



**STUDY OF CONSUMER PREFERENCES AND KEY
FACTORS AFFECTING CONSUMER BEHAVIORS
TOWARD ELECTRONIC READING**

BY

MISS VIRIYA BOONMUANG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015
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INDEPENDENT STUDY

BY

MISS VIRIYA BOONMUANG

ENTITLED

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CONSUMER BEHAVIORS TOWARD ELECTRONIC READING

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

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Independent Study Title	STUDY OF CONSUMER PREFERENCES AND KEY FACTORS AFFECTING CONSUMER BEHAVIORS TOWARD ELECTRONIC READING
Author	Miss Viriya Boonmuang
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Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Prof. Dr. James G. Hutton
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ABSTRACT

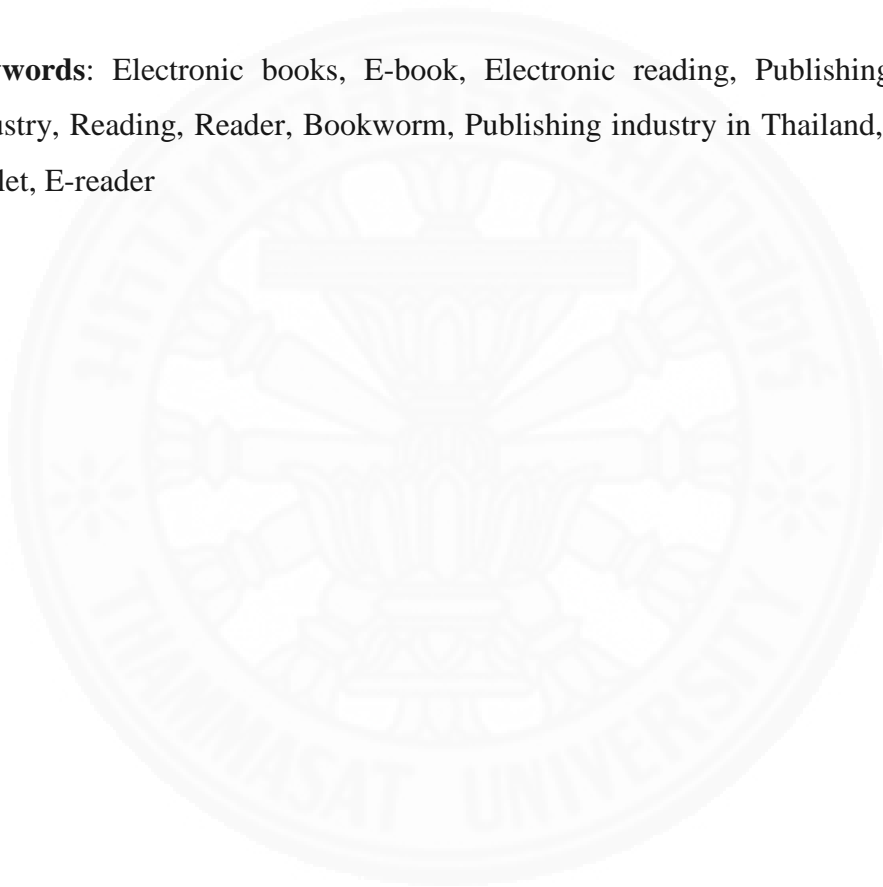
This independent research of ‘Study of consumer preferences and key factors affecting consumer behaviors toward electronic reading’ has been taken to focus on the issue of publishing industry in Thailand. This study is a contemporary topic in applied marketing and technology, having its purpose to help publishing industry to understand consumer characteristics and their preferences of receiving and purchasing electronic reading (e-books, e-magazines, online articles/content).

Secondary research was gathered to study about current situation of publishing industry and electronic reading market in Thailand. Collected information came from public sources and websites, for example, library resources and technical services, public reports, news, Thai and international websites people visit searching for e-readings. Quantitative analysis was collected, started by conducting in-depth interviews, then key information was used for survey questionnaire, and was accomplished by surveying 386 respondents through online questionnaires. Statistical

procedures were run in the Statistical Package for the Social Sciences program (SPSS) and used to summarize outcomes of this research.

Key findings of this study that influence and affect consumer behaviors toward these electronic readings, can be able to provide consumer insights to publishers in Thailand to improve their industry by understanding e-reading trends and to be able to predict future publishing market.

Keywords: Electronic books, E-book, Electronic reading, Publishing, Publishing industry, Reading, Reader, Bookworm, Publishing industry in Thailand, E-magazine, Tablet, E-reader



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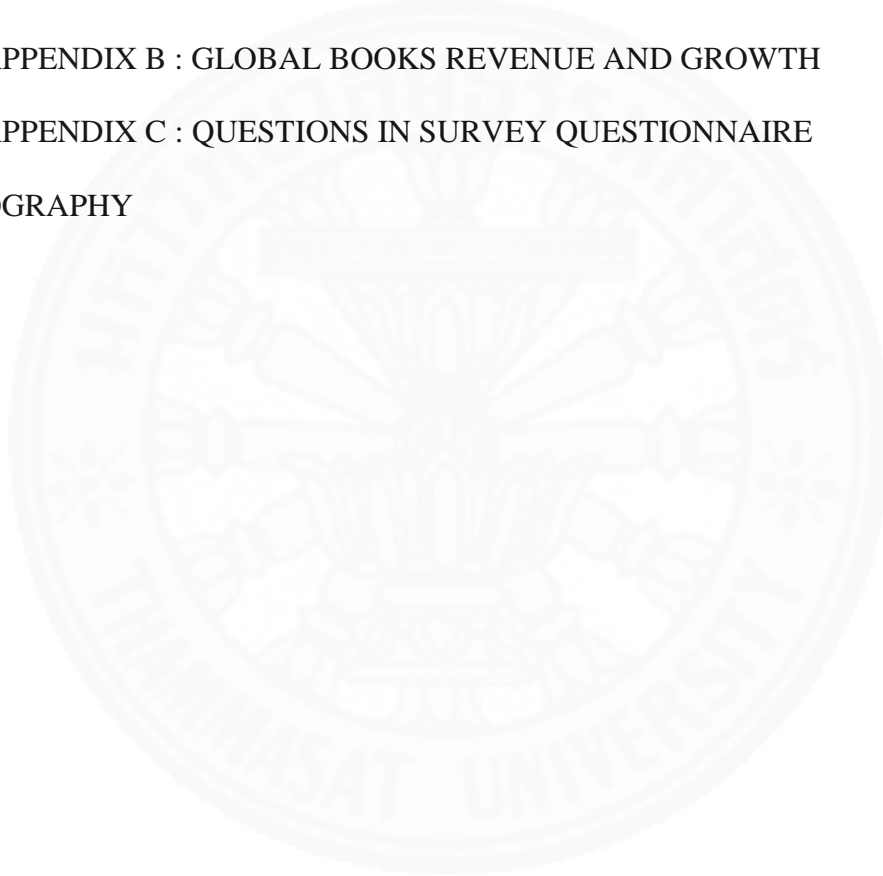
It was truly my pleasure to have opportunity to get independent study done by learning through information, books, journals, data, and all aspects of recommendations from each sources. I am very mush obliged.

Miss Viriya Boonmuang

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CHAPTER 1

INTRODUCTION

1.1 Electronic readings and publishing industry background in Thailand

Benefits of books are immeasurable. Books are foundations of boundlessness information that provides knowledge, connection, unity, ways of communication, and entertainment to humanity. In digital era, regarding to people becomes users of electronic devices, laptops, smart phones, tablets, and electronic reader devices (as known as 'E-reader'). These are reasons why book publishers in Thailand have had to modify their businesses to focus on digital or electronic readings, for example electronic books and magazines, as to follow customers' movements, to sustain stable growth rate and to make profits of publishing industry.

Meanwhile, publishers have been worried about chances that electronic reading could possibly be replacement of printed reading, because electronic readings are being main options of readings which been provided to consumers. Reading e-readings have structural basic designed as the same format as reading printed ones, but must be read only through computer, laptop, smart phone, e-readers or tablets. This beneficially combination of readings and technology, electronic readings can be able to add video clips, links, animations, sounds and others.

Evaluation of electronic readings usage (Justin Littman, 2004) is convenient for users, saving cost for publishers, and environment friendly for the earth as no-papers used. Yet, printed readings, still, deliver value, touches of readings, benefits to minds, gentleness for eyes, and conservative styles.

