

A STUDY OF THE EFFECTIVENESS OF BTS AND MRT TRANSIT ADVERTISING
IN BANGKOK

A MASTER'S PROJECT
BY
NIKORN TEPTONG

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
At Srinakharinwirot University
May 2007

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การศึกษาประสิทธิภาพของการโฆษณาเคลื่อนที่บนรถไฟฟ้าบีทีเอสและรถไฟฟ้าใต้ดินเอ็มอาร์ที
ในกรุงเทพมหานคร

บทคัดย่อ
ของ
นิกร เทพทอง

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
พฤษภาคม 2550

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การศึกษาเกี่ยวกับหัวข้อข้างต้นนั้นเพื่อที่จะศึกษาว่าการโฆษณาเคลื่อนที่นั้นมี
ประสิทธิภาพอยู่ในขั้นใดของโมเดลจำลองไอดา ข้อมูลที่ได้สำหรับการศึกษาค้างนี้ได้มาจากการ
สัมภาษณ์โดยใช้แบบสอบถามกับผู้โดยสารรถไฟฟ้าบีทีเอสและรถไฟฟ้าใต้ดินเอ็มอาร์ทีที่เป็นชาวไทย
ในกรุงเทพมหานครจำนวน 105 คน ในช่วงเดือนมกราคม พ.ศ. 2550

ผลการศึกษาพบว่า การโฆษณาเคลื่อนที่ที่มีประสิทธิภาพในการสร้างหรือตอกย้ำความ
ตระหนักของผู้บริโภคในตัวสินค้าหรือบริการที่โฆษณาในรถไฟฟ้าบีทีเอส และ/หรือ รถไฟฟ้าใต้
ดินเอ็มอาร์ที นอกจากนี้ การโฆษณาเคลื่อนที่ยังมีประสิทธิภาพในการเพิ่มความสนใจของผู้บริโภคที่
มีต่อสินค้าหรือบริการที่โฆษณา ส่วนผลการศึกษาด้านอิทธิพลของการโฆษณาเคลื่อนที่ต่อความ
ต้องการในการเป็นเจ้าของหรือใช้สินค้าหรือบริการที่โฆษณาในรถไฟฟ้าบีทีเอส และ/หรือรถไฟฟ้า
ใต้ดินนั้น พบว่าไม่มีประสิทธิภาพ นอกจากนี้การโฆษณาเคลื่อนที่ที่ไม่มีประสิทธิภาพในการนำ
ผู้บริโภคไปสู่การตัดสินใจซื้อสินค้าหรือบริการที่โฆษณา

การศึกษานี้ยังพบว่า ผู้ใช้รถไฟฟ้าบีทีเอส และ/หรือ รถไฟฟ้าใต้ดินเอ็มอาร์ที ยอมรับ
การโฆษณาเคลื่อนที่ และเห็นว่าการโฆษณาเคลื่อนที่เป็นช่องทางที่เป็นประโยชน์ในการแสวงหา
ข้อมูลเกี่ยวกับสินค้าและบริการ ประการสุดท้าย การศึกษาพบว่า การโฆษณาเคลื่อนที่ เป็นสื่อ
โฆษณาสนับสนุนที่มีประสิทธิภาพ ซึ่งผู้ผลิตสินค้าหรือบริการควรพิจารณาให้เป็นองค์ประกอบของ
ส่วนผสมทางการตลาด

A STUDY OF THE EFFECTIVENESS OF BTS AND MRT TRANSIT ADVERTISING
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Project Advisor: Mr. Leroy A. Quick

This study sought to discover at which level of the AIDA Model transit advertising in the BTS and MRT was effective. Data for the research were derived from a questionnaire survey of 105 Thai BTS and/or MRT users in Bangkok in January 2007.

The findings of the study were that transit advertising was effective in creating or reinforcing consumer awareness, and increasing consumer interest in the products or services advertised in the BTS and/or MRT. The findings with regard to the influence of transit advertising on consumer's desire to own or use the products or services advertised in the BTS and/or MRT were inconclusive. BTS and MRT transit advertising was ineffective in leading consumers to actually purchase the products or services advertised.

The study also found that BTS and/or MRT users accepted transit advertising and, to a large extent, found it to be a useful channel of information on products or services. Finally, BTS and MRT advertising was found to be an effective supporting advertising media which should be considered for inclusion in the marketing mixes of product manufacturers and service providers.

The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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May....., 2007

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CHAPTER 1

INTRODUCTION

Background

Advertising is defined as “the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised” (The Britanica Encyclopedia. 2002:CD-Rom).

Wongmontha (1999:29) stated that “manufacturers of products and services use advertising as a tool to differentiate themselves in the eyes of their customers, communicate to mass markets, create an impact on sales volumes, and sell their products, services, ideas and company’s image.” Products will not sell if there is no advertising to inform customers about them.

The Outdoor Advertising Association of America pointed out that marketers and advertisers use two types of media to advertise their products and services. The first one is mass media such as television, radio, newspapers, and magazines. The other is supporting media such as outdoor posters, transit advertising and leaflets. One of the

fastest growing supporting media is outdoor advertising. In the United States of America, the outdoor advertising industry grew 8% in 2005, with total revenue in excess of \$6.3 billion compared to 2004 revenue of \$5.8 billion. The industry saw an increase of 8.2% over 2004 in the fourth quarter. (The Outdoor Advertising of America. 2006. online)

Transit Advertising is one form of outdoor advertising. Arens (1996:410) stated that transit advertising is a category of out-of-home media that includes advertising on buses, taxi-cabs, trains and subways as well as on posters on transit shelters such as bus stops, bus terminals, and train and subway stations.

Transit advertising has been around for a long time but there is no official record of early transit advertising (Krugman, Reid, Dunn; & Barban. 1994:501). They noted that by 1895, transit advertising in the United States of America was available in 54 cities and on 9,000 vehicles, with an annual expenditure estimated at \$2 million. By 1990, 93 cities and 14,000 transit vehicles were available to advertisers. G. E. Belch and M. A. Belch (2003:421) also mentioned that transit advertising has been around for a long time, but recent years have seen a renewed interest in this medium. They pointed out that transit advertising spending in the United States of America increased from \$43 million in 1972 to over \$225 million in 1996.

In the competitive and global environment of the first half of the first decade of the 21st century, product and service providers in Thailand have become very aware of the persuasive power of advertising and continue to invest in different types of advertising, including transit advertising. Kananurak and Intarakosate (2003:178) define transit advertising, as practiced in Thailand, as a form of out-of-home advertising covering advertising on buses, taxis, tuk-tuks (three-wheel taxis), boats, trains, subways, and posters at terminals, stations, shelters and airports.

