



<b>Independent Study Title</b>	Factors Affecting the Demand for the of Pick- up Trucks in Chiang Mai Province	
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### ABSTRACT

This study has the objectives to get an understanding of consumers' behavior in purchasing and using pick-up trucks as well as to analyze the factors and the relationships among them that may have influence on the vehicle purchasing demand. It is a case of Chiang Mai Province.

The study covered 300 samples ; the majority of which were male, 37 years old on the average, employed in business firms, with 10,933 bath per month average income, and residing in Chiang Mai city area. Most samples reported they made the purchasing choices themselves. The most popular choice was Isuzu, two-door, two wheel drive pick-up truck with extra passenger room and with low interest rate for installment purchase. The majority of these pick-up truck owners used the vehicles in their daily life activities and for business purposes, on the average two hours per day, mainly during 6.00-9.00 a.m. and 3.00-6.00 p.m., about 50 kilometers' drive each day, Most pick-up trucks would have an average working life of five years.

The first five most influential factors determining the purchasing demand were found to be cost of spare parts, safety system, fuel saving, assurance, and utility, respectively the

correlation analysis at 0.05 significant level revealed that income and occupation would be related to the choice to purchase the next automobile in the future ; the occupation would have relationship with the utility features of the vehicles; and no relationship existed among other factors.

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