There are some currently critical concerns in Thai publishing market, which are confusing whole industry and publishers, because meanwhile electronic reading sales in global market have been growing along with technology of electronic readers (devices and tablets), Thai electronic publishing has been gathered just 1% of total publishing market (Bangkokbiznews, 2015). It is essential to Thai publishers to concentrate on key influencers effecting consumers' intensions and decisions when choosing or buying all readings.

1.2 Purposes of this study

This study has its purpose to help publishing industry to understand consumer characteristics and their preferences of receiving and purchasing electronic readings (e-books, e-magazines, online articles/content) by to study about current situation of publishing industry and electronic reading market in Thailand. By aiming to understand user's preferences toward their electronic readings, these help publishers to use key findings of this study to improve their industry by understanding electronic reading trends in users and non-users minds, including to be able to predict and expand future publishing market.

1.2.1 Study's objectives

1. To study about current situation of publishing industry and electronic reading market in Thailand
2. To understand user's preferences toward their electronic reading (e-books, e-magazines, online articles/content)
3. To define non-user's key important factors toward choosing printed reading instead of electronic ones
4. To identify reasons of not purchasing electronic reading from non-users
5. To pinpoint ways of purchasing all readings
6. To find possible marketing strategic ways to make electronic reading attractive to non-users

1.2.1.1 Report's organization

Sources of results and analysis, were secondary and primary data gathered from qualitative and quantitative research. Target respondents were Thai readers (electronic and printed readers).

Major questions were needed to be answered, Who are electronic readers? What are consumer preferences and expectations toward electronic and printed readings? What factors drive consumer purchasing decisions? What are key influencers to satisfy consumers?

The data analyses were focused based on objectives of this study, consumer insights, possible strategies for publishing marketing, and reporting of publishing market, which were obtained from in-depth interview participants and appropriate

statistical data from survey results, using the Statistical Package for the Social Sciences program (SPSS).



CHAPTER 2

REVIEW OF LITERATURE

2.1 Literature review

Data from the Association of American Publishers (AAP), sales figures indicated to show electronic reading consumption has been faded, because in 2015, its sale decreased about 10% (Ingram, 2015), whereas printed reading consumption was raising. Interesting questions that could be asked are, ‘Have electronic book sales been truly declined?’, ‘If so, what has happened in electronic reading market, why sales are dropped?’, ‘What are reasons that make consumers decrease their spending on electronic readings?’.

Author Earnings has had some figures (*See Appendix A; for ELECTRONIC BOOKS’ SALES REPORT*) shown about Amazon sales data, market share of established publishers has been falling. It can be noticed that sales which have been growing, are sales of freely published e-books and sales of non-ISBN industry typical books (AuthorEarnings, 2015).

Total of global books’ revenue in 2019 is forecasted to increase around 1.3% CAGR as approximately US\$129 billion, it would be higher from US\$120.13 billion in 2014. Focusing in Thailand, in 2012, (*See Appendix B; for GLOBAL BOOKS REVENUE AND GROWTH*) consumer and educational books market was around US\$1.2 billion with roughly 7% CAGR (PricewaterhouseCoopers, 2015).

Electronic reading in Thailand, is considered as one of the digital content, provided in websites, mobile applications, and electronic reader devices (e-readers). Printed and electronic reading combined in Thai market has its value of THB 24,000 million, in particular whist electronic reading shares 1% of whole industry (Bangkokbiznews, 2015) and it is expectedly increasing as improvement of internet networking provider.

Thai publishing market trends have had some fluctuations in terms of; following global trends, sale promotions from book sellers or websites, gadget trends, social impacts, types of electronic reading, and rapid growing of online digital contents in youtube.com, TED.com, facebook.com, or others short video clips pinned in websites. Based on additional data from public reports and news, there are more readers who not

interested in purchasing electronic readings, since they are being members of printed magazines, frequently buying printed books, but those persons often consumes digital medias, as watching video clips through online channels, reading news or contents at public websites. Fascinatingly, in actively fast moving digital world, there is challenge in publishing industry to design strategic marketing campaign to attract this group of readers, to understand insights of consumer behaviors from both of electronic readers and non-electronic readers.

PricewaterhouseCoopers (2011) reported that reading is one of the most popular leisure activities around the world, additional data shows that in Asia, 50% population prefers reading rather than other activities (Pearson, 2005). Technology is assembling printed material being replaced by electronically published texts. Comparison of reading printed in papers and electronic reading devices, electronic reading devices is making growth more of reading popularity, significantly, than printed in papers (Harish K. Jeswani, 2014).

Still, interestingly, International Data Corporation (IDC) reported that tablet shipments, world-widely, have been decreasing by 3.2%; especially for Amazon(Kindle's electronic reader) was decreasing at approximately 70% (Jitesh Ubrani, 2015). Whilst, senior research analyst who works at Worldwide Quarterly Tablet Tracker, claimed that Apple and Samsung brands are still forwardly leading tablet market worldwide every year (Lindsay, 2015).

Nevertheless, it has recently shown in New York Times that electronic reading consumers have gone back to read printed ones. In 2015, sales have decreased by 10% according to data collection of Association of American Publishers got from 1,200 publishers in United States (Alter, 2015). Positive values of electronic readings are convenient, everywhere availability, easy to make copies, household space saving and fresh; there could be doubts why printed readings are determinedly preferred by consumers, more than electronic ones (Ian Rowlands, 2007).

According to global entertainment and media outlook 2015-2019, in the United States electronic books will grow larger than printed books, and PricewaterhouseCoopers (Owen, 2013) estimates global e-books will rise to USD8.2 billion in sales by 2017. On the other hand, recently consumer purchasing has shifted

from e-reading to paper (printed) reading for many reasons, and e-readers decreased around 30% in early 2015, dropped down from 50% since 2012 (Alter, 2015).

What positively makes publishing industry, of either electronic or print reading, has been earning unstoppably growth, is undoubtedly benefits of reading. University of Sussex was showing study of reading, that reading is found to be the most effective way among listening to music, taking a walk, watching television, or drinking coffee, to reduce pressure or stressful mind and body (Telegraph, 2009).

Previous era, before digital content world or electronic reading world have been established, giant numbers of paper prints were produced due to enormous demands of customers, but still have been causing some kinds of inconvenience to consumers (or readers) and raising amount of paper waste. Reading on an electronic devices has become the most attention-grabbing option (Colegrove, 2012), anyway this option is not eyes' friendly because people cannot read with these devices that long. Thus, devices were advanced to be paper-like display (Schauder, 1993); such as Kindle, Sony, Apple; brought development in electronic reading using electronic reading device (Herther, 2015), but there are massive Thai readers who stagnant choosing printed books; this occurrence has been confused Thai publishing industry and made marketing tactics exciting.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Objectives

This study is a contemporary topic in applied marketing and technology, having its purpose to help publishing industry to understand consumer characteristics and their preferences of receiving and purchasing electronic reading (e-books, e-magazines, online articles/content). Another objective is to identify key factors that influence and affect consumer behaviors toward these electronic readings, aiming to provide consumer insights to improve this industry by understanding e-reading trends and to be able to predict future publishing market.

Following objectives below is stated with some specific terms;

'User' is defined as any persons who normally buy or consume printed readings and electronic readings, via application or website, at least once a month.

'Non-User' is any persons who buy only printed readings at least once a month, and not interested in purchasing electronic readings, but might consider to consume electronic reading if they get to read electronic readings with free of charge (Non-User will not reject electronic readings, if possible).

- 1.) To study about current situation of publishing industry and electronic reading market in Thailand
- 2.) To understand user's preferences toward their electronic reading (e-books, e-magazines, online articles/content)
 - Influencing factors of choosing sites to buy
- 3.) To define non-user's key important factors toward choosing printed reading instead of electronic ones
 - Types of their media consumption and interests
- 4.) To identify reasons of not purchasing electronic reading from non-users
 - Their attitudes and opinions, comparing between electronic and printed readings
- 5.) To pinpoint ways of purchasing readings
 - Awareness that non-users get before buying any printed readings

- Effective notifications sent that impact to non-users and users to buy readings
- 6.) To find possible marketing strategic ways to make electronic reading attractive to non-users
- Key factors affect non-user's behavior and their purchasing criteria

According to main objectives in this study, two stages of research were conducted as following below;

3.2 Exploratory Research Methodology

Exploratory research method; qualitative research was gathered in order to gain key factors and attributes for conducting quantitative research. There were two methods that must be performed in this research stage, which were;

3.2.1 Desk Research (Secondary Research)

Secondary research was aimed to study about current situation of publishing industry and electronic reading market in Thailand [Objective Number 1.)] and scoped area of this study. Collected information came from public sources and websites, for example, library resources and technical services, public reports, news, Thai and international websites people visit searching for e-readings, such as mebmarket.com, naiin.com, amazon.com, and ookbee.com.