As transit advertising has become more familiar to consumers in Thailand, manufacturers and service providers are spending more money on it. Transit advertising expenditure from January to November 2006 was 1.08 percent of total expenditure of the Thai advertising industry, compared to 0.83 percent for the same period of 2005, a 30.00 percent increase. The expenditures of the advertising industry and of transit advertising in Thailand for the period from 2001 to the first eleven months of 2006 are shown in Table 1 below.

TABLE 1 Annual expenditures on transit advertising in Thailand

Year	Transit Advertising (million baht)	Change %	Total Expenditures of Advertising Industry (million baht)
2001	554.20	56.00	52,998.20
2002	632.00	14.00	61,213.50
2003	558.00	- 12.00	71,465.00
2004	579.00	8.02	83,561.00
2005	713.00	23.14	88,931.00
2006 (Jan-Nov)	889.00	N/A	82,154.00

Source: The Advertising Association of Thailand. (2006). *Industry Spending*.

(Online).

Since Thailand opened its first sky train on December 5, 1999, Bangkok commuters have seen a number of eye-catching advertisements both on train carriages and in stations. The opening of the first subway in Bangkok in July, 2004 also added opportunities for transit advertising in Thailand. In addition, advertising on such transit advertising vehicles as buses, taxis and trains have improved, for example, illuminated advertisements on the roofs of taxis. More products such as banking services, mobile

phones and beverages are advertised on transit vehicles. The year on year monthly expenditures in 2005 and 2006 on transit advertising in Thailand has increased, as shown in Table 2 below.

TABLE 2 Year on year monthly expenditures on transit advertising in Thailand in 2005 and 2006

Month	2005 (million baht)	2006 (million baht)	% Change
January	61	70	14.75
February	61	67	9.84
March	69	75	8.70
April	70	79	13.00
May	59	79	33.90
June	58	85	46.55
July	54	80	48.15
August	52	85	63.46
September	51	88	72.55
October	54	92	70.37
November	70	89	56.14

Source: The Advertising Association of Thailand. (2006). *Industry Spending*.

(Online).

In summary advertising is a technique, or practice, that brings information about products and services to public awareness. Manufacturers and service providers see the importance of advertising and invest more in this field to make their products and services known to consumers. They use not only mass media advertising to convey information about their products and services to consumers but also use other types of supporting media to remind consumers about their products and services. One of the supporting media that manufacturers and service providers in Thailand use to advertise their products, or services, is transit advertising, and spending on this form of advertising is increasing dramatically.

Shiffman and Kanuk (2000:210) noted that marketers use advertising to convey messages about products or services to influence consumer's attitudes in favour of products or services advertised. Starch (cited by Wilmshurst:1985) put forward the idea that in order to be effective, any advertising: 1) must be seen, 2) must be read, 3) must be believed, 4) must be remembered, and 5) must be acted upon.

The above idea is a very useful rule of thumb, or check-list, against which to measure whether an advertisement includes the necessary ingredients (Wilmshurst. 1985). White (1988:52) stated that an alternative, which continues to be often used as a check on

advertising effectiveness is the AIDA model, which was first proposed by St. Elmo Lewis in 1898. The AIDA model describes the steps in the process that consumers must go through in order to make a purchase. First, consumers must be aware (A) of the product or service. Second, they must be interested (I). Next, they must desire (D) the product or service, and finally, consumers must act (A) on their desire and actually purchase the product or service. The AIDA model suggests that an effective advertisement is one, which commands attention, leads to interest in the product or service, is followed by desire to own or use the product or service, and finally the desired product or service is purchased.

Since many types of transit advertising are now available in the market in Thailand, and new places for transit advertising are now available in Bangkok, such as the BTS Sky Train and the MRT Subway, transit advertising has become very familiar to Bangkok commuters. This has made transit advertising an important part of marketing communication plans in many businesses. However, few studies on the effectiveness of transit advertising on consumers in Bangkok have been carried out.

This study is undertaken to determine the effectiveness of transit advertising in Bangkok by using the "AIDA MODEL" as the measurement tool.

Research Question

The above leads directly to the following research question:

At which level of the AIDA Model is transit advertising effective?

Definition of Terms

Transit advertising:	All types of advertising affixed inside or outside of BTS/MRT trains or placed in BTS/MRT stations and passageways in Bangkok
Consumers:	Thais who use the BTS sky train and/or the MRT subway
AIDA Model:	A model that describes the steps in the process that consumers go through before making a purchase: A=Awareness, I=Interest, D=Desire, A=Action (White. 1988)

CHAPTER 2

REVIEW OF LITERATURE

This chapter focuses on the following five topics:

1. Advertising
2. Consumer Behavior
3. Transit Advertising
4. Advertising Measurement
5. Related Research

Advertising

Weibacher (1979:16) stated that advertising is communication that provides generally useful, relevant, and pertinent information upon which the consumer either acts immediately or stores for later reference, application and use.

Alexander (1965:unpaged) defined advertising as any form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

G. E. Belch and M. A. Belch (2003:16) stated that advertising is the best known and most widely discussed form of promotion, probably because of its persuasiveness. It is a very important promotional tool, particularly for companies whose products and services are targeted at mass markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communication with large audiences. Advertising can also be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services with functional attributes that are difficult to differentiate.

Meyer, Harris, Kohns, and Stone (1988:353) stated that advertising is an important tool in communicating to customers. It is used to help move a customer through each of five mental stages: Attention, Interest, Desire, Conviction, and Action (AIDCA), through which a customer passes when making a purchasing decision. Advertising seeks to:

Attract attention. To be effective, an advertisement must be seen or heard, or both.

Stimulate interest. Attention is brief. If the consumer's attention can be held for a length of time, interest can be developed. People are always interested in merchandise

and services that satisfy their needs and wants. Advertising that puts the potential customer in a picture using the product or service creates interest.

Build desire. Appeals to the emotions, as well as to reason, are used to lead the customer from interest in the merchandise or service to desire for it. Among the buying motives appealed to are: curiosity, imitation, companionship, pride, desire for good health and/or beauty, desire for comfort, desire for pleasure and fun, and excitement.

Gain conviction. Advertising may convince interested customers to buy a product or service by reinforcing claims that are made for the product or service advertised. A warranty, testimonial, or illustration may convince a prospective customer to make a final decision to buy.

Once potential customers have gained the conviction that a product is worth buying, but have not specifically decided to purchase it, manufacturers and advertisers have one final opportunity to influence the customer to actually buy the product.

Induce action. Incentives to encourage action may include the use of coupons, combination pricing, or gifts.

In summary, advertising is defined in many similar ways but should ultimately lead the consumer to purchase the product or service.

Consumer Behavior

G. E. Belch and M. A. Belch (2003:105) stated that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than just seeing a product prominently displayed at a discount price in a store. Such decisions are called impulse purchases.

