76.2)
Grand Total		53 (42.1)	2 (1.6)	71 (56.3)	126 (100.0)

It was discovered that the second highest preference of male respondents was a light module because 7.9% of male respondents wanted to have this object on the

pop-up books. Therefore, 4.0% of this group would like to affix the sound module to the interiors or the inside pages. 3.2% of them would like to have a light module on the front cover of the pop-up books, but only 0.8% of them preferred to have it on the back cover. It was obvious that no male respondents would like to have artificial leather on the pop-up books which they would like to buy.

However, the second highest preference of female respondents still insisted on a sound module with 17.0% of female respondents, and 7.1% of them preferred to have this accessory on the interiors or the inside pages. The next preference in this ranking was stickers at 11.8% of this group. 6.3% of them wanted stickers to be affixed on the interiors, while only 2.4% would like to see stickers on the front cover of the pop-up books. Only 3.9% of female respondents would like to have cloth on the pop-up books. Table 25 demonstrates the figures for the second highest preferences with regard to accessories and the positions which were relevant to the respondents' selected accessories as below:

Table 25. The Second Highest Preference of the Accessories and the Positions Related to the Selected Accessories

Accessories and position		Frequency (%)			Total
		Front cover	Back cover	Interiors	
Males	Ribbon	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Fur/ feather	0 (0.0)	0 (0.0)	2 (1.5)	2 (1.5)
	Artificial leather	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
	Stickers	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Glitter/ flocking	1 (0.8)	3 (2.4)	1 (0.8)	5 (4.0)
	Petals	0 (0.0)	0 (0.0)	3 (2.4)	3 (2.4)
	Sound module	2 (1.5)	0 (0.0)	5 (4.0)	7 (5.5)
	Light module	4 (3.2)	1 (0.8)	5 (4.0)	10 (8.0)

(Table Continues)

Table 25. (Continued)

Accessories and Positions		Frequency (%)			Total
		Front Cover	Back Cover	Interiors	
Male	Cloth	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Others	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Total		10 (7.9)	4 (3.2)	16 (12.7)	30 (23.8)
Females	Ribbon	5 (4.0)	4 (3.2)	1 (0.8)	10 (8.0)
	Fur/ feather	4 (3.2)	0 (0.0)	2 (1.6)	6 (4.8)
	Artificial leather	2 (1.6)	0 (0.0)	5 (4.0)	7 (5.6)
	Stickers	3 (2.4)	4 (3.2)	8 (6.3)	15 (11.8)
	Glitter/ flocking	3 (2.4)	1 (0.8)	10 (8.0)	14 (11.0)
	Petals	4 (3.2)	0 (0.0)	2 (1.6)	6 (4.8)
	Sound module	6 (4.8)	6 (4.8)	9 (7.1)	21 (17.0)
	Light module	3 (2.4)	1 (0.8)	8 (6.3)	12 (9.4)
	Cloth	0 (0.0)	1 (0.8)	4 (3.2)	5 (3.9)
	Others	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Total		30 (23.8)	17 (13.6)	49 (38.8)	96 (76.2)
Grand Total		40 (31.7)	21 (16.8)	71 (51.5)	126 (100.0)

This section presents the third highest preferences concerning accessories and their positions on the pop-up books. Table 26 shows that 6.4% of male respondents selected cloth as the third highest preference as extra accessory on the pop-up books which they would like to buy, 3.2% of them wanted to have it on the back cover, and 3.2% of them would like to see it in the interiors. Similar to males, 18.3% of female respondents also wanted cloth as additional desirable accessory on pop-up books. 8.7% of them preferred to have it in the interiors, 6.4% of them wanted it on the back cover, and 3.2% of them liked it on the front cover.

Table 26. The Third Highest Preference of the Accessories and the Positions Related to the Selected Accessories

