

Wasu Pathomanupong 2011: An Analysis of Demand for Under 1,500 cc Cylinder Cars. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Supriya Kuandachakupt, Ph.D. 94 pages.

As oil prices rise continuously, despite some price fluctuations, but the future oil price is tended to be higher, made car buyers desire to turn their focus to the category of the cars which have engine's cylindrical size less than 1,500 cc, especially in Thailand where the mass transportation is inadequate. The objectives of this study were to study of factors that influencing demand for this category and to study the elasticity of demand of this category.

The analysis was selected the secondary data since 1988 to 2007, and used multiple regression analysis of the econometric modeling.

The study was indicated that factors significantly at the level 0.05 affects to the demand for the category of the cars which have engine's cylindrical size less than 1,500 cc, by the average price of this category, the real average income of consumers and the interest rate of loan.

The study found that elasticity factors affecting of demand for the category of the cars which have engine's cylindrical size less than 1,500 cc from the consideration absolute value of elasticity calculation. The average price of this category was the most elasticity. The second was the interest rate of loan. Meanwhile, the income of customer had few effects and did not significantly.

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Thesis Advisor's signature