At some point in the buying process, the consumer must stop searching for and evaluating information about alternative products or services and make a purchase decision. As an outcome of the evaluation stage, the consumer may develop a purchase intention or predisposition to buy a certain product. Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration.

Wongmontha (1999:11) stated that consumers have similar decision-making processes as shown in the Figure 1 below.

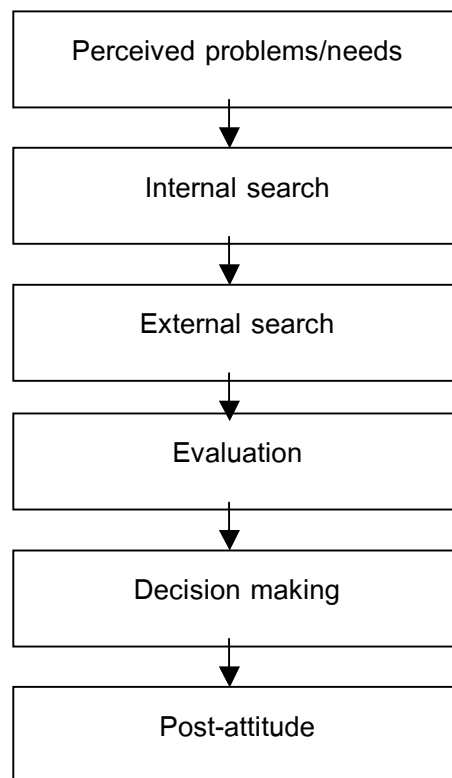


FIGURE 1 The consumer decision-making process

Source: Wongmontha. (1999) *Consumer Behavior*. p.11

Consumers perceive or recognize a need and become motivated to satisfy the need. Internal search happens when a problem or a need is recognized. Consumers begin to search for what information they already have. If they do not have enough information, they do an external search. After searching for information both internally and externally, they begin the stage of evaluation. They evaluate the information they have and receive

from advertising. Decision-making comes after evaluation. Consumers develop a post-attitude after using products or services. The result of a post-attitude is the decision to buy or not to buy the product or service again.

In summary, it can be said that consumer behavior is the process of selecting and deciding to buy products or services that fulfill the needs of the buyers. The consumer decision-making process makes it clear for advertisers and marketers when and how to influence consumers.

Transit Advertising

Meaning of Transit Advertising

The Outdoor Advertising Association of America (OAAA) defined transit advertising as advertising displays affixed to moving vehicles or positioned in the common areas of transit stations, terminals and airports (The Outdoor Advertising of America. 2006. online).

Based on this definition, transit advertising covers:

1. Airport displays
2. Bus displays (interior and exterior)
3. Subway and rail displays (exterior graphics, interior posters and train cards)

4. Taxi displays (tops, trunks, and interior displays and exterior wraps)
5. Truck side displays (sides, tails and headers)
6. Vehicle wraps (cars and vans)
7. Displays at stations, terminals, bus stops and airports

Types of Transit Advertising

G. E. Belch and M. A. Belch (2003:422) divided the types of transit advertising into 3 groups: (1) inside cards, (2) outside posters, and (3) station, platform, or terminal posters.

Inside Cards

Inside cards, or car cards, are cards placed in a wall rack above the vehicle windows. The card is printed on both sides so it can be reversed to change the message.

Outside Posters

Outside posters are printed on high-grade cardboard and often varnished for weather resistance. The most widely used outside posters are placed on the side, rear, and front of vehicles. (Arens, 1996: 413).

Station, Platform, or Terminal Posters

Station, platform or terminal posters refer to such advertising forms as floor displays, island showcases, illuminated cards, dioramas and clocks with special lighting and moving messages, in bus, subway, commuter train stations and airline terminals.

Advantages and Disadvantages of Transit Advertising

Krugman, Reid, Dunn and Barban (1994: 502) pointed out that transit advertising is a fast-growing advertising medium because of its advantages:

1. Transit advertising can achieve both a high level of repetition and in-depth reading.
2. It offers high-quality color, so the advertiser can effectively show the product rewards.
3. Transit advertising is considered to be a flexible advertising medium in that it offers a fairly wide choice of types and sizes, permitting versatility of the creative treatment used.
4. Transit advertising is a good way to reach specific markets. For example, certain transit routes may have a high percentage of high school or college students;

another may serve blue-collar workers who go to and from their factories; and yet another may transport white-collar staff into central business areas.

5. Transit advertising tends to be one of the least expensive media in terms of both absolute (total, direct) and relative (per unit of product or service) costs.

However, transit advertising has its own limitations. According to G. E. Belch and M. A. Belch (2003:424), a number of transit advertising disadvantages exist:

1. Image factors. To many advertisers, transit advertising does not carry the image with which they would like to associate their products or services. Some advertisers believe that having their name on the side of a bus, or on a bus stop bench, does not reflect well on the firm or product.

2. Reach. While an advantage of transit advertising is the ability to provide exposure to a large number of people, some in the audience may have certain lifestyle traits and/or behavioral characteristics that are not in common with the target market as a whole. For example, in rural or suburban areas, mass transit is limited or nonexistent, so the medium is not very effective for reaching these people.

3. Waste coverage. Not everyone who rides a transport vehicle, or is exposed to transit advertising, is a potential customer. For products that do not have specific

geographic segments, this form of advertising may reach consumers who have no interest or use for the product or service. For example, advertising sophisticated banking services may target middle and upper class customers rather than low income commuters.

4. Copy and creative limitations. It may be very difficult to place colorful, attractive advertisements on cards or benches. The physical limitations of cards or benches can make installation more difficult.

5. Mood of the audience. Sitting or standing on a crowded subway or train may not be conducive to reading advertisements, let alone experiencing the mood the advertiser would like to create.

In summary, there is no absolute advantage or disadvantage of transit advertising for a particular product. An advantage for one product or service may be a disadvantage for another. Only by measuring the effectiveness of an advertisement can it be decided if transit advertising is the appropriate media for the product or service.

Advertising Measurement

Corkindale and Kennedy quoted in "Managing Advertising Effectively" (Wilmshurst. 1985:199) said, "If advertising is to be effective and handled with maximum efficiency, it is

necessary to know what it is intended to achieve.”

Wilmshurst (1985:199) stated that advertising is all about communication. So to be effective it must be based on; 1) a precise definition of to whom one is trying to communicate, 2) a clear understanding of what one needs to communicate, 3) some understanding of what effect one expects the communication to have, and 4) an understanding of how the communication process works.

Given these four concerns, advertisers can define what they expect to happen as a result of the advertising and can set out to measure whether it has been achieved or not. Generally, an advertisement is designed to bring in orders or make sales and can be seen to have succeeded or failed to the extent to which it does so within a given time-scale.

