

## ABSTRACT

This study aims to explore the book purchasing behaviors of young adults in central Bangkok, to find out the reasons for purchasing and to discover opinions of young adults about the books they purchase and some suggestions to improve the book industry. One hundred and twenty samples aged 18-30 were equally drawn from four main districts in central Bangkok: Patumwan, Bangrak, Sathorn, and Wattana. The research is focused on pocket books only.

The results of this study revealed that 89.2% of all respondents bought books while the remaining 10.8% did not. People who normally bought books spent around 101-200 Baht per time, bought 1 copy at a time, but were uncertain about their frequency of purchase. Novels and short stories were the most favorite type among the respondents. As for the place to buy books, young adults in central Bangkok usually bought books at chain stores (Naiin, Se-Ed, B2S). On the other hand, the main reason for not buying was they preferred borrowing books from friends.

Concerning the reasons for purchasing, the most influential factor to buy books among young adults was the content of the books (product). In other aspects of marketing mix, price and place were also important; at the same time, the respondents felt it depended on the situation to consider the importance of promotion. Nevertheless, in this study, reference group (families, friends, and favorite artists) was not an influential factor toward young adults purchasing behaviors which contradicted past studies. The results of lifestyles showed that respondents like entertainment, news, and IT. Other top five reasons in descending order that influenced young adults purchasing behaviors were attractive book cover, the bestselling books, advertising campaigns, national book fairs and reading the book's synopses.

Moreover, suggestions for the book industry were that the content and prices of the books should be improved the most. Additional comments from the respondents revealed that promoting reading campaign should be supported and the specific types of books should be published more to serve the needs of the niche market.