

Jongjit Lionram 2014: The Socio - Economic Impact of the First Automobile Policy on Purchased Households in Changwat Chon Buri. Master of Economics (Business Economics), Major Field: Business Economics, Faculty of Economics at Sriracha. Thesis Advisor: Associate Professor Somsak Priebprom, Ph.D. 210 pages.

The major objective of this study was to investigate the impact of the first automobile policy of the government on socio - economic of purchased households in Changwat Chon Buri. The primary data used in the study was from an interview of 320 samples of the first automobile purchasers chosen purposively in Changwat Chon Buri. The basic statistic method used for analyzing data were frequency distribution, percentage, mean, Chi - Square test and t - test/F - test to achieve the study objectives.

The study results indicated that the first automobile policy of the government had caused the automobile expenses of the household purchasers increased to 13,731.30 Baht a month. The major item of these automobile expenses was the installment of their car loan. The first automobile policy also caused the household expenditures on food and beverage increased moderately , while the household expenditures for housing , utilities , clothes and education increased slightly. Moreover, it was found that relationship among members in the family of the automobile purchasers was positively and better after buying their car under the first car policy of the government.

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