

Abstract

Presently Mass Rapid Transit (MRT) is the popular transportation mode for Bangkok citizen. With the high traffic potential of passengers, Mass Rapid Transit Authority has officially opened the underground mall in 4 major stations: 1) Sukhumvit; 2) Phaholyothin; 3) Chatuchack; and 4) Kamphangphet. Ironically, regarding physical survey and interviewed shop tenants, the result has showed that underground mall is not located in the main circulation, which is ineffective to passenger accessibility. Additionally, fewer shop tenants caused high unoccupied space. Consequently, those 4 underground malls are lack of attractiveness for MRT shopping passengers.

The research on topic: "Improvement of Underground Retail Space in MRT Station Chaleom Ratchamongkon Line" aims to investigate 4 main issues: 1) to examine retail attractiveness factors of underground malls; 2) to analyze and compare physical characteristics of underground malls relating to selected case studies in term of attractiveness factors; 3) to analyze the relationship between customer behavior and underground retail space utilization; and 4) to propose improvement for Sukhumvit, Phaholyothin, Chatuchack, and Kamphangphet underground malls. The research was carried out using data collection via international publications, academic papers, and internet. Moreover, 3 prominent international case studies are taken into consideration as successful examples.

The analysis manifests that orientation and diversity of underground malls are the primary factors that affect the improvement of underground retail space. Moreover, retail environment, shopping facilities, and marketing promotion should also taken into consideration to further improvement steps. The implication of this research may allow better consideration for Bangkok Metro Network Co., Ltd. to implement this proposed improvement to MRT Station Chaleom Ratchamongkon Line, as well as provide a design standard for underground space planning in the future.