Accessories and Position		Frequency (%)			Total
		Front Cover	Back Cover	Interiors	
Males	Ribbon	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Fur/ feather	0 (0.0)	0 (0.0)	1 (0.8)	1 (0.8)
	Artificial leather	1 (0.8)	0 (0.0)	0 (0.0)	1 (0.8)
	Stickers	0 (0.0)	0 (0.0)	2 (1.6)	2 (1.6)
	Glitter/ flocking	2 (1.6)	1 (0.8)	1 (0.8)	4 (3.2)
	Petals	1 (0.8)	1 (0.8)	0 (0.0)	2 (1.6)
	Sound module	0 (0.0)	2 (1.6)	2 (1.6)	4 (3.2)
	Light module	0 (0.0)	2 (1.6)	3 (2.4)	5 (4.0)
	Cloth	0 (0.0)	4 (3.2)	4 (3.2)	8 (6.4)
	Others	0 (0.0)	1 (0.8)	1 (0.8)	2 (1.6)
Total		5 (4.0)	11 (8.7)	14 (11.1)	30 (23.8)
Females	Ribbon	2 (1.6)	4 (3.2)	4 (3.2)	10 (8.0)
	Fur/ feather	2 (1.6)	0 (0.0)	1 (0.8)	3 (2.4)
	Artificial leather	0 (0.0)	2 (1.6)	0 (0.0)	2 (1.6)
	Stickers	0 (0.0)	4 (3.2)	4 (3.2)	8 (6.4)
	Glitter/ flocking	4 (3.2)	6 (4.6)	3 (2.4)	13 (10.2)
	Petals	0 (0.0)	1 (0.8)	3 (2.4)	4 (3.2)
	Sound module	1 (0.8)	6 (4.6)	5 (4.0)	12 (9.4)
	Light module	4 (3.2)	5 (4.0)	11 (8.7)	20 (15.9)
	Cloth	4 (3.2)	8 (6.4)	11 (8.7)	23 (18.3)
	Others	0 (0.0)	1 (0.8)	0 (0.0)	1 (0.8)
Total		17 (13.6)	37 (29.2)	42 (33.4)	96 (76.2)
Grand total		22 (17.6)	48 (37.9)	56 (44.5)	126 (100.0)

4.2.19 Movable Pop-up Components' Position on the Pop-up Books

Table 27 illustrates that 47.6% of 126 respondents (consisting of 11.9% of males and 35.7% of females) preferred to have movable pop-up components on every page of the books' inside pages.

Table 27. Movable Pop-up Components' Position on the Pop-up Books

Pop-up Position	Frequency (%)		Total
	Males	Females	
Every page	15 (11.9)	45 (35.7)	60 (47.6)
Every two pages	6 (4.8)	21 (16.7)	27 (21.5)
Some pages only	9 (7.1)	30 (23.8)	39 (30.9)
Total	30 (23.8)	96 (76.2)	126 (100.0)

4.3 LEVEL OF AGREEMENT WITH THE FACTORS AFFECTING THE CHARACTERISTICS OF POP-UP BOOKS

According to the study, the respondents expressed their level of agreement with each factor and situation which affected the characteristics of new pop-up books for adult readers as the following:

4.3.1 The Quality and Safety Standard of the Pop-up Books

First of all, it was found that 46.8% of 126 respondents disagreed that pop-up book quality was the most vital factor for purchasing pop-up books for adult readers, while no respondents strongly agreed and only 0.8% agreed with looking on the pop-up book quality as the most important factor for buying pop-up books for adult readers.

Next, 33.3% of these respondents disagreed that pop-up book quality was evaluated by unit price per copy, whereas only 4.8% of 126 respondents strongly agreed with assessing the pop-up book quality by unit price per copy. However, 23.8% of total respondents agreed that pop-up book quality was assessed by unit price per copy.

With reference to the safety issue, 39.7% of 126 respondents strongly disagreed and 39.7% of them disagreed that although pop-up books were produced for adult readers, every copy had to pass safety standards or must have been certified by

reliable institutes. In contrast, 0.8% of total 126 respondents strongly agreed and 5.5% agreed with this idea. Table 28 presents the findings of the factors which affected the characteristics of pop-up books based on pop-up book quality and safety standard indicators as below:

Table 28. Level of Agreement with Pop-up Book Quality and Safety Standard

Level of agreement with pop-up book quality and safety standard	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Pop-up book quality is the most vital factor for purchasing pop-up books for adult readers.	52 (41.3)	59 (46.8)	14 (11.1)	1 (0.8)	0 (0.0)	126 (100.0)
Pop-up book quality is assessed by unit price per copy.	11 (8.7)	42 (33.3)	37 (29.4)	30 (23.8)	6 (4.8)	126 (100.0)
Although pop-up books are produced for adult readers, every copy must pass safety standard or must be certified by reliable institutes.	50 (39.7)	50 (39.7)	18 (14.3)	7 (5.5)	1 (0.8)	126 (100.0)

4.3.2 Packaging and Raw Materials for Producing the Pop-up Books

It was discovered that 45.2% of 126 respondents did not agree that packaging materials for pop-up books, such as shrink-wrapped films or poly bags, helped add to their value and attract the adult readers to read them, but 1.6% of this group of 126 respondents strongly agreed and 6.4% of them agreed with this statement.

For raw materials for producing pop-up books, 45.2% of 126 respondents strongly disagreed that raw materials for making pop-up books, e.g. paper and ink, must be environmentally friendly, whereas no respondent strongly agreed and only

0.8% of the respondents agreed with using raw materials which did not harm the environment when producing pop-up books for adult readers. The figures for each level are shown in the following table 29.