White (1988:52) stated that so long as an advertiser delivered enough advertising to the right consumers, the result could be measured in sales. This is known as the “black box effect” and is shown in Figure 2 below.

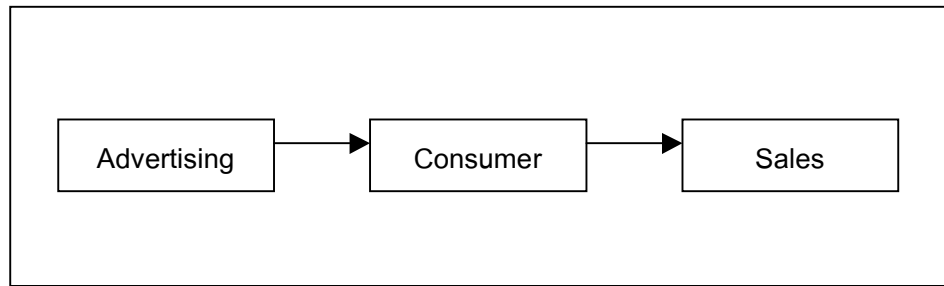


FIGURE 2 Black box effect

Source: White. (1988) *Advertising: What it is and how to do it*. p.52

White (1988:52) stated that as long as one delivered enough advertising to the right consumers, the result could be measured in sales. Something must be going in the black box labelled “consumer.” The black box is a mental process that consumers go through when they make purchasing decisions.

Wilmshurst (1985:200) stated that even when advertising is directly aimed at increasing sales, it is clearly not the only factor at work. Price, availability of alternatives, level of distribution, competitive advertising all play a part in increasing sales. Advertising will frequently be only one influence among many on how consumers behave and what products or services they will buy. It was the recognition that advertising was only one factor in the total process of selling that led to the development of a series of models based on the idea that advertising can help move consumers through a series of steps which

gradually built up the necessary conditions for a sale. This series of steps is called the “Hierarchy of Effects” and is related to learning theory. A classic example is the well-known experiment of Pavlov’s dog, in which Pavlov trained a dog to associate the idea of food with the ringing of a bell – to the extent that the dog eventually salivated when the bell rang, even if no food was presented.

Advertising was seen as a stimulus like the bell, giving rise to a conditioned response. Further development of learning theory gave rise to the “Hierarchy of Effects”. The suggestion was that, to be effective, any piece of persuasive communication must carry its audience through a series of stages, each stage being dependent on success in the previous stage. Consumers must climb a ladder rung by rung as it were and the task of the advertising was to encourage them to do so. The “Hierarchy of Effects” is composed of the following steps (*How Advertising Works*. 2006. online).

1. *Unawareness*. Consumers are not aware of the existence of a product or service.

2. *Awareness*. Consumers are aware of the availability of a product or service but have no information relating to the product or service.

3. *Knowledge*. After searching for information, consumers know whether the product or service is useful or not.

4. *Liking*. After evaluating information relating to the product or service, consumers have good attitudes toward the product or service.

5. *Preference*. Consumers have preferences with regard to the product or service and alternatives.

6. *Conviction*. Consumers are convinced they should buy the product or service to satisfy their needs.

7. *Purchase*. Consumers finally purchase the product or service.

AIDA Model

Whilmshurst (1985:200) stated that in the 1920s, Danial Starch put forwarded the idea that in order to be effective, advertising: must be *seen*, must be *read*, must be *believed*, must be *remembered* and must be *acted* upon. This was a very useful rule of thumb with which to measure whether an advertisement was effective or not. However, it ran into difficulty when advertisers tried to define precisely what each of the “steps” actually entailed.

An alternative, which remains often used as a quick check on whether an advertisement is effective or not, is the AIDA model. The AIDA model proposes that an effective advertisement is one which commands *Attention*, leads to *Interest* in the product or service, which leads to *Desire* to own or use the product or service, and finally leads to *Action*, i.e. the purchase of the product or service. The AIDA model claims that effective advertising can move a product one step along the chain, for example a single campaign can either grasp attention for a product or service; raise interest for a product or service; promote desire for a product or service; or motivate immediate action to purchase a product or service. However, a single campaign cannot move a product through all four stages at a single time.

White (1988:52) stated that to measure advertising based on the AIDA model, it could be assumed that if an advertising had achieved, at the least, the Attention and Interest steps, it would be remembered. Therefore it should be possible to measure at least this part of the process by carrying out research into customers' recall of advertisements. Once consumers pay attention to an advertisement, this leads to a desire to fulfill consumers' needs. Finally, action, which means a purchase, will take place. The

AIDA model will serve as the measurement tool in this study. If an advertising achieves at least the Attention and Interest steps, it is considered an effective advertising.

Related Research

Research conducted on the use of transit advertising in Bangkok is presented below.

Tawatsilp (1998. unpagged) carried out research entitled, "Exposure, Memory and Attitudes of Bangkok Commuters Toward Advertising on the Back of Three-Wheel Taxis."

The researcher used 200 Bangkok residents as respondents. All were aged 18 years or above. The research revealed that most of the sample group exposed to advertising on the back of three-wheel taxis could remember the advertising. However, they could not remember the details of the advertisements. The first thing that the sample group could remember from the advertisement was the brand. Pictures and messages followed respectively. The research also revealed that the sample group had neutral attitudes toward the advertising on the back of three-wheel taxis. The sample group suggested that suitable products for this kind of advertising were consumer products.

Suesuwan (2000. unpagged) conducted research on, "BTS Passengers' Exposure, Recall and Attitudes Toward BTS Advertising Media." The objectives of this research were to study the attributes and conditions of BTS advertising media, to study BTS passenger's exposure, recall and attitudes toward advertising, and to establish the correlation among variables. Questionnaires were used to collect data from 400 respondents in Bangkok. The research revealed that a significant positive correlation was found between BTS passengers' exposure and recall. A significant positive correlation between BTS passengers' exposure to transit advertising and their attitudes toward BTS advertising media was also found. The research also revealed a significant positive correlation between BTS passengers' recall and attitudes toward BTS advertising media.

Kwansuparerg (2000. unpagged) conducted research entitled, "Transit Advertising Business, Consumers' Exposure and Attitude Toward Transit Advertising." The objectives of this research were to study the transit advertising business, consumers' exposure and attitudes toward transit advertising. Seven transit advertising licensors, one each for normal buses, air-conditioned buses, micro buses, three-wheel taxis, taxis, trains, and the BTS sky train were interviewed. Questionnaires were also used to collect data from 400 commuters using various transit services in Bangkok, aged 15-60 years old. The research revealed

that each transit advertising in Bangkok had different characteristics to reach different target groups. Consumers' exposure to transit advertising was at the medium level.

