

ภาคผนวก ก

ผลการประมาณค่าแบบจำลอง โดยใช้ โปรแกรม LIMDEP 7.0

กรณี แครอท: กลุ่มตัวอย่างทั้งหมด

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only
| Maximum Likelihood Estimates
| Model estimated: Jun 09, 2006 at 10:53:34PM.
| Dependent variable           Choice
| Weighting variable           None
| Number of observations       927
| Iterations completed         7
| Log likelihood function      -607.8205
| Log-L for Choice model =    -607.82054
| R2=1-LogL/LogL*   Log-L fncn  R-sqrd  RsqAdj
| No coefficients    -1018.4136  .40317  .39961
| Constants only    -793.8089   .23430  .22973
| Response data are given as ind. choice.
| Number of obs.=   927, skipped  0 bad obs.
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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-1.050595352	.15315526	-6.860	.0000
SDIS	1.204278536	.12671015	9.504	.0000
PWAR1	-.9876511876	.16331182	-6.048	.0000
PWAR2	-.9559627633	.18724916	-5.105	.0000
PWAR3	.7440468941	.15620342	4.763	.0000
PWAR4	.1669825913	.16811355	.993	.3206
MPLA	-.6380888390	.12399022	-5.146	.0000
SPLA	.4321992146	.11466958	3.769	.0002
UTYP	-.6025248802	.13564041	-4.442	.0000
MTYP	-.9171734668E-01	.13603143	-.674	.5002
P	-.7214009045E-01	.65920613E-02	-10.943	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[11,4]

กรณี แครอท: กลุ่มตัวอย่างที่มีสมาชิกในครอบครัวที่ต้องดูแลเอาใจใส่ด้านอาหารเป็นพิเศษ

DISCRETECHOICE;Lhs=V;Conditional;Choices=a,s,d;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Discrete choice (multinomial logit) model |
| Maximum Likelihood Estimates              |
| Model estimated: Jun 09, 2006 at 10:39:31PM. |
| Dependent variable                       Choice |
| Weighting variable                       None   |
| Number of observations                    471    |
| Iterations completed                     7      |
| Log likelihood function                  -302.5620 |
| Log-L for Choice model =                -302.56197 |
| R2=1-LogL/LogL*   Log-L fncn   R-sqrd   RsqAdj |
| No coefficients   -517.4464   .41528   .40837 |
| Constants only   -407.5915   .25768   .24891 |
| Response data are given as ind. choice. |
| Number of obs.=   471, skipped   0 bad obs. |
+-----+

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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-1.001500576	.20806306	-4.813	.0000
SDIS	1.199444625	.17569484	6.827	.0000
PWAR1	-1.031989808	.24449033	-4.221	.0000
PWAR2	-1.237873554	.29984385	-4.128	.0000
PWAR3	.7213930149	.22165860	3.255	.0011
PWAR4	.3328776952	.22756915	1.463	.1435
MPLA	-.5951687841	.16951145	-3.511	.0004
SPLA	.5248862500	.16206328	3.239	.0012
UTYP	-.6916308202	.20066866	-3.447	.0006
MTYP	-.1184383237	.19245373	-.615	.5383
P	-.6960857788E-01	.91995913E-02	-7.566	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[11,4]

กรณี แครอท: กลุ่มตัวอย่างที่ปัจจุบันยังซื้อผักปลอดภัย ตรายอดค่า

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only
| Maximum Likelihood Estimates
| Model estimated: Jun 07, 2006 at 10:42:34PM.
| Dependent variable           Choice
| Weighting variable           None
| Number of observations        429
| Iterations completed         8
| Log likelihood function      -258.2474
| Log-L for Choice model =    -258.24742
| R2=1-LogL/LogL*   Log-L fncn  R-sqrd  RsqAdj
| No coefficients      -471.3047  .45206  .44494
| Constants only      -359.7721  .28219  .27287
| Response data are given as ind. choice.
| Number of obs.=    429, skipped    0 bad obs.
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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-1.722867753	.36606869	-4.706	.0000
SDIS	1.686111887	.26241906	6.425	.0000
PWAR1	-1.215138049	.29750019	-4.084	.0000
PWAR2	-1.713284463	.37313472	-4.592	.0000
PWAR3	1.236656753	.27778492	4.452	.0000
PWAR4	.4697598605	.30895515	1.520	.1284
MPLA	-1.150783534	.26557972	-4.333	.0000
SPLA	.8512188559	.18861716	4.513	.0000
UTYP	-.5203577410	.20658940	-2.519	.0118
MTYP	-.1795517537	.22864442	-.785	.4323
P	-.8007549881E-01	.13553002E-01	-5.908	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[11,4]

กรณี แครอท: กลุ่มตัวอย่างที่ปัจจุบันไม่