

APPENDIX A
QUESTIONNAIRE (ENGLISH VERSION)

Subject: Characteristics of new pop-up books for adult readers who are 21-35 years old in Bangkok areas in 2009.

This questionnaire is designed to study about the characteristics of new movable books for adult readers in 2009. It is a partial fulfillment for Master's Degree of Arts in English for Careers at Language Institute, Thammasat University. All information indicated in this questionnaire will be used for a study purpose only and will be kept confidentially. Your support for providing your information in this questionnaire would be greatly appreciated.

Instruction for Part 1-2: Please fill in the blank or put a tick (✓) on the blank area in front of the number to respond to the best and most agreeable answer based on your ideas and opinions and actual information.

Part 1: General Information

1. Gender: _____ (1) male _____ (2) female
2. Age: _____ years old
3. Educational Level:
_____ (1) High School _____ (2) Vocation/ College degree
_____ (3) Bachelor's Degree _____ (4) Master's Degree
_____ (5) Doctorate's Degree _____ (6) Others (Please specify: _____)
4. Marital Status:
_____ (1) single _____ (2) married
_____ (3) separated _____ (4) divorced/ widow
5. Occupation:
_____ (1) students _____ (2) governmental officers
_____ (3) business owners _____ (4) private company employees
_____ (5) teacher/lecturers _____ (6) others (Please specify: _____)

6. Monthly Income/ Salary:

- _____ (1) 5,000 Baht or below _____ (2) 5,001-10,000 Baht
 _____ (3) 10,001-15,000 Baht _____ (4) 15,001-20,000 Baht
 _____ (5) 20,001-25,000 Baht _____ (6) 25,001 Baht or over

Part 2: General knowledge about pop-up books and consumer behavior and the characteristics of pop-up books which you want.

7. Do you know pop-up books?

- _____ (1) totally know (2) partially know _____ (3) not at all (Stop & Thank you)

8. How do you know the pop-up books?

- _____ (1) parents/ relatives _____ (2) friends/ colleagues
 _____ (3) TV/ Radio Programs _____ (4) magazines/brochures/printed media
 _____ (5) bookstores _____ (6) others (Please specify: _____)

9. Have you ever bought or wanted to buy the pop-up books?

- _____ (1) Yes (Skip to Question No. 11) _____ (2) No

10. If you have never bought the pop-up books before, would you like to buy them?

- _____ (1) Yes _____ (2) No (Stop & Thank You)

Because _____

11. Where do you wish to buy or usually buy the pop-up books?

- _____ (1) bookstores _____ (2) websites/ online markets
 _____ (3) private agencies _____ (4) others (Please specify: _____)

12. How many copy (ies) of pop-up books did you purchase or want? _____ copy(ies).

13. How often do you buy pop-up books?

- _____ (1) 1-3 times per year _____ (2) 4-6 times per year
 _____ (3) 7-9 times per year _____ (4) 10-12 times per year
 _____ (5) more than 12 times per year

14. What is the purpose of buying pop-up books?

- _____ (1) for collection _____ (2) for entertainment/ relaxation
 _____ (3) for study/ educational purpose _____ (4) for special gifts/ presents
 _____ (5) others (Please specify: _____)

15. How much money will or do you usually spend on buying the pop-up books?
_____ (1) 1,000 Baht or below _____ (2) 1,001 – 1,500 Baht
_____ (3) 1,501 – 2,000 Baht _____ (4) 2,001 – 2,500 Baht
_____ (5) 2,501 – 3,000 Baht _____ (6) more than 3,000 Baht
16. What is the factor that persuades you to buy the pop-up books?
_____ (1) title _____ (2) cover page _____ (3) content
_____ (4) colours _____ (5) book size _____ (6) images/pictures
_____ (7) book shape _____ (8) accessories _____ (9) pop movement
_____ (10) price _____ (11) others (Please specify: _____)
17. What title of pop-up book have you recently seen or bought?