Consumers' exposure to normal bus advertising was highest, followed by air-conditioned bus, microbus, three-wheel taxi, taxi, BTS sky train and train advertising. The research found that consumers' attitudes toward transit advertising was neutral. Consumers had more positive attitudes toward BTS sky train advertising and air-conditioned bus advertising than other transit advertising. A significant positive correlation between transit advertising exposure and attitudes toward transit advertising was found.

The related studies demonstrate that consumers have been exposed to transit advertising and generally have positive attitudes towards transit advertising. However, the effectiveness of transit advertising remains to be measured. This research will determine how effective transit advertising is on the BTS sky train and MRT subway in Bangkok.

CHAPTER 3

METHODOLOGY

This research is based on a survey, carried out by use of a questionnaire as the research tool. The research method is described below.

Scope of the Study

This research observed transit advertising in two forms of mass transit in Bangkok; the BTS Sky Train and the MRT Subway. The research focused on the transit advertising inside and outside of trains as well as at BTS and MRT stations and passageways. The population of the study included 105 respondents divided in approximately equal numbers of Thai male and female Bangkok BTS and MRT users so as to reduce the possibility of gender bias affecting the findings. All respondents were 25 years of age and above, since these consumers were most likely to have their own incomes and were free to make their own decisions on what products and services to purchase.

Research Tool

A questionnaire was used as the research tool to collect data on the effectiveness of transit advertising in the BTS sky train and the MRT subway. The questionnaire, designed by the researcher, was divided into two parts:

Part 1: Personal Data. The following information on each respondent was collected: gender, age, and frequency of transportation used. The frequency of transportation used was included as an indication of the familiarity of the respondents with the BTS and MRT systems and the transit advertising found therein. The personal data were used to draw the profile of the respondents, and not included in the analysis of the data.

Part 2: The Effectiveness of Transit Advertising. This part consisted of 6 questions designed to determine at which level(s) of the AIDA Model they were influenced by transit advertising.

Data Collection

The researcher conducted the survey orally by filling in one questionnaire for each respondent. This reduced the time necessary for each respondent to complete a

questionnaire, thus increasing the likelihood that BTS/MRT users would participate in the study, especially during rush hours, and improved the candor of the respondents as they could speak quickly and openly without being slowed and confined by having to write responses on a written form. The surveys were conducted Monday through Friday during 3 different time periods; during morning rush hours from 7.00 am to 9.00 am, evening rush hours from 4.00 pm to 8.00 pm and during non-rush hours from 9.00 am to 4.00 pm and after 8.00 pm. The frequency of trains varied during these 3 time periods. Trains arrived at stations every 2.33 to 3.20 minutes in the morning and evening rush hours while in non-rush hours, trains arrive at stations every 5.00 to 5.55 minutes (BTS & MRT Call Center, December 14, 2006). Therefore, in general, BTS and/or MRT users spent more time waiting for trains at stations during non-rush hours than those who used them during rush hours. This fact could affect the effectiveness of the transit advertising on BTS/MRT users.

The researcher interviewed 3 groups of 35 respondents each; one group for each of the 3 time periods identified above. Respondents were selected to achieve roughly equal gender and age distributions in each of the 3 groups. All surveys were conducted at the exits of the Asoke and Saladaeng stations which are the two transit stations between

the BTS sky train and the MRT subway in order to survey equal numbers of BTS and MRT users.

The data were collected between January 8 and January 19, 2007.

Data Analysis

The data were analyzed by use of descriptive statistics (percentages and means) in order to determine the effectiveness of transit advertising as measured by the AIDA Model. The findings are presented in frequency distribution tables, noting percentages and means in Chapter 4.

Conclusions are drawn and discussed and recommendations for further study made in Chapter 5.

CHAPTER 4

FINDINGS

In this chapter, the research findings are presented. Tables are drawn to display findings in percentages and a brief discussion is presented below each table. The questionnaire was completed by 105 respondents categorized in 3 different groups of 35 respondents each: during morning rush hours from 7.00 am to 9.00 am, evening rush hours from 4.00 pm to 8.00 pm and during non-rush hours from 9.00 am to 4.00 pm and after 8.00 pm. The questionnaire was divided into two parts. Part I traced the general profile of the respondents including gender, age, and frequency of Bangkok transit transportation use. Part II of the questionnaire sought information on the effectiveness of transit advertising in the BTS and MRT systems.

Findings regarding the profile of the 105 BTS and/or MRT users participating in the study are presented in quantities and percentages in Table 3 below.

TABLE 3 Profile of BTS/MRT users

General Information	No.	%
1. <u>Gender</u>		
Male	51	48.57
Female	54	51.43
Total	105	100.00
2. <u>Age</u>		
25-35 Years	57	54.29
36-45 Years	33	31.43
46-55 Years	13	12.38
Over 55 Years	2	1.90
Total	105	100.00
3. <u>Frequency</u>		
4-5 days/week	50	47.62
1-3 days/week	27	25.72
2-3 days/month	14	13.33
Less than 2 days/month	14	13.33
Total	105	100.00

TABLE 3 shows gender, age and frequency of use proportions of the BTS/MRT users who participated in the study. Slightly more respondents were female than male (54:51). The majority (54.29%) of the respondents were between 25 and 35 years of age and 33 (31.43%) were between the ages of 36 and 45. Almost half (47.62%) of the

respondents used the BTS and/or MRT 4-5 days per week and a quarter of the respondents (25.72%) used the BTS and/or MRT 1-3 days per week. The remaining quarter (26.67%) used the BTS and/or MRT 2-3 days per month or less. It can be said that, overall, the 105 respondents were quite familiar with the BTS and MRT systems and the advertising found therein.

Findings regarding the effectiveness of transit advertising are presented below in the order of the 6 questions in Part II of the questionnaire.

The respondents mentioned a wide range of products when they were asked, "Which transit advertisements in the BTS/MRT do you remember?". One hundred and two of the 105 respondents (97.14%) remembered the advertisements they had seen. The 5 products that were reported most often by respondents as remembered were Lumpini Place Condominiums, different upcoming movies, Tropicana juice, Nokia mobile phones, and the Wall Street Language Institute. These were mentioned 31, 28, 15, 13, and 12 times respectively. Three (2.86%) respondents could not remember any advertisements or could not remember the brands of the advertisements they saw.

Question 2 in Part II of the questionnaire asked the respondents, “Were you aware of the advertised products or services before you saw them in the BTS or MRT?”. The findings are presented in Table 4 below.