Table 29. Level of Agreement with the Packaging and Raw Materials for Pop-up Books

Level of agreement with the packaging and raw materials for pop-up books	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Packaging materials for pop-up books, such as shrink-wrapped films or poly bags helps add their values and attract the adult readers to read them.	29 (23.0)	57 (45.2)	30 (23.8)	8 (6.4)	2 (1.6)	126 (100.0)
Raw materials for producing pop-up books for adult readers should be produced by paper and ink which are environmentally friendly.	57 (45.2)	56 (44.4)	12 (9.6)	1 (0.8)	0 (0.0)	126 (100.0)

4.3.3 Value of Pop-up Books for Adult Readers

In this research, three factors were used to evaluate the value of pop-up books for adult readers: complexity or difficulty of pop-up components, the number of pages, and the contents inside the pop-up books. The result showed that 53.2% of 126 respondents disagreed that the value of pop-up books could be evaluated by complexity or difficulty of pop-up books, while no respondents strongly agreed and only 4.8% agreed with the assessment of pop-up books' value by this indicator.

However, 39.7% of 126 respondents neither agree nor disagree with evaluating the value of pop-up books by the number of pages of those pop-up books,

whereas 15.9% agreed and only 0.8% of these respondents strongly agreed with this assessment.

44.4% of 126 respondents disagreed with evaluating the value of pop-up books by the contents inside the pop-up books, but no respondents strongly agreed and 4.8% agreed with using the contents as the factor to assess the value of pop-up books for adult readers. Table 30 presents the level of agreement with the factors of assessing the value of pop-up books as below:

Table 30. Level of Agreement with the Factors of Assessing the Value of Pop-up Books

Level of agreement with the factors of value assessment of pop-up books	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Value of pop-up books for adult readers can be assessed by complexity/difficulty of pop-up pieces.	30 (23.8)	67 (53.2)	23 (18.2)	6 (4.8)	0 (0.0)	126 (100.0)
Value of pop-up books for adult readers can be assessed by the number of pages of those books.	10 (7.9)	45 (35.7)	50 (39.7)	20 (15.9)	1 (0.8)	126 (100.0)
Value of pop-up books for adult readers can be assessed by the contents inside the pop-up books.	15 (11.9)	56 (44.4)	49 (38.9)	6 (4.8)	0 (0.0)	126 (100.0)

4.3.4 Purpose of Producing the Pop-up Books

It was indicated that 38.1% of 126 respondents neither agree nor disagree with the idea that the purpose of pop-up books for adult readers is entertainment rather than knowledge provider. 24.6% of these respondents agreed with producing pop-up books for entertaining purposes, and 8.0% strongly agreed with this statement. However,

only 6.3% of them strongly disagreed that the pop-up books for adult readers should be produced for entertaining rather than providing knowledge.

Regarding the next statement, no respondents strongly agreed that pop-up books for adult readers could be made as a sales promotion tool, such as public relations, and only 2.4% of the respondents agreed with this statement. On the other hand, 59.5% of these respondents disagreed with creating pop-up books for adult readers as sales promotion device. Table 31 illustrates the level of agreement with the purpose of producing the pop-up books for each aspect as below:

Table 31. Level of Agreement with the Purpose of Producing the Pop-up Books

Level of agreement with purpose of producing the pop-up books	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Pop-up books for adult readers should be used for entertainment rather than knowledge provider.	8 (6.3)	29 (23.0)	48 (38.1)	31 (24.6)	10 (8.0)	126 (100.0)
Pop-up books for adult readers can be one of sales promotion channel in business world today, such as grand opening invitation or public relations.	23 (18.3)	75 (59.5)	25 (19.8)	3 (2.4)	0 (0.0)	126 (100.0)

4.3.5 Price and Purchasing Power of Adult Readers to the Pop-up Books

Table 32 demonstrates that 49.2% of 126 respondents agreed and 27.0% of them strongly agreed that purchasing power would be lower if the prices were higher due to the economic and currency problem because most pop-up books for adult readers were imported products. Only 0.8% of them strongly disagreed with this statement.

39.9% of 126 respondents neither agree nor disagree that the pop-up books for adult readers were appropriate for people with high income only. 27.7% of the respondents agreed and 5.5% strongly agreed with this statement.

Table 32. Level of Agreement with the Price and Purchasing Power of Adult Readers to the Pop-up Books

Level of agreement with price and purchasing power of adult readers to the pop-up books	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Because most pop-up books for adult readers are imported products, purchasing power will be lower if the prices are higher due to economic and currency problem.	1 (0.8)	3 (2.4)	26 (20.6)	62 (49.2)	34 (27.0)	126 (100.0)
Pop-up books for adult readers are appropriate for people with high income only.	4 (3.2)	30 (23.7)	50 (39.9)	35 (27.7)	7 (5.5)	126 (100.0)

4.3.6 Limitation of the Contents for Pop-up Books

Table 33 illustrates that 45.2% of 126 respondents disagreed that the contents for the pop-up books in Thailand could be presented without language and culture limitation. However, only 2.4% of them strongly agreed and 9.5% of them agreed with this statement.