This stage of research was done to learn important market information about publishing industry in Thailand, focusing on year of 2012 to 2015, as intention of guiding quantitative research to gain further applicable results.

3.2.2 In-Depth Interview

In-depth interviews were conducted in small groups, and one-by-one face-to-face interview, to have non-bias responses from participants, to study and to gain insights for fulfilling answers of research objectives [Objective Number 2.) to 6.).]. Key information collected in this stage was used for designing survey questionnaire in quantitative research.

3.2.2.1 Identification of Key Research Variables

Main variables that have had being focused on through process of in-depth interviews were 1) consumer demographics (gender, age, income, education, occupation), thoughts, and attitudes, 2) key influencers effecting consumers' intensions

to buy readings, 3) consumer behaviors when deciding to select/purchase, 4) trends of consuming electronic and printed readings, 5) consumer insights, preferences, expectations, and satisfactions, and 6) characteristics of e-readers' and consumers' purchasing decisions

3.2.3 Observation

Observations were conducted at Book Fair, on October 23rd, 2015 at Queen Sirikit National Convention Center, to spot consumer behaviors of people who went to buy printed books.

Persons who buy electronic books online were observed, on November 14th and 16th, 2015 at their houses while conducting personal in-depth interview.

3.3 Descriptive Research

Descriptive research has major target to quantify results and data that have been collected from qualitative research. Questionnaire survey was used as a tool in this phase to gain the quantitative data and to calculate significant further results of this study.

3.3.1 Online Questionnaire Survey

A set of questionnaire was designed in scope of a length of 15-20 minutes, based on results from qualitative research, then continue added into questionnaire platform in website, called surveymonkey.com.

Results from questionnaire was collected through both online and offline channels targeting user and non-user respondents, then final outputs were analyzed using appropriate statistical data from survey results, using the Statistical Package for the Social Sciences program (SPSS).

3.3.1.1 Questionnaire Survey Sampling Procedure

Questionnaire market survey was planned to have total 300 respondents, to be gained to fill research questionnaire.

(1) Respondent Qualification

Table 1 : Questionnaire Survey Respondent Qualifications

Respondent Qualifications	User	Non-user
Male	■	■
Female	■	■
Age between 18 - 65 years old	■	■
Do not participate in any research within 6 months	■	■
Do not work in marketing research field	■	■
Buy and consume e-readings at least once a month	■	
Buy only printed readings at least once a month		■
Consider to consume e-readings (Do not reject e-readings)		■

3.4 Survey Acquisition and Recruiting Plan

Qualitative research: In-depth interview

Respondents were asked using set of screening questions, to have deliverable respondents suiting with sample procedure. Place for in-depth interview was set at anywhere private, participants were able comfortably express their opinions and confidentiality, convenient to stopover and conduct interviews, including peaceful environments without interruption or distractions.

Data Collection Plans

- Selected respondents (diversified into gender, age, occupation, and income) were asked to answer screening questions, in order to gain correct participants for this study
- Respondents were asked to have face-to-face interview, both individually and small group (2-3 persons per group)
- In-depth interviews were sometimes happened during meeting time, lunch break or via phone calls, depending on relationship and conveniences of respondents
- Interviewing duration was no longer than 60 minutes, maximum per person

Quantitative research: Market survey

Online questionnaire - respondents were acquired through personal connection and links at social network websites.

Data Collection Plans

- Questionnaire was final reviewed after pilot testing, launched online using website (surveymonkey.com), driven to respondents for offline survey by printing format
- Attached survey link was given to prospect respondents. The respondents were selected through screening questions before answering complete questionnaire
- Whole set of questionnaire took around 15-20 minutes to complete.



CHAPTER 4

RESEARCH FINDINGS, RESULTS, AND DISCUSSION

4.1 Secondary Research Findings

4.1.1 Thai's Reading Habits

Report since past 3 years by National Statistical Office stated that Thai people who ages more than 6 years old and over, was spending their times on reading, average 37 minutes per day (National Statistical Office, 2013). A poll which was conducted by Thai Publishers and Booksellers Association (PUBAT), Chulalongkorn University - Faculty of Economics, and Research Centre for Social and Business Development, went to interview 3,432 Thais (Praneetlekha, 2015) who aged between 15-69 years old, area interview was covered in 12 main provinces in Thailand, then found that respondents spent average time for reading at 28 minutes per day, their reading time spending has slightly decreased due to increasing of internet usage.

Thai people mostly prefers printed readings more than electronic readings due to its eyes friendly material. Electronic reading devices (E-readers) are complicated for these people to use or to start learning to use (Intage, 2013).

4.1.2 Factors Influence Reading's Selection and Purchasing

4.1.2.1 Internet

Thai people has 92 minutes of average time spending on surfing internet and using through internet phones, this was counted as 71% of population in Thailand, meanwhile 40% among those read electronic readings in websites more than printed papers. If Thais buy print books, offline bookstores are the first choice to go, following by online bookstores as the second choice (Praneetlekha, 2015).

4.1.2.2 Electronic Reading Devices

There have been 4 major choices of electronic devices to be considered which electronic readings can be opened and read easily, (1) *laptops or portable computer notebooks*, (2) *tablets* such as Apple's iPads or Samsung's Galaxy Tabs, (3) *electronic readers(e-readers)* such as Amazon's Kindle or Barnes & Noble's Nooks, (4) *phablets* which are providing advantages of smart phone and tablet in more than 5 inches screen wide (Brewis, 2016).

4.1.2.3 Perceptions toward Electronic Reading

Key constraints of slow growing in Thai electronic reading market are (Komolrujanan, 2014) as following;

- Thai people still sees reading conservative printed papers has more value.
- Readers or bookworms perceive that electronic reading costs almost nothing, when compares to printed readings (Greenfield, 2012). Prices of electronic reading are too high.
- Approximately 64% of electronic and printed books that being sold at offline bookstores (Praneetlekha, 2015).

4.2 Primary Research Findings

4.2.1 In-Depth Interviews' Key Results

Completed in-depth interviewing total target 39 respondents can be grouped and separated by categorizing as *User* and *Non-user*, *Age range*, *Gender*, *Credit card owners*, and *Tablets/E-readers/Smart phone owners*, as shown in table below.

Table 2 : Number of total respondents in different categories

Type of respondents		Male		Female	
		Has credit card to buy online	Has tablet/ e-reader/ smart phone	Has credit card to buy online	Has tablet/ e-reader/ smart phone
User	Age range between 18-49 years old	3	4	6	7
Non-user	Age range between 18-49 years old	3	4	6	8
Number of total respondents		6	8	12	13

Reason of choosing respondents who own at least one credit card, was that they tend to buy things online. Ones who have a tablet, or/and electronic reader, or/and smart phone are more likely to experience electronic readings.

Most of respondents claimed that they read approximately 20-60 minutes per day, five persons among all respondents read over 60 minutes per day. Their desires, entertainments, and ambitions are main causes to read, following by demands of up-to-date news and gaining knowledge.

Perceptions toward electronic readings:

- There are many electronic books available to purchase, they buy books mainly from mebmarket.com, naiin.com, amazon.com, and ookbee.com
- In websites, the most important factor effects on e-books' buying frequency is purchasing method, where is easier payment, they tend to visit those websites more often and buy electronic books there, even prices of the books might be slightly different as the prices are a bit higher. They prefer to save time on shorter payment method than to save cost of buying books
- Besides printed and electronic books, they also buy audio books which are interesting if publishers would consider make more of these to sale. Audio books are quite convenient and easy to consume due to everywhere accessibility
- Concerning prices of electronic reading in websites, the most attractive price is at website where offers buffet reading, customers can buy unlimited electronic readings in a week with only one price payment.
- Electronic readings are easier to buy, due to everywhere accessibility, reliable quality of readings, convenient payment method, various worldwide reading types, faster buying process, clear price and discount rate declarations.

Perceptions toward printed readings:

- In terms of value of readings, they think printed books are more valuable than electronic ones, because of the texture of papers, feeling when touching the books, and sensitivity while reading.
- Most of Non-users are eyes' concerned, they have feelings of uncomfortable eyes when reading on electronic devices. Even they do not purchase electronic books, they know it can harm their eyes by experiencing using computer all-day-long at workplaces.
- Printed readings can be re-sold as second-handed books or magazines, whilst electronic readings will have no value, immediately after users stop reading.
- Respondents believe that by stop reading or stop producing printed readings, does not help saving trees by using less papers. It is not environmental friendly because of others activities also, for examples, building house or furniture, are damaging trees and environment, much more than producing books.