TABLE 4 Prior Awareness of products or services advertised

	Morning Rush Hours	%	Evening Rush Hours	%	Non Rush Hours	%	Total	Total %
All advertisements	13	37.14	11	31.43	9	25.71	33	31.43
Most advertisements	10	28.57	13	37.14	12	34.29	35	33.33
Some advertisements	11	31.43	10	28.57	13	37.14	34	32.38
No advertisements	1	2.86	1	2.86	1	2.86	3	2.86
Total	35	100.00	35	100.00	35	100.00	105	100.00

TABLE 4 shows that globally, 102 of 105 respondents (97.14%) were aware of the products or services before them seeing advertised in the BTS or MRT; 35 (33.33%) reported being aware of most products or services; 34 (32.38%) being aware of some of the products or services; 33 (371.43%) being aware of all of them. Only 3 respondents (2.86%) reported being unaware of any of the products or services before seeing them in the BTS or MRT. This number included the two respondents who could not remember any advertisements.

The morning rush hour, evening rush hour and non rush hour groups reported highly similar results. The non rush hour group included the least number of respondents reporting that they were aware of all of the products or services before seeing them advertised in the BTS or MRT; 9 respondents (25.71%)

Question 3 in Part II of the questionnaire asked the respondents, “Did you become interested for the first time in any of these products or services after seeing the advertisements in the BTS sky train or the MRT subway?”. The findings are presented in Table 5 below.

TABLE 5 First interest in products or services advertised

	Morning Rush Hours	%	Evening Rush Hours	%	Non Rush Hours	%	Total	Total %
Very Much more interested	1	2.86	1	2.86	2	5.71	4	3.81
Somewhat more interested	23	65.71	17	48.57	19	54.29	59	56.19
No change in interest	11	31.43	17	48.57	14	40.00	42	40.00
Total	35	100.00	35	100.00	35	100.00	105	100.00

TABLE 5 shows that 59 of 105 respondents (56.19%) became somewhat more interested in the products or services for the first time after seeing them advertised in the BTS or MRT; 42 (40.00%) reported no change in interest after seeing the products or services advertised in the BTS or MRT. Only 4 respondents (3.81%) became very much more interested in the products or services for the first time after seeing them advertised in the BTS or MRT. The respondents in the morning rush hour and non rush hour groups reported in the same ranking order; somewhat more interested, no change in interest and very much more interested. The respondents in the evening rush hour group reported being somewhat more interested and no change in interest in equal numbers, 17 (48.57%). One respondent (2.86%) in the evening rush hour group reported becoming very much more interested in the products or services.

Question 4 in Part II of the questionnaire asked the respondents, "Did any of advertisements you saw in the BTS/MRT make you want to own or use the advertised products or services?". The findings are presented in Table 6 below.

TABLE 6 Desire to own or use products or services advertised

	Morning Rush Hours	%	Evening Rush Hours	%	Non Rush Hours	%	Total	Total %
Yes	17	48.57	17	48.57	18	51.43	52	49.52
No	18	51.43	18	51.43	17	48.57	53	50.48
Total	35	100.00	35	100.00	35	100.00	105	100.00

TABLE 6 reveals that 53 of 105 respondents (50.48%) did not want to own or use the products or services they saw on the BTS or MRT. Almost equal numbers, 52 (49.52%), did want to own or use the advertised products or services. The numbers of the respondents who reported having a desire or having no desire to own or use the products or services advertised were very similar. The same number of respondents, 17 (48.57%) in the morning rush hour and evening rush hour groups reported having a desire to own or use the products or services advertised. Eighteen respondents (51.43%) in non rush hour group reported having a desire to own or use the products or services advertised, whereas 17 (48.57%) reported having no desire to own or use the products or services.

Question 5 in Part II of the questionnaire asked the respondents, "Did any of advertisements you saw in the BTS/MRT make you decide to purchase or actually purchase the products or services?". The findings are presented in Table 7 below.

TABLE 7 Decision to purchase or purchase of products or services advertised

	Morning Rush Hours	%	Evening Rush Hours	%	Non Rush Hours	%	Total	%
Decided to purchase	9	25.71	8	22.86	8	22.86	25	23.81
Actually purchased	1	2.86	0	0.00	6	17.14	7	6.67
No	25	71.43	27	77.14	21	60.00	73	69.52
Total	35	100.00	35	100.00	35	100.00	105	100.00

TABLE 7 shows that the majority of the respondents did not decide to purchase or actually purchase the products or services they had seen in the BTS or MRT. Seventy-three of 105 respondents (69.52%) reported not deciding to purchase or actually purchasing the products or services they had seen in the BTS or MRT. Twenty-five (23.81%) reported deciding to purchase the products or services advertised. Only 7 of 105 respondents (6.67%) reported actually purchasing the products or services advertised. Six of these 7 respondents were from the non rush hour group.

Question 6 in Part II of the questionnaire asked the respondents, "In your own words, how did the transit advertising you saw in the BTS or MRT influence you?". The findings are summarized in the paragraph below.

Respondents reported the influences of transit advertising in the BTS or MRT in different ways. The five descriptions that were reported most often were that transit advertising; 1) killed time while waiting for trains, 2) was a kind of entertainment to reduce boredom while waiting for trains, 3) was an advertising media that kept BTS or MRT users updated on new products or services in the market, 4) was another channel for BTS or MRT users to find more information about products or services, and 5) was just the same as other types of advertising media. These were mentioned 77, 61, 33, 21, 12 times respectively. Four of 105 respondents reported that the large number of advertisements annoyed them.

Conclusions are drawn and discussed, followed by a note on a limitation of the study and recommendations for further study in Chapter 5.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

Conclusions

In this chapter, conclusions are drawn and discussed. Comments on the limitations of the study and recommendations for further study follow.

The most important result of this study is the answer to the research question, “At which level of the AIDA model is transit advertising effective?”. The study revealed that transit advertising was effective in gaining or maintaining “Awareness” of and creating “Interest” in the BTS and/or MRT users in the products or services advertised.

Of the 105 respondents in the study, 102 (97.14%) were aware of the products or services advertised before seeing them in the BTS and/or MRT and could remember them when asked an open question without clues pertaining to the identities of products or services advertised. Fifty-nine respondents (56.19%) reported that the advertisements they had seen in the BTS and/or the MRT made them become somewhat more interested for the first time in the products or services advertised. Four respondents (3.81%) reported

that they become very much more interested for the first time in the products or services they had seen on the BTS and/or MRT.

On the other hand, less than half (49.52%) of the respondents reported that transit advertising in the BTS and/or MRT influenced their desire to own or use the products or services they had seen whereas 50.48% indicated that transit advertising did not influence their desire in anyway. Further, in general, transit advertising did not lead the respondents to take any concrete action vis-à-vis the products or services advertised i. e. to decide to purchase or actually purchase them. Only 6.67 % of the respondents actually purchased the products or services they had seen in the BTS and/or MRT and 23.81% reported deciding to purchase them.