18. What kind of pop-up books do you like the most?
_____ (1) fiction _____ (2) documentary/ animal life
_____ (3) religion _____ (4) autobiography
_____ (5) games/competition _____ (6) history
_____ (7) theatres _____ (8) humorous stories
_____ (9) geography _____ (10) movies
_____ (11) investigation/detection _____ (12) thriller
_____ (13) others (Please specify: _____)
19. How many degrees of the pop-up pieces can be viewed on your pop-up books which you would like to buy?
_____ (1) 45 degrees _____ (2) 90 degrees _____ (3) 135 degrees
_____ (4) 180 degrees _____ (5) 225 degrees _____ (6) 270 degrees
_____ (7) 360 degrees _____ (8) others (Please specify: _____)
20. What is the best price for each pop-up book?
_____ (1) 500 Baht or below _____ (2) 501 – 1,000 Baht
_____ (3) 1,001 – 1,500 Baht _____ (4) 1,501 – 2,000 Baht
_____ (5) 2,001 – 2,500 Baht _____ (6) 2,501 Baht or above
21. How many pages of pop-up books do you want to have (cover excluded)?
_____ (1) 1–10 pages (5 spreads or below) _____ (2) 11–20 pages (6-10 spreads)
_____ (3) 21-30 pages (11-15 spreads) _____ (4) more than 30 pages
(16 spreads or over)

22. What kind of paper type do you need for producing pop-up books?

- _____ (1) uncoated paper (C0S) _____ (2) one-side coated paper (C1S)
 _____ (3) two-side coated paper (C2S) _____ (4) greyback paper
 _____ (5) others (Please specify: _____)

23. What is the book shape which you prefer to buy the most?

- _____ (1) triangle _____ (2) square _____ (3) oval
 _____ (4) rectangle _____ (5) trapezoid _____ (6) circle
 _____ (7) pentagon _____ (8) hexagon _____ (9) octagon
 _____ (10) others (Please specify: _____)

24. Which accessory should be attached in the pop-up books? (You can answer three ranks from number 1 the first highest preference, number 2 the second highest preference, and number 3 the third highest preference.)

- _____ (1) ribbon _____ (2) fur/ feather _____ (3) artificial leather
 _____ (4) sticker _____ (5) glitter/flocking _____ (6) petal
 _____ (7) sound module _____ (8) light module _____ (9) cloth
 _____ (10) others (Please specify: _____)

25. Which positions do you want the selected accessories to be on the pop-up books?

- First: _____ (1) front cover _____ (2) back cover _____ (3) interiors
 Second: _____ (1) front cover _____ (2) back cover _____ (3) interiors
 Third: _____ (1) front cover _____ (2) back cover _____ (3) interiors

26. Where do you want pop-up components to be on the pop-up books? (only 1 answer)

- _____ (1) every page _____ (2) every two pages _____ (3) some pages only

Part 4: General factors which can affect the Characteristics of New Pop-up Books for Adult Readers in 2009

Instruction: Please cross a mark (X) on the blank area in the table to respond to the best and most agreeable answer based on your ideas and opinions and actual information.

Statement	Level of Agreement				
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
27. Pop-up book quality is the most vital factor for purchasing pop-up books for adult readers.					
28. 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. Raw materials for producing pop-up books for adult readers should be produced by paper and ink which are environmentally friendly.					
30. Although pop-up books are produced for adult readers, every copy must pass safety standard or must be certified by reliable institutes.					

Statement	Level of Agreement				
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
31. Pop-up books for adult readers should be used for entertainment rather than knowledge provider.					
32. Pop-up book quality is assessed by unit price per copy.					
33. 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.					
34. Value of pop-up books for adult readers can be assessed by complexity/ difficulty of pop-up pieces.					
35. Value of pop-up books for adult readers can be assessed by the number of pages of those books.					
36. Value of pop-up books for adult readers can be assessed by the contents inside the pop-up books.					

Statement	Level of Agreement				
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
37. Pop-up books for adult readers suit to people with high income only.					
38. 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.					
39. Contents for the pop-up books in Thailand can be presented without language and culture limitation					
40. Pop-up books for adult readers are products for specific group of book market in Thailand.					
41. Although many pop-up books are produced for children, adults can always read them.					
42. Pop-up books for adult readers have high potential growth to be developed and expanded in book markets in Thailand.					

Part 5: Suggestions and Recommendations**Instruction: Please feel free to write your opinions about the following question:**

43. Please express your opinion as a guideline for improving and developing pop-up books for adult readers.

***** Thank you for your kind co-operation. *****