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THE EFFECT OF ADVERTISING ON BTS SKYTRAIN TOWARDS PURCHASING INTENTIONS

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***Abstract:** BTS Skytrain was known as a rapid transit system in Bangkok, the capital city of Thailand. There is an advertising establish in the Skytrain and in the station's area. With an expansion and development of the BTS Skytrain for the highest used, most of the areas belong to BTS were used for advertisement purpose as there is people using BTS Skytrain more than 500,000 people per day. It can guarantee that the advertising shown in BTS Skytrain area will attract large amount of people. This study investigated that among three types of transit advertising provide in BTS Skytran area; in the station, on the surface of trains, and inside of the trains, which one is the most attractive and affect purchasing intention. In addition, the purpose of the study is to investigate that the transit advertising mentioned above can create customer awareness and increase an interest of the product or service advertised in the BTS Skytrain area.*

In this study, a questionnaire was used as a tool to collect the primary data. A total of 150 questionnaires were distributed and completed by the target populations who are Thai people that have been used BTS Skytrain even occasionally or daily. The data was analyzed by using descriptive statistics and the hypotheses tested use Multiple Regression and Anova.

This research highlighted that transit advertising in the BTS Skytrain is a useful channel to distribute the information for product and service access by large group of customer. Moreover, advertising in BTS Skytrain area was found as an effective supporting tool either for service provider or product manufacturer to promote and create brand awareness to the customer using a benefit of the growth and expansion in BTS users.

***Keywords:** Transit Advertising, Purchasing Intention, Skytrain*