In summary, the answer to the research question can best be described on a scale of effectiveness progressively descending from "Awareness" to "Action" in the AIDA model. The largest group of respondents (68) was "Aware" of the products or services advertised in the BTS and/or MRT and could recall all of them (33) or most of them (35). If the transit advertising did not make the respondents aware of the products or services for the first time, the advertising contributed to the reinforcement of their awareness of the products or services. As Coney (2000:341) said "Marketers use the continual repetition of a

piece of information in order to hold it in current memory for use in problem solving or transfer to long-term memory". Transit advertising in the BTS and/or MRT affected the largest number of respondents in gaining, or at least maintaining or reinforcing, awareness of the products or services advertised. To a lesser, but still large extent, 60.00% of the respondents were influenced at the level of "Interest"; 3.81% became very much more interested in the products or services advertised and 56.19% became somewhat more interested in them. Further down the effectiveness scale, less than half of the respondents (49.52%) were influenced at the "Desire" level to own or use the products or services advertised in the BTS and/or MRT. At the "Action" level of the AIDA model, only a third (30.48%) of the respondents reported deciding to purchase or actually purchasing the products or services advertised.

Discussion

Beyond providing an answer to the research question, an open question in the questionnaire asked the respondents how the transit advertising in the BTS and/or MRT influenced them. As the question was open, many respondents offered more than one comment, several of which may have been similar. Their comments are discussed below.

A large number of the respondents (73.33%) reported that they saw the advertisements in the BTS and/or MRT as useful for time killing while waiting for trains or during the journey, and 58.10% of respondents said transit advertising was “boredom killing”. Though a large number of respondents saw transit advertising in a negative light (time killing and boredom killing), they were exposed to the products or services which was precisely the primary aim of the advertisers. Rossiter and Percy (1997:11) outlined “the six-step effect sequence” in advertising. The sequence begins with exposure of the potential consumers to the products and services advertised and proceeds to the final step of profits for the product or service provider. Even though the transit advertising was seen negatively by the respondents, the advertisers achieved their objective of exposure.

Approximately, one third (31.43%) of the respondents considered transit advertising useful in keeping them up-to-date on new products or services in the market. These respondents saw transit advertising in a more positive light. Advertisers are eager to communicate with this group of consumers, because their messages can be used to maintain or increase interest and/or desire of the consumers in the products or services. When consumers are eager to know what products or services are in the market, interest is

created as interest is usually created by one of two things; personal involvement or curiosity (Wells, Burnett; & Moriarty. 1998:252). The curiosity of the respondents was also useful to the advertisers.

One fifth (20.00%) of the respondents reported that they saw transit advertising as another channel to gain information about the products or services they had seen before. Twelve respondents (11.43%) reported that transit advertising was similar to other advertising media they had seen. These respondents also saw transit advertising in a positive light; an additional and acceptable advertising medium useful in keeping the respondents abreast of products and services available to them. This acceptance of the advertising medium itself is welcome news to advertisers.

Finally, five respondents (4.76%) reported that they were annoyed by too many advertisements in the BTS and/or MRT.

Although the first and last groups of comments indicate that the respondents held some negative attitudes toward the advertising medium and the number of advertisements, the important point is that the BTS and/or MRT users were aware of the medium and the advertisements and they in fact, did have attitudes. Advertisers seek consumer awareness and interest in their products and services, positive if possible, negative if necessary. The

objective for advertisers is to keep their products and services in the minds of consumers.

An example illustrates the point. In March 2007, a controversy raged in Europe, even rising to some parliaments that debated banning an advertisement by the Italian fashion house Dolce & Gabana. The image in the advertisement showed a sensually clad woman being pinned down by a half-naked man, with four men watching. This resulted in an outcry from the public who saw the advertisement as an insult to women

(http://www.fashion.psfk.com/2007/03/dg_controversia.html). As a result, Dolce & Gabana gained much more attention because of the controversy than they would have gained from an advertisement without a public debate. This situation was most satisfying to the advertisers as it raised public awareness and interest in the products or services advertised, even if some negative coloration was associated.

If the first and last sets of comments show that the BTS and/or MRT users held some negative views of the transit advertising medium and the numbers of advertisements placed in the medium, this should not be a deterrent to advertisers. On the contrary, advertisers should see BTS and/or MRT advertising as an additional opportunity to influence consumer awareness and interest in products and services. This is reinforced by

the second and third groups of comments which show that the respondents saw transit advertising as an acceptable and even useful medium of communication.

Consumers seek information about products or services from all possible channels as they go through the decision making process before purchasing products or services, and they accept transit advertising as an additional source of information. Transit advertising does attract attention and does create interest of the BTS and/or MRT users. It can be concluded that transit advertising in the BTS and/or MRT does effectively create or reinforce awareness of and interest in the products or services advertised, it helps move consumers through the stages of "Attention" and "Interest" in the AIDA model. The effectiveness of transit advertising in the BTS and/or MRT at the "Desire" level of the AIDA model was found to be inconclusive. Only approximately half of the respondents reported that the advertisements seen increased their desire to own or use the products or services advertised. At the "Action" level in the AIDA model, transit advertising was found to be ineffective.

In addition, this study revealed that BTS and/or MRT users not only accepted transit advertising as an additional advertising channel, but also, to a large extent, found it useful.

The Outdoor Advertising Association of America (The Outdoor Advertising Association of America, 2005) pointed out that there are two types of media to advertise products or services. The first is mass media such as television, radio, newspapers, and magazines. The other is supporting media such as outdoor posters, transit advertising and leaflets. This study reaffirmed that transit advertising is an effective supporting media as the majority of the respondents in this study were exposed to the advertisements in a relatively new medium and were influenced by them at least at the levels of "Awareness" and "Interest". The majority of respondents in the study were aware of the products and services before seeing them advertised in the BTS and/or MRT, but their awareness was at least reinforced. Consumer interest was maintained or increased by BTS and MRT advertising. It must be assumed that initial awareness and interest were largely generated by the mass media or other forms of promotion. Since the effectiveness of BTS and MRT transit advertising was found to be inconclusive at the "Desire" level and ineffective at the "Action" level of the AIDA model, it is obvious that advertisers must also use other forms of advertising and promotion to move consumers to actually purchase the products or services advertised. Depending on the product or service offered, larger amounts of more costly mass media advertising (television, radio, print advertisements) may be required to move

consumers to the desired “Action” (purchase of the product or service offered), or other types of supporting media maybe used such as flyers, brochures or posters. Promotional media, such as press releases, sponsorship and websites, may also be useful in gaining the desired consumer response. In this sense, BTS and MRT transit advertising should be viewed as a supporting media, but one which has a useful place in a company’s marketing mix.

In conclusion, transit advertising in the BTS and MRT is accepted by consumers and is an effective supporting medium which manufacturers, service providers and advertisers should use as an integrated part of their marketing mixes to move consumers to purchase their products or services.

