



**THE IMPACT OF MACROECONOMIC VARIABLE TOWARDS
THE SALES OF AUTOMOBILE INDUSTRY (FOR THE CASE
OF SELECTED DEVELOPED AND
DEVELOPING COUNTRY)**

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ABSTRACT

1.1 Background of Study

The worldwide automotive industry has been enjoying a period of relatively strong growth and profitability, and annual sales have reached pre-recession levels in some regions. Since the industry consider to economic growth, it has been observed that many developed and developing countries (e.g., Japan, South Korea, Singapore, Indonesia, Malaysia, and Thailand) have policies for becoming major players in the world automotive market. The objective of this paper to study the impact of macroeconomic variable towards the car sales in developing and develop countries

The variable used are Vehicle Sales (Sales), Gross Domestic Product per Capita (GDPPC), Inflation Rate (INF), Unemployment Rate (UNEMP), Interest Rate (INR) and Exchange Rate (FXRATES) for annual data from 2005 until 2014 which involved six selected developed and developing country. Result from test shows all variable are significant with vehicle sales except for inflation rate and unemployment rate.