Table 33. Level of Agreement with the Limitation of the Contents for Pop-up Books

Level of agreement with limitation of the contents for pop-up books	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Contents for the pop-up books in Thailand can be presented without language and culture limitation	17 (13.5)	57 (45.2)	37 (29.4)	12 (9.5)	3 (2.4)	126 (100.0)

4.3.7 Target Group of the Pop-up Books in Thailand

Table 34 illustrates that 47.6% of 126 respondents disagreed that pop-up books for adult readers were products for specific groups in the book market in Thailand, while no respondents strongly agreed with this statement and only 6.3% of these respondents agreed with it.

52.4% of 126 respondents disagreed that although many pop-up books were produced for children, adults could always read them. No respondents strongly agreed and only 0.8% agreed with this statement.

Table 34. Level of Agreement with the Target Group of the Pop-up Books in Thailand

Level of agreement with target group of the pop-up books in Thailand	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Pop-up books for adult readers are products for specific group of book market in Thailand.	21 (16.7)	60 (47.6)	37 (29.4)	8 (6.3)	0 (0.0)	126 (100.0)
Although many pop-up books are produced for children, adults can always read them.	37 (29.3)	66 (52.4)	22 (17.5)	1 (0.8)	0 (0.0)	126 (100.0)

4.3.8 Market Potential of the Pop-up Books for Adult Readers in Thailand

Table 35 presents that 50.8% of 126 respondents neither agree nor disagree that pop-up books for adult readers had high potential growth to be developed and expanded in book markets in Thailand. However, only 0.8% of them strongly agreed and 8.7% of them agreed with this statement.

Table 35. Level of Agreement with Market Potential of the Pop-up Books for Adult Readers in Thailand

Level of agreement with market potential of the pop-up books for adult readers in Thailand	Frequency (%)					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Pop-up books for adult readers have high potential growth to be developed and expanded in book markets in Thailand.	6 (4.8)	44 (34.9)	64 (50.8)	11 (8.7)	1 (0.8)	126 (100.0)

4.4 RECOMMENDATIONS FROM THE RESPONDENTS

As part of this study, forty respondents added recommendations and the first important factor was about the prices of pop-up books. The prices should be set up at a reasonable level and cheaper than the current prices in the market so that people, especially low-income workers, can afford to buy them. Cheaper prices can help motivate adult readers in Thailand to read the pop-up books and increase the literacy rate. In addition, the pop-up book market can be expanded more widely if the producers lower the selling prices of the pop-up books per copy.

The second vital factor which the respondents commented on was the contents inside the pop-up books. The contents should be varied in order that they could reach several demands from target groups based on their occupations, ages, and genders. The contents should be useful for the readers in terms of providing knowledge for them and being easy to understand, simple, clear and enjoyable in order to serve the main purposes for entertainment, gifts, or collection. In addition, some respondents mentioned that the contents should be relevant to current situations, useful topics, histories, architecture, tourism promotion, or scientific experimentations, in order to enlarge target groups for adult readers.

The third critical factor was that raw materials for producing pop-up books should be derived from recycled paper which can reduce the selling prices or the

cover prices of the pop-up books. Moreover, the producers should use raw materials which reached high-quality standard. For example, the paper had to be thick enough so that it tolerates the pressure when moving the pops or opening and closing the books. In addition, additional accessories, such as light modules, sound modules, and touch and feel elements can encourage and attract adult readers to purchase the pop-up books. However, the number of the extra accessories should be less than the number of pop-up pieces in the books.

The fourth important factor was that pop-up components have to be related to the contents of the pop-up books. Complicated and outstanding pops should be placed on the first or the last spread, and simple pops should be stuck with the remaining spreads in order to enhance interest from the respondents or adult readers. The pop-up pieces must be strong enough to secure the pop-up pieces on the base spreads without tearing off. The design of each pop must be developed in order to create great impression. The more creative ideas are produced, the more attractive the pop-up books will be. Printing texts on the pop-up pieces would help add to their value and stimulate the readers to memorize the stories or the knowledge more easily.

The fifth essential factor related to the colours in the pop-up books. They should be colourful at an appropriate level and not too dazzling to read and look at because some respondents prefer not to have many colours printed on the books.

The last key factor was about packaging materials for the pop-up books. They should be innovative, beautiful, and strong enough to keep the pop-up books in appropriate form, carry them easily, and look good on displays or book shelves because the packaging materials fit in the pop-up book's size.

In addition to these six factors which related directly to the characteristics of the pop-up books, the respondents claimed that pop-up books for adult readers like them were rarely provided and known in Thai market. Therefore, the pop-up book manufacturers should introduce and produce more pop-up books for adult readers so as to motivate Thai adult readers to read more books.