

ภาคผนวก ง

ผลการวิเคราะห์องค์ประกอบ

ผลการวิเคราะห์องค์ประกอบสำหรับผู้ที่มีประสบการณ์ในการซื้อสินค้าออนไลน์

Total Variance Explained^a

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.481	26.358	26.358	4.481	26.358	26.358	3.524	20.732	20.732
2	1.649	9.701	36.059	1.649	9.701	36.059	1.889	11.114	31.845
3	1.310	7.706	43.765	1.310	7.706	43.765	1.361	8.009	39.854
4	1.206	7.092	50.856	1.206	7.092	50.856	1.349	7.936	47.790
5	1.075	6.325	57.182	1.075	6.325	57.182	1.332	7.836	55.626
6	1.034	6.084	63.266	1.034	6.084	63.266	1.299	7.639	63.266
7	.963	5.662	68.927						
8	.905	5.323	74.250						
9	.801	4.709	78.959						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
10	.711	4.180	83.140						
11	.641	3.773	86.912						
12	.565	3.322	90.235						
13	.493	2.900	93.135						
14	.442	2.601	95.735						
15	.300	1.765	97.501						
16	.275	1.617	99.118						
17	.150	.882	100.000						

Extraction Method: Principal Component Analysis.

a. Only cases for which S1_12 = ๓๕๕ are used in the analysis phase.

ผลการวิเคราะห์องค์ประกอบสำหรับผู้ที่ไม่ีประสบการณ์ในการซื้อสินค้าออนไลน์

Total Variance Explained^a

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.937	23.159	23.159	3.937	23.159	23.159	2.776	16.330	16.330
2	1.869	10.994	34.152	1.869	10.994	34.152	1.866	10.978	27.307
3	1.430	8.412	42.565	1.430	8.412	42.565	1.614	9.497	36.804
4	1.269	7.466	50.031	1.269	7.466	50.031	1.468	8.633	45.437
5	1.088	6.400	56.430	1.088	6.400	56.430	1.457	8.569	54.007
6	1.033	6.075	62.505	1.033	6.075	62.505	1.445	8.498	62.505
7	.915	5.383	67.888						
8	.799	4.702	72.590						
9	.768	4.521	77.111						
10	.696	4.094	81.204						
11	.626	3.681	84.885						
12	.578	3.402	88.287						
13	.517	3.040	91.327						
14	.493	2.902	94.229						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
15	.453	2.664	96.894						
16	.325	1.912	98.806						
17	.203	1.194	100.000						

Extraction Method: Principal Component Analysis.

a. Only cases for which S1_12 = ไม่เคย are used in the analysis phase.