Limitation of the Study

One limitation to the study was that the number of the respondents was small compared to the population of BTS or MRT users in Bangkok. Therefore, the findings should not be over generalized in their application to BTS and MRT transit advertising.

Recommendations for Further Study

As follow up to the present study, the following research is recommended.

1. A study on the types of the transit advertisements employed in the BTS and/or MRT should focus on the effectiveness of different types of transit advertising such as TV screens, car wraps, car cards, or outside posters in order to identify their relative effectiveness.
2. A study on the effectiveness of transit advertisement placement within the BTS and MRT systems should focus on different locations for advertisements, such as on the platforms, in passageways, at or near ticketing areas, and on or in cars in order to determine the relative effectiveness of advertising placement.
3. A study should also be made to determine the correlations between demographic factors such as age, gender and income, and the effectiveness of BTS and/or MRT transit advertising.
4. Comparative study of the effectiveness of transit advertising focusing on different modes of public transportation (BTS, MRT, trains, buses, mini-vans, boats, taxis and tuk tuks) should also be undertaken to better understand the value of advertising in the various transit systems.

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APPENDIX

APPENDIX A
English Questionnaire

Questionnaire

This questionnaire is designed for a graduate research project on “ A Study of transit advertising.” at Srinakarinwirot University. Your cooperation in completing this questionnaire is greatly appreciated. The questionnaire consists of two parts:

Part I Personal Data

Part II Transit Advertising

Thank you for your cooperation in completing this questionnaire.

Please mark √ in the most appropriate space.

- ☐ 7.00 am. – 9.00 am
- ☐ 4.00 pm. – 8.00 pm.
- ☐ 9.00 am. – 4.00 pm and 8.00 pm. – 12.00 am

Part I: Personal Data

1. Gender

() Male

() Female

2. Age

() 25 – 35 years of age

() 36 – 45 years of age

() 46 – 55 years of age

() over 55 years of age

3. How often do you use the BTS Sky train and/or the MRT Subway?

- ☐ 4-5 days/week
- ☐ 1-3 days/week
- ☐ 2-3 days/month
- ☐ less than 2 days/month

Part II: Effectiveness of Transit Advertising.

1. Which transit advertisements in the BTS/MRT do you remember?

2. Were you aware of the advertised products or services before you saw them in the BTS or MRT?

- ☐ All of them
- ☐ Most of them
- ☐ Some of them
- ☐ None of them

3. Did you become interested for the first time in any of these products or services after seeing the advertisements in the BTS sky train or the MRT subway?

- ☐ Very much more interested
- ☐ Somewhat more interested
- ☐ No change in interest

4. Did any of advertisements you saw in the BTS/MRT make you want to own or use the advertised products or services?

() Yes

() No

5. Did any of the advertisements you saw in the BTS sky train or the MRT subway make you decide to purchase, or actually purchase the product or service?

() Decided to purchase

() Actually purchase

() No

6. In your own words, how did the transit advertising you saw in the BTS/MRT influenced you?

APPENDIX B
Thai Questionnaire

แบบสอบถาม

แบบสอบถามชุดนี้จัดทำขึ้นเพื่อการทำสารนิพนธ์ในหัวข้อ “การโฆษณาเคลื่อนที่”
มหาวิทยาลัยศรีนครินทรวิโรฒ แบบสอบถามแบ่งเป็น 2 ส่วนดังนี้

ส่วนที่ 1 ข้อมูลเกี่ยวกับผู้ตอบแบบสอบถาม

ส่วนที่ 2 การโฆษณาเคลื่อนที่

ขอขอบคุณในความร่วมมือในการตอบแบบสอบถามครั้งนี้

กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่เหมาะสม

- ☐ 07.30 น. – 09.00 น.
- ☐ 16.00 น. – 20.00 น.
- ☐ 09.00 น. – 16.00 น. และ 20.00 น – 24.00 น.

ส่วนที่ 1 ข้อมูลเกี่ยวกับผู้ตอบแบบสอบถาม

1. เพศ

() ชาย

() หญิง

2. อายุ

() 25 – 35

() 36 – 45

() 46 – 55

() มากกว่า 55

3. ท่านใช้บริการรถไฟฟ้าบีทีเอส และ/หรือ รถไฟใต้ดินเอ็มอาร์ที บ่อยเพียงใด?

- () 4-5 วันต่อสัปดาห์
- () 1-3 วันต่อสัปดาห์
- () 2-3 วันต่อเดือน
- () น้อยกว่า 2 วันต่อเดือน

ส่วนที่ 2 การโฆษณาเคลื่อนที่

1. ท่านจำโฆษณาขึ้นใดที่ท่านพบเห็นบนรถไฟฟ้าบีทีเอส หรือ รถไฟใต้ดินเอ็มอาร์ที ได้บ้าง?

2. ท่านเคยเห็นหรือรู้ว่ามีสินค้าหรือบริการเหล่านี้มาก่อนที่จะเห็นบนรถไฟฟ้าบีทีเอส หรือ บนรถไฟใต้ดินเอ็มอาร์ที หรือไม่

- () เคยเห็นมาก่อนทั้งหมด
- () เคยเห็นมาก่อนเป็นส่วนใหญ่
- () เคยเห็นมาบ้าง
- () ไม่เคยเห็นมาก่อนเลย

3. ท่านเกิดสนใจในสินค้าหรือบริการเหล่านี้เป็นครั้งแรกหลังจากเห็นบนรถไฟฟ้าบีทีเอส หรือ บนรถไฟใต้ดินเอ็มอาร์ที หรือไม่?

- () สนใจมาก
- () ค่อนข้างสนใจ
- () ไม่มีผลต่อความสนใจ

4. การโฆษณาสินค้าที่ท่านเห็นบนรถไฟฟ้าบีทีเอส หรือ รถไฟใต้ดินเอ็มอาร์ที
ทำให้ท่านอยากที่จะลองใช้หรือเป็นเจ้าของสินค้าหรือบริการที่เห็นในโฆษณาหรือไม่?

() ใช่
() ไม่ใช่

5. โฆษณาที่ท่านเห็นบนรถไฟฟ้าบีทีเอสหรือรถไฟฟ้าใต้ดินเอ็มอาร์ที
มีผลทำให้ท่านตัดสินใจที่จะซื้อ หรือ ได้ซื้อสินค้าหรือบริการ หรือไม่?

() ทำให้ตัดสินใจจะซื้อ
() ได้ซื้อแล้ว
() ไม่มีผล

6. ให้ท่านเขียนถึงว่าการโฆษณาเคลื่อนที่ท่านเห็นบนรถไฟฟ้าบีทีเอส หรือ
รถไฟฟ้าใต้ดินเอ็มอาร์ทีมีอิทธิพลต่อท่านอย่างไรบ้าง

VITAE

VITAE

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