Purchasing Behaviors of User and Non-user:

- It is important to read some of pages inside books and magazines, before making decision to purchase. They will not buy only by looking front and back cover pages.
- Quality and weight of electronic devices used for reading, are critical parts, and affecting on electronic books buying frequency.
- As long as they have shelf spaces to keep books at home, they will consider to purchase printed books as their first choice, rather than e-books, but they prefer e-magazines, because printed magazines are too heavy to carry.
- User and Non-user currently are concerned about safe and fast payment method, but Thai websites have not answered their needs due to slower in developing website technology.

4.2.2 Observation Desks

Observations were conducted at Book Fair, on October 23rd, 2015 at Queen Sirikit National Convention Center, to spot consumer behaviors of people who went to buy printed books.

Persons who buy electronic books online were observed, on November 14th and 16th, 2015 at their houses while conducting personal in-depth interview.

4.2.3 Survey Questionnaires' Results, Analysis, and Discussion

As getting secondary research and in-depth interview results, survey questionnaire was designed to quantify their results and to explore deeply in details based on research objectives. (*See Appendix C; for QUESTIONS IN SURVEY QUESTIONNAIRE*)

4.2.3.1 Respondents' Profile

There were 386 respondents in total, which classified into 2 main groups that can be described below;

Table 3 : Classifying 386 total respondents into groups

Gender	Age range	Income range
--------	-----------	--------------

	Male	Female	Less than or equal 30	more than 30	Upper	Middle to lower	Users	Non-users	Total
Percentage of Respondents (Percent)									
Users	30	140	68	102	108	62	170	0	170
Non-users	40	176	112	104	116	100	0	216	216
Total	70	316	180	206	224	162	170	216	386

User(170 respondents) - as defined above as any persons who normally buy or consume printed readings and electronic readings, via application or website, at least once a month.

Non-User(216 respondents) - any persons who buy only printed readings at least once a month, and not interested in purchasing electronic readings, but might consider to consume electronic reading if they get to read electronic readings with free of charge (Non-User will not reject electronic readings, if possible).

Table 4 : A Set of Tables Showing Users and Non-users Online Payment Behaviors

Statements	Gender		Age range		Income range		Users n=170	Non-users n=216	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224			n=162
	Percentage of Respondents (Percent)								
My credit or debit cards	62	77	58	63	60	72	47	78	49
Others' or Parents' credit/debit cards	6	9	6	12	1	8	4	6	6
Transferring money through bank accounts or pay cash at convenient shops	70	60	73	72	69	66	77	65	75
LINE Pay	4	0	5	7	2	5	2	6	3
Transferring money through bank accounts only	2	0	2	2	1	2	1	2	1
Using PayPal	2	6	1	1	3	4	0	4	1
Others	3	0	3	2	3	2	4	4	2

Statements	Users	Non-users
	n=170	n=216
My credit or debit cards	78	49
Others' or Parents' credit/debit cards	6	6
Transferring money through bank accounts or pay cash at convenient shops	65	75
LINE Pay	6	3
Transferring money through bank accounts only	2	1
Using PayPal	4	1
Others	4	2

78% of electronic readings' users are regularly purchasing things online by using their own credit cards, and mostly being credit card members. While 75% of non-users of electronic reading are habitually transferring money through bank accounts or paying cash at convenient shops.

Non-users might not be able to purchase anything online, including electronic readings, because buying things through websites or applications require credit or debit

card payments. Key barrier for non-users, that non-users are not to entry in purchasing electronic readings, seem to be this irregular online payment method.

Table 5 : Users and Non-users Awareness Toward Electronic Readings

	Gender		Age range		Income range		Users	Non-users	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224	n=162	n=170	n=216
Statement	Percentage of Respondents (Percent)								
Know electronic readings and have bought some before	44	43	44	38	50	48	38	100	0
Know electronic readings but never buy	56	57	56	62	50	52	62	0	100
Do not know electronic readings and never buy	0	0	0	0	0	0	0	0	0

Digital world is obvious to be unavoidable, because no one does not know that besides traditional paper-based readings, there are another way as reading in electronic platforms. There is no problems or issues concerned toward awareness of any respondents.

Table 6 : Respondents' Behaviors of Following/Watching/Entering Social Media and Their Sources of Awareness Toward Electronic Readings

Statement	Gender		Age range		Income range		Users	Non-users	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224			n=162
Statement	Percentage of Respondents (Percent)								
Friends	22	29	20	23	20	24	19	19	24
Writers I follow	31	14	35	28	34	30	32	35	28
Social medias(Facebook, Instagram, Twitter)	69	74	68	64	74	67	73	69	69
Advertising inside printed books I read	22	37	18	24	19	24	19	18	25
Advertising at book stores	9	9	9	8	10	10	7	7	10
Advertising in TV	3	6	3	6	1	4	1	1	5
Publisher's websites	40	26	44	33	47	42	38	38	43
Book stores' websites	31	43	28	26	35	32	28	39	24
Billboards	3	11	1	4	1	4	1	1	4
Series I watch	3	0	4	4	2	4	1	2	4
Coffee shops	4	3	4	3	4	4	2	2	5
others	9	6	10	13	6	11	7	7	11

Table 7 : Sources of Awareness that Reach Respondents Effectively

Statement	Gender		Age range		Income range		Users	Non-users	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224			n=162
Statement	Percentage of Respondents (Percent)								
Television	33	49	29	32	33	27	41	26	38
Radio	12	29	8	9	15	13	10	12	12
Facebook	96	91	97	96	97	96	98	96	96
Instagram	33	40	32	37	30	33	33	33	33
Twitter	20	17	20	24	16	16	25	18	21
Writer's fanpages/blogs	43	23	47	39	47	38	49	49	38
Electronic Newspaper	9	11	8	6	12	10	7	15	4
Printed Newspaper	6	14	4	4	8	6	6	4	8
Electronic Magazines	4	9	3	2	6	5	2	8	1
Printed Magazines	12	34	8	10	15	12	14	9	15
Text messages	12	11	12	14	10	14	9	12	12
Mails/letters	5	11	3	4	5	6	2	2	6
Electronic mails/letters	42	37	43	44	40	49	32	46	39
General websites I often visit	5	0	6	6	5	4	6	5	6
Others	3	3	3	2	4	4	2	4	3

In Table 6 : Respondents' Behaviors of Following/Watching/Entering Social Media and Their Sources of Awareness Toward Electronic Readings and Table 7 : Sources of Awareness that Reach Respondents Effectively are showing that, key sources or media channels where 69% of respondents know about electronic readings, are 'Social medias' especially Facebook, because 96% of respondents stated that Facebook is the most effective way to reach them.

It might be discussed that 35% of users who normally follow their favorite writers, 38% of users who frequently visit publishers' websites, or 39% of users who often enter to bookstores' websites, these can be marketed via these channels.

Even 43% non-users visit publishers' websites, users and non-users use social medias at the same level as users, non-users do not consume or purchase electronic readings. As these results, awareness toward electronic readings is not issue of their

purchasing behaviors. Others from using Facebook, respondents read electronic newspapers, printed magazines, and always check their electronic mailbox, so that publisher may be able to advertise to all via these channels, commendably.

Table 8 : Printed Readings' Purchasing Places

	Gender		Age range		Income range		Users	Non-users	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224	n=162	n=170	n=216
Statement	Percentage of Respondents (Percent)								
Buy at Se-Ed book centers	62	77	58	62	61	63	60	56	66
Buy at Nai-in book stores	69	69	70	68	71	75	62	66	72
Buy online from publishing websites	39	20	44	38	41	35	46	41	38
Buy online from book store's websites	36	26	38	31	40	38	33	53	22
Buy at publishing book stores	12	6	13	10	14	10	15	12	12
Buy at B2S	58	66	56	53	61	63	51	61	55
Buy at University book stores	11	20	9	14	9	14	7	11	12
Buy at local book shops	36	40	35	31	40	32	41	36	35
Buy at convenient stores(7-11, Family mart)	22	37	19	20	24	21	23	26	19
I'm a member of some publishing bookstores, I buy directly by calls or order at publishing call-centers	15	0	18	11	18	14	16	18	13
I subscribe to be members of some magazines, I receive magazine monthly	7	9	6	7	7	9	4	8	6
Buy at Kinokuniya	5	11	3	9	1	4	5	8	2
Buy at Asiabooks	2	6	1	3	1	3	1	2	2
Others	12	11	12	11	13	11	14	14	10

Table 9 : A set of tables showing ‘Numbers of printed readings(books, magazines) that *Respondents* consume or read, in past 3 months’ and ‘Numbers of electronic readings(e-books, e-magazines, online articles/content) that *Users* consume or read, in past 3 months’

	Users' Consumption				t	Sig	
	Users		Non-users				
	Mean	Standard Deviation	Mean	Standard Deviation			
Printed Reading	9.25	8.07	8.30	6.75	1.15	0.25	Not sig.
Electronic reading	5.44	6.22					
Total Reading	13.61	10.42	6.46	6.88	7.84	0.00	Sig

	Age range				t	Sig	
	Less than or equal 30 years old		More than 30 years old				
	Mean	Standard Deviation	Mean	Standard Deviation			
Printed Reading	7.07	5.96	10.34	8.36	-3.98	0.00	Sig.
Electronic reading	5.29	6.85	5.55	5.70	-0.29	0.77	Not sig.
Total Reading	8.46	8.84	11.86	10.01	-3.52	0.00	Sig.

	Income range				t	Sig	
	Upper		Middle to lower				
	Mean	Standard Deviation	Mean	Standard Deviation			
Printed Reading	7.74	6.29	10.42	8.80	1.24	0.22	Not sig.
Electronic reading	5.79	6.69	4.78	5.20	0.78	0.44	Not sig.
Total Reading	10.03	9.24	10.62	10.15	1.07	0.29	Not sig.

	Gender				t	Sig	
	Male		Female				
	Mean	Standard Deviation	Mean	Standard Deviation			
Printed Reading	7.96	5.93	9.00	7.78	-1.08	0.28	Not sig.
Electronic reading	4.28	3.54	5.68	6.63	-1.23	0.22	Not sig.
Total Reading	7.89	7.13	10.80	10.02	-2.31	0.02	Sig.

According to Table 9 : A set of tables showing ‘Numbers of printed readings(books, magazines) that *Respondents* consume or read, in past 3 months’ and ‘Numbers of electronic readings(e-books, e-magazines, online articles/content) that

Users consume or read, in past 3 months', there are differences between printed reading consumers and electronic reading consumers, in terms of volume of readings they consume per 3 months. Users(Electronic reading consumers), who purchase readings in electronic forms, also consume printed forms at the same amount as non-users do for printed readings. This might be described that users consume both printed and electronic readings combined more than non-users, which read only printed ones.

Looking into age range interpretation, younger persons tend to consume less printed readings than people who aged over 30 years old. To segment target reading consumers by ages, and to perform based on preferences of reading users, publishers might provide, advertise, communicate, and sale new coming readings that suit to customers who aged over 30 years old in printed forms slightly more than electronic forms(Age range more than 30 years old, *Mean* of printed reading is 10.34, *Mean* of electronic reading is 5.55.).

Income cannot clearly classify any reading consumers, but people who has higher income tends to be interested in consuming electronic readings a little bit higher. All respondents habitually read or consume readings no matter how much income they earn, but female seems to consume more than male.

Table 10 : Electronic readings' Purchasing Behaviors of Users

Statement	Total of User n=170	Gender		Age range		Income range	
		Male n=30	Female n=140	Less than or equal 30 years old n=68	More than 30 years old n=102	Upper n=108	Middle to lower n=62
		Percentage of Respondents (Percent)					
Amazon.com	18	14	19	16	20	22	12
Naiin.com	12	3	14	9	15	14	9
Mebmarket.com	20	3	24	18	22	17	25
Jamsai.com	11	3	13	12	10	10	12
B2S.com	4	11	3	4	4	5	2
Se-Ed.com	7	17	5	7	8	7	7
Satapornbooks.com	5	3	5	4	5	4	5
Kobobooks.com	2	0	3	2	2	4	0
OOKBEE.com	15	17	15	12	17	21	6
Play.google.com/books	2	3	2	1	3	2	2
Hytexs.com	3	0	4	2	4	3	4
I don't actually buy electronic readings, I copy free files from friends	7	3	8	11	3	8	5
I download electronic readings online, via bit torrents or free providers (I read but I don't pay)	15	20	14	20	11	19	10
Others	4	3	4	3	4	4	4

Analyzing purchasing behaviors of 170 electronic reading users among respondents, 15% of users tend to consume free electronic reading by illegal downloads or getting from free providers. This should be a huge issue for publishing industry. It appears to be 3 major players in Thai publishing industry, which are Mebmarket.com, OOKBEE.com, and Amazon.com.

If publishers are willing to reach 'Male electronic reading users', Se-Ed.com should be the first rank in a list of channels to advertise.

Table 11 : Electronic readings' Payment Methods Behaviors of Users

Statement	Gender		Age range		Income range		
	Total of User	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper	Middle to lower
	n=170	n=30	n=140	n=68	n=102	n=108	n=62
	Percentage of Respondents (Percent)						
I make payments using parents' or others' credit cards	12	13	11	9	14	15	6
I make payments using my own credit cards	73	80	71	76	71	81	58
I pay cash, or transfer money through bank accounts	36	27	39	35	37	24	58
Others	6	0	7	9	4	6	6

In general, 73% of electronic reading users make payments for purchasing electronic readings by using their own credit cards, but, if in 'Income range' comparison; 58% users in middle to lower income range should be consider, also, because even they must go paying cash or transferring money through bank accounts, which might not be convenient, they are still buying electronic readings.

Table 12 : Users' Reasons to Choose Electronic Reading Over Printed Readings

Statement	Gender		Age range		Income range		Users	Non-users	
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper			Middle to lower
	n=386	n=70	n=316	n=180	n=206	n=224			n=162
Statement	Percentage of Respondents (Percent)								
It is more convenient for me to carry	63	46	66	65	60	63	62	67	59
I can read anytime I want	62	50	65	60	64	64	59	68	56
It is easy to find online and buy	24	23	24	24	23	24	23	41	8
easy as paying with credit cards	11	8	12	9	13	12	9	14	8
No need to carry printed books	38	27	40	37	38	43	30	45	31
It is easy to keep many books in appropriate folders	12	4	13	9	14	17	5	14	9
I am living in small houses, there is not enough spaces for printed readings	17	8	18	9	24	19	14	22	11
I like to read in the dark	12	8	13	12	13	16	8	16	9
I don't have to remember where left off in books	8	8	8	9	6	10	5	11	5

Respondents answered that noticeable benefits of electronic readings are able to provide conveniences, because their weight are not as heavy as printed ones, and their easier accessibilities so respondents can read anytime they want.

Table 13 : Non-users' Main Reasons for NOT Buying Electronic Readings

Statement	Gender		Age range		Income range		
	Total	Male	Female	Less than or equal 30 years old	More than 30 years old	Upper	Middle to lower
	n=216	n=40	n=176	n=112	n=104	n=116	n=100
	Percentage of Respondents (Percent)						
I am not familiar with electronic reading	36	45	34	34	38	38	34
I often read electronic readings	3	0	3	4	2	2	4
I am more familiar with printed readings	57	50	59	61	54	59	56
I never buy electronic reading	36	45	34	34	38	31	42
I like simplicity of printed readings	48	45	49	57	38	47	50
I am not using tablets, smartphones, or electronic readers	3	5	2	2	4	2	4
I don't often use internet	3	0	3	4	2	5	0
I am afraid of getting my eyes hurt	40	35	41	48	31	45	34
I don't have time to read	1	0	1	0	2	0	2
Electronic readings seem to be more expensive than printed readings	4	5	3	0	8	5	2
I don't like complex technology	4	5	3	2	6	7	0
Others	12	15	11	14	10	16	8

Non-users aware of electronic reading and its benefits, but they do not consume or purchase any electronic readings, or they probably used to buy/read some, subsequently, they titled that they are more familiar with printed readings. Their healthy eyes are pretty important, publishers should educate and declare that there are eyes friendly electronic reading devices such as Kindle to use, in order to attract these groups and turn them to be users.

Table 14 : Respondents' Perception Toward Electronic Readings

Perception - Factor Analysis				
<i>Rotated Component Matrix</i>	Component			
	1	2	3	4
Print books are touchable, concrete, and real	0.847			
I think printed books are more valuable than electronic ones, because of the texture of papers, feeling when touching the books, and sensitivity while reading	0.798			
Reading printed books make me feel comfortable	0.773			
I love to buy printed book because it is tangible	0.771			
Electronic readings have less value than printed ones	0.595			
Reading in electronic devices make me feel sick and dizzy	0.566			
Electronic readings have various worldwide reading types, faster buying process, and clear price and discount rate declarations		0.789		
Nowadays, buying books/readings has more convenient payment		0.718		
Electronic readings are easier to buy, due to everywhere accessibility		0.714		
Some discounts can make readings more attractive to look at, and may be able to encourage me to buy		0.499		
Reading books/magazines in public transportation makes me look smart			0.821	
I feel that any persons who read electronic readings in their tablets look smart and cool			0.754	
If I would buy more tablets, it will be on purpose of reading			0.57	
I don't like complicated payment methods in websites when I buy things online				0.696
Printed books don't have reliable quality of readings, papers always get worse when it's older				0.607
I don't want to buy online because paying online is unsecure				0.54
<i>Extraction Method: Principal Component Analysis.</i>				
<i>Rotation Method: Varimax with Kaiser Normalization.</i>				
<i>a Rotation converged in 5 iterations.</i>				

Table 15 : Respondent's Behaviors Toward Electronic Readings

Behavior - Factor Analysis					
<i>Rotated Component Matrix</i>	Component				
	1	2	3	4	5
I am not interested in buying electronic reading because my tablets have low screen quality	0.751				
I concern about my eyes conditions, I don't use electronic devices for reading or I will stop working when my eyes get hurt	0.671				
As long as I have shelf spaces to keep books at home, I will consider to purchase printed books as my first choice	0.656				
I am not interested in buying electronic reading because my tablets are too heavy to carry	0.648				
It's easier for me to go out and buy books at book stores	0.502				
I normally go to Book Fairs		0.731			
I love to write and take notes directly in papers that I am reading		-0.622			
I am a bookworm		0.6			
I always set budgets per week or per month to buy any readings		0.596			
It is important to read some of pages, inside books and magazines, before making decision to purchase			0.786		
I don't buy books, only by looking front and back cover pages			0.774		
Prices of magazines and books are important to me			0.557		
I prefer convenience in life					
I don't want anyone to know what I'm reading				0.756	
I like to cover any printed books I read with papers, to keep my privacy				0.725	
I prefer e-magazines, because printed magazines are too heavy to carry				0.518	
If I want to read gays' or sexy magazines, or erotic novels/books, I will think about buying electronic					0.656
I will not reject buying printed readings, if those books have only electronic versions available(Have no printed version)					0.621
I like to share books or magazines with friends or other persons who love to read as I am					0.528
<i>Extraction Method: Principal Component Analysis.</i>					
<i>Rotation Method: Varimax with Kaiser Normalization.</i>					
<i>a Rotation converged in 6 iterations.</i>					

Table 16 : Respondent's Behaviors and Perceptions Toward Electronic Readings

		Users		Non-users					
		Mean	Standard Deviation	Mean	Standard Deviation				
Perception	Printed books preferred	-0.33	1.09	0.26	0.84	-5.735	0.000	sig	
	Easy to buy	0.28	1.08	-0.22	0.87	5.022	0.000	sig	
	Image concerned	0.14	1.17	-0.11	0.83	2.307	0.022	sig	
	Conservative	-0.04	1.00	0.03	1.00	-0.655	0.513	not sig	
Behavior	Health concious	-0.55	0.94	0.42	0.83	-10.279	0.000	sig	
	Book worms	0.05	0.99	-0.04	1.01	0.775	0.439	not sig	
	Price concerned	0.03	1.10	-0.03	0.92	0.543	0.588	not sig	
	Privacy concerned	0.03	1.01	-0.02	1.00	0.522	0.602	not sig	
	Indy reader	0.16	1.13	-0.12	0.87	2.549	0.011	sig	

According to Table 4 : A Set of Tables Showing Users and Non-users Online Payment Behaviors, although, 49% of non-users are using their own credit or debit cards when buying thing online. Conversely, in Table 14 Table 14 : Respondents' Perception Toward Electronic Readings, Table 15 : Respondent's Behaviors Toward Electronic Readings and Table 16 : Respondent's Behaviors and Perceptions Toward Electronic Readings, it can be interpreted that, with Principal Component Analysis extraction method and Varimax with Kaiser Normalization, there are 4 main factors extracted from 15 observed variable on perception.

These 4 main factors, consist of Printed book preferred, Easy to buy, Image concerned, and Conservative. There were 3 out of 4 factors distinguished users and non-users which were: printed book preferred, easy to buy, and image concerned.

In terms of perception, non-users love printed readings, because they believe that printed versions are tangible, touchable, and feel more valuable. They also perceive that electronic reading is hard to buy, which may cause by unfamiliar online credit card payment methods.

Lastly is about image concerned. Users prefer electronic reading because they feel cool when they use it on electronic devices. Thus, to make non-users use electronic readings, it is necessary to educate non-users about easy payment method, not only credit cards, but also money transferring method. Secondly, try to add tangible value to electronic reading e.g. special package sent home, etc.

Meanwhile, there are 5 mainly key factors extracted from 19 observed variables; containing Printed book preferred, Bookworm, Price concerned, Privacy concerned and Indy reader. There were 2 out of 5 factors distinguished users and non-users which were: Health conscious, and Indy reader.

In terms of behaviors, non-users are serious about their health when reading electronic readings. Some of users prefer to buy Indy books; such as erotic novels, gay magazines, etc. as electronic readings rather than printed ones, because they value their privacy. Subsequently, publishers need to educate non-users that reading electronic readings through electronic devices is now harmless for eyes. In addition, publishers might also promote Indy books through electronic sources or channels, to reach users and non-users as to save cost of advertisements.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

When it comes to make purchasing decisions among electronic readings or printed readings, most of respondents prefer printed readings, even printed versions are more expensive than electronic ones. Electronic readings have become popular among respondents who face fast moving lifestyles, since convenience is their major need.

Key influencing factors, which would be able to shift non-users to be users, are probably kinds of eyes' friendly/safely electronic reading devices, and less complicated payment methods that allow non-users to pay without credit cards.

Focusing on User and Non-User, 78% of electronic readings' are regularly purchasing things online by using their own credit cards, users are, mostly, credit card members so that publishers might consider to reach to advertise for users by creating sale promotions cooperated with credit card providers.

Analyzing purchasing behaviors of 170 electronic reading users among respondents, 15% of users tend to consume free electronic reading by illegal downloads or getting from free providers. This is severe issue, it costs enormous lost to Thai and global publishing industry.

Publishing industry could gain more electronic reading users by educating Thai people 'how to use electronic readings or how to subscribe to access using electronic readings', in terms of making electronic reading looks easier to practice, and adding with choices of interactive structures with readers, inside electronic reading, to make electronic readings more appreciated; which printed versions cannot be compromised. As results of adding value to electronic readings, Thai publishers might be prevent cannibalizations among printed versions and electronic versions. Although, in order to retain printed reading consumers, publishers must offer printing technology added into printed versions, to make printed papers stay everlasting, and to make papers quality better than old traditional papers.

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Tablet-Shipments-Experience-Year-Over-Year-Dcline-

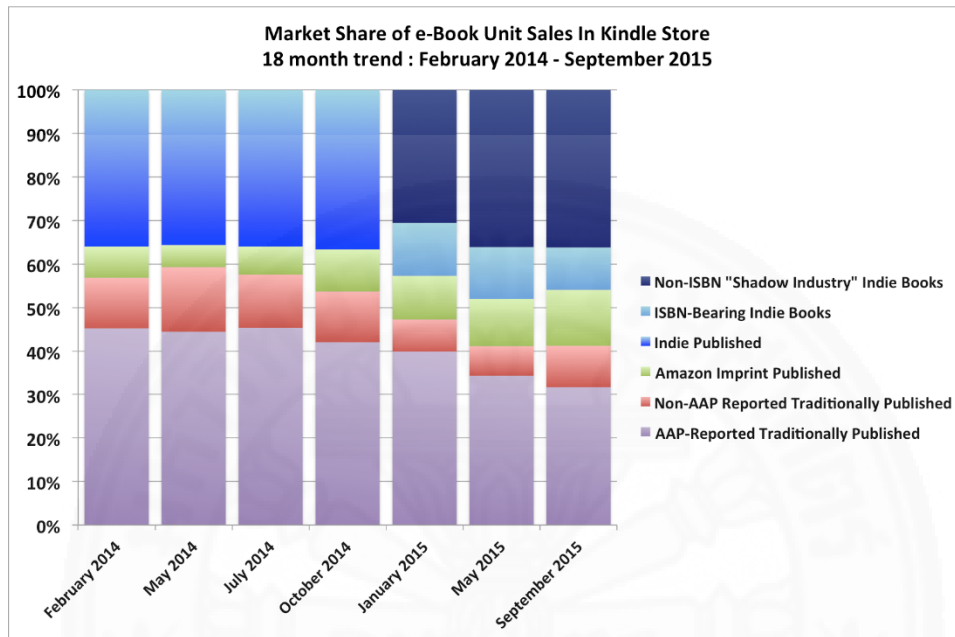
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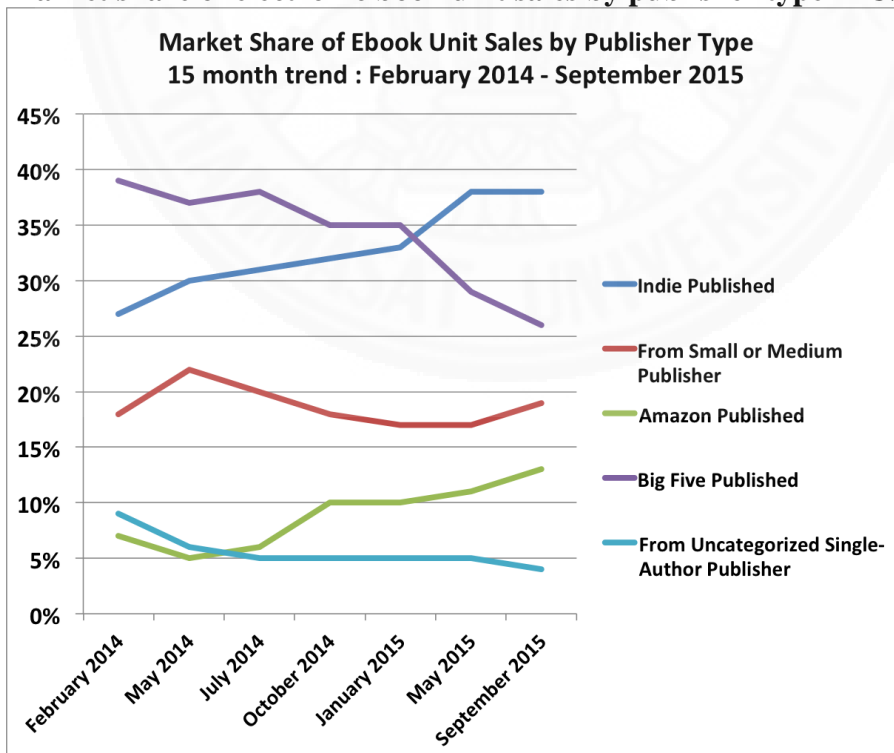
APPENDIX A

ELECTRONIC BOOKS' SALES REPORT

Market share of electronic book unit sales in Kindle store



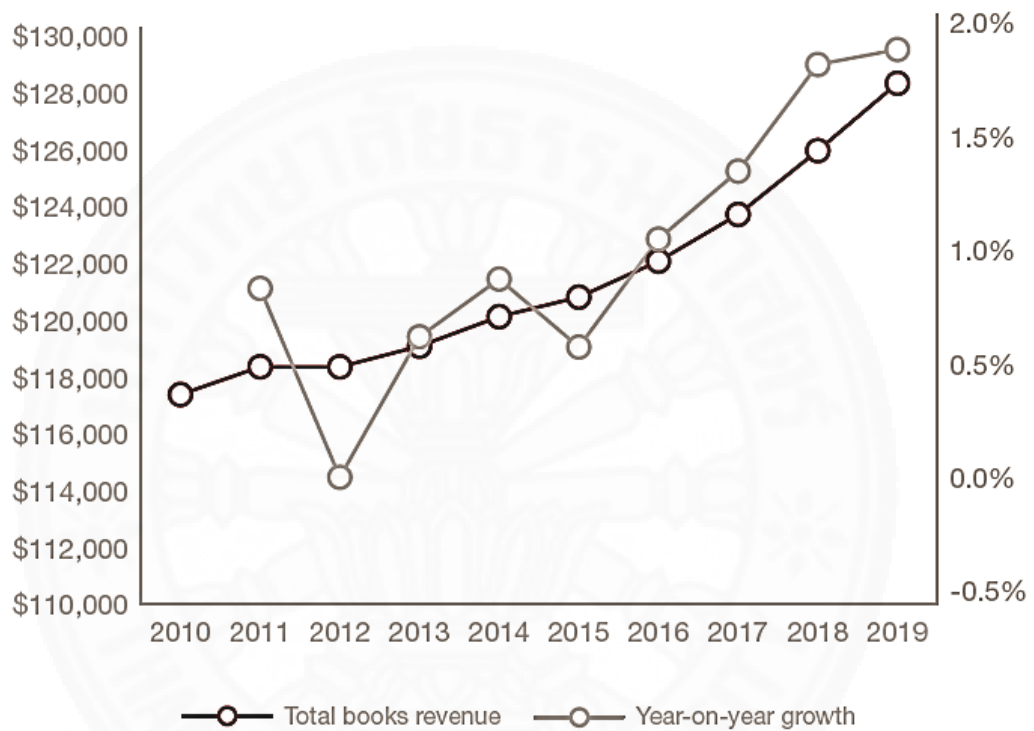
Market share of electronic book unit sales by publisher type in USA



APPENDIX B

GLOBAL BOOKS REVENUE AND GROWTH

Global books revenue in total, growth report in 2010 to present, and growth prediction until 2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

APPENDIX C
QUESTIONS IN SURVEY QUESTIONNAIRE

Electronic Readings Questionnaire

**In IS topic of “Study of consumer preferences and key factors affecting
consumer behaviours toward electronic reading”**

Dear Respondents,

I am a current student of Master's Degree in Marketing, Thammasat Business School. Regarding to the independent study, I have created this questionnaire with the purpose to study of consumer preferences and key factors affecting consumer behaviours toward electronic reading, for serving the objective of improving publishing industry in Thailand.

This questionnaire will take not greater than 10-15 minutes to complete. Please answer all questions honestly and return the complete questionnaire by handling by hand or finished the questionnaire online, depending on your receiving method.

Your responses are voluntary and will be confidential. Responses will not be identified by individual. All responses will be compiled together and analyzed as a group. If you require any additional information or have any questions, please contact me at the number 084-022-1110 or email to b.viriya@gmail.com. I would be very appreciated your time to help completing the following survey.

Sincerely,
Miss Viriya Boonmuang

Q1	Interviewer: please specify gender[SA]	Code	Route
	Male	1	
	Female	2	
	Other specify _____	3	

Q2	May I learn your age?		
(R1)		

Q3	Do you normally buy things online? [SA]	Code	Route
	Yes.....	1	
	No.....	2	CLOSE

Q4	Most of the times, how do you make payments when you buy things online? [SA]	Code	Route
	My credit or debit cards.....	1	
	Others or Parents' credit/debit cards	2	
	Transferring money through bank accounts or pay cash at convenient shops.....	3	CLOSE
	LINE Pay	4	
	Other specify _____	5	

Q5a	Do you know about Electronic reading?[SA]		
Q5b	Have you ever buy it?[SA]		
		Q5a	Q5b
		(H1) Aware	(H1) Buy
(R1) Yes		1	1
(R2) No		2 (closed)	2

Q6	How many printed readings(books, magazines) and/or electronic reading(e-books, e-magazines, online articles/content) have you been reading in this past 3 months?		
	Interviewer: please fill in "00" if respondent do not read this format Interviewer: if respondent answer "no" for R1 and R2, closed interview		
	(R1) readings(books, magazines)		
	(R2) electronic reading(e-books, e-magazines, online articles/content)		

Q7	<u>Ask those who answer more than 00 in Q6R1</u>	Code	Route
	Where do you buy printed book from?[MA]		
	Se-Ed book centers.....	1	
	Nai-in book stores	2	
	Buy online from publishing websites	3	
	Buy online from book store's websites.....	4	
	Publishing book stores	5	
	B2S	6	
	University book stores.....	7	
	Local book shops.....	8	
	Convenient stores(7-11, Family mart).....	9	
	Other specify.....	10	

Q8	<u>Ask those who answer more than 00 in Q6R2</u>	Code	Route
	What sites do you often buy electronic readings? [MA]		
	Amazon.com.....	01	
	Naiin.com.....	02	
	Meb.com	03	
	Jamsai.com	04	
	B2S.com	05	
	Se-Ed.com	06	
	Satapornbooks.com	07	
	I don't actually buy electronic readings, I copy from the files from friends	08	
	I download electronic readings online, via bit torrents or free providers	09	
	Other specify.....	10	

Q9	<u>Ask those who answer more than 00 in Q6R2, and do not answer code 8-9 in Q7</u>	Code	Route
	How do you make payments when buying electronic readings? [SA]		
	I make payments using parents' or others' credit cards	1	
	I make payments using my own credit cards	2	
	I pay cash, or transfer money through bank accounts	3	
	Others (Please specify).....	4	

Q10a Most of the time, do you plan to buy printed readings(books, magazines) and/or electronic reading(e-books, e-magazines, online articles/content) [SA]	Q10a	
	(H1) Printed reading	(H2) Electronic reading
	1	1
	2	2
	3	3
(R1) Planned.....		
(R2) Unplanned		
(R3) I never buy it before		

Q11 <u>Ask those who answer more than 00 in Q6R2</u> What would be the reason why you choose reading electronic readings sometimes rather than printed one? [MA]	Code	Route
It is more convenient for me to carry	1	
I can read anytime I want	2	
It is easy to find online and buy	3	
easy as paying with credit cards	4	
No need to carry printed books	5	
It is easy to keep many books in appropriate folders	6	
I am living in small houses, there is not enough spaces for printed readings	7	
I like to read in the dark	8	
I don't have to remember where left off in books	9	
Other specify.....	10	

Q12 <u>Ask those who answer 00 in Q6R2</u> What are the reasons why not you purchasing electronic reading?[MA]	Code	Route
I am not familiar with electronic reading	1	
I often read electronic readings	2	
I am more familiar with printed readings	3	
I never buy electronic reading	4	
I like simplicity of printed readings	5	
I am not using tablets, smartphones, or electronic readers	6	
I don't often use internet	7	
I am afraid of getting my eyes hurt	8	

I don't have time to read	9	
Electronic readings seem to be more expensive than printed readings	10	
I don't like complex technology	11	
Other specify _____	12	

Q13	How did you know that 'there is electronic reading'? [MA]	Code	Route
	Friends.....	01	
	Writers I follow	02	
	Social medias(Facebook, Instagram, Twitter)	03	
	Advertising inside printed books I read.....	04	
	Advertising at book stores.....	05	
	Advertising in TV	06	
	Publisher's websites	07	
	Book stores' websites	08	
	Billboards.....	09	
	Series I watch.....	10	
	Coffee shops	11	
	Others (Please specify).....	12	

Q14	What source of awareness can reach you most effectively?[MA]	Code	Route
	Television.....	1	
	Radio.....	2	
	Facebook.....	3	
	Instagram	4	
	Twitter	5	
	Writer's fanpages/blogs.....	6	
	Electronic Newspaper	7	
	Printed Newspaper	8	
	Electronic Magazines	9	
	Printed Magazines	10	
	Text messages	11	
	Mail letters	12	
	Electronic mail letters	13	

General websites I often visit(please specify_____) ...	14	
Other specify_____	15	

Q15a How strong you agree with this statement?[SA]

	Q15a				
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(R1) I love to buy printed book because it is tangible	1	2	3	4	5
I don't want to buy online because paying	1	2	3	4	5
(R2) online is unsecure.....	1	2	3	4	5
I don't buy books, only by looking front and	1	2	3	4	5
(R3) back cover pages.....	1	2	3	4	5
It is important to read some of pages, inside	1	2	3	4	5
books and magazines, before making decision	1	2	3	4	5
(R4) to purchase	1	2	3	4	5
I concern about my eyes conditions, I don't use	1	2	3	4	5
electronic devices for reading or I will stop	1	2	3	4	5
(R5) working when my eyes get hurt	1	2	3	4	5
I am not interested in buying electronic reading	1	2	3	4	5
(R6) because my tablets have low screen quality	1	2	3	4	5
As long as I have shelf spaces to keep books at	1	2	3	4	5
home, I will consider to purchase printed books	1	2	3	4	5
(R7) as my first choice	1	2	3	4	5
(R8) I prefer convenience in life	1	2	3	4	5
I am not interested in buying electronic reading	1	2	3	4	5
(R9) because my tablets are too heavy to carry	1	2	3	4	5
I prefer e-magazines, because printed	1	2	3	4	5
(R10) magazines are too heavy to carry.....	1	2	3	4	5
Reading books/magazines in public	1	2	3	4	5
(R11) transportation makes me look smart.....	1	2	3	4	5
Electronic readings are easier to buy, due to	1	2	3	4	5
(R12) everywhere accessibility	1	2	3	4	5
Printed books don't have reliable quality of	1	2	3	4	5
readings, papers always get worse when it's	1	2	3	4	5
(R13) older.....	1	2	3	4	5
Nowadays, buying books/readings has more	1	2	3	4	5
convenient payment	1	2	3	4	5
(R14) method.....	1	2	3	4	5
Electronic readings have various worldwide	1	2	3	4	5
reading types, faster buying process, and clear	1	2	3	4	5
(R15) price and discount rate declarations...	1	2	3	4	5
Some discounts can make readings more	1	2	3	4	5
attractive to look at, and may be able to	1	2	3	4	5
encourage me to buy	1	2	3	4	5
(R16) quicker.....	1	2	3	4	5
I don't like complicated payment methods in	1	2	3	4	5
(R17) websites when I buy things online.....	1	2	3	4	5

<p>It's easier for me to go out and buy books at book stores.....</p> <p>(R18) ...</p> <p>I feel that any persons who read electronic readings in their tablets look smart and cool</p> <p>(R19) If I want to read gays' or sexy magazines, or erotic novels/books, I will think about buying electronic ones.....</p> <p>(R20) I like to cover any printed books I read with papers, to keep my</p> <p>(R21) privacy.....</p> <p>I always set budgets per week or per month to buy any</p> <p>(R22) readings.....</p> <p>I normally go to Book</p> <p>(R23) Fairs.....</p> <p>Prices of magazines and books are important to</p> <p>(R24) me.....</p> <p>I don't want anyone to know what I'm reading.....</p> <p>(R25)</p> <p>I like to share books or magazines with friends or other persons who love to read as I am.....</p> <p>(R26)</p> <p>I am a book</p> <p>(R27) worms.....</p> <p>If I don't read, I can't</p> <p>(R28) sleep.....</p> <p>I think printed books are more valuable than electronic ones, because of the texture of papers, feeling when touching the books, and</p> <p>(R29) sensitivity while reading.....</p> <p>(R30) Print books are touchable, concrete, and real</p> <p>Reading printed books make me feel comfortable.....</p> <p>(R31)</p> <p>I love to write and take notes directly in papers</p> <p>(R32) that I am reading.....</p> <p>Electronic readings have less value than printed</p> <p>(R33) ones.....</p> <p>If I would buy more tablets, it will be on</p> <p>(R34) purpose of reading.....</p> <p>I will not reject buying printed readings, if those books have only electronic versions</p> <p>(R35) available(Have no printed version).....</p> <p>Reading in electronic devices make me feel sick and</p> <p>(R36) dizzy.....</p>					
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Q16	Please help specify range of your Household income? The information will be used for classification only [SA]	Code	Route
	More than 85000 Baht	1	
	50001-85000 Baht	2	
	18000-50000 Baht	3	
	7501-18000 Baht	4	
	Less than or equal 7500 Baht.....	5	

Q17	What is your occupation? [SA]	Code	Route
	Employee	01	
	Government official	02	
	Business owner	03	
	Profession such as architect, engineer, dentist, doctor, lawyer	04	
	Freelancer	05	
	Student	06	
	Retired	07	
	Sex worker	08	
	Unemployed	09	
	Other specify	10	

Q18	What is your latest education level?[SA]	Code	Route
	No education	1	
	Primary school	2	
	Secondary School	3	
	High School	4	
	Undergraduate	5	
	Higher than Undergraduate	6	
	Other specify	7	

Thank you

BIOGRAPHY

Name	Miss Viriya Boonmuang
Date of Birth	August 26 th , 1987
Educational Attainment	2015 : Master of Science Program in Marketing (International Program), Faculty of Commerce and Accountancy, Thammasat University 2010 : Bachelor of Science in Applied Chemistry (International Program), Faculty of Science, Chulalongkorn University
Work Position	Freelance Thai writer at Jamsai Publishing Limited Company Columnist and formal writer at Amarin Printing and Publishing Public Co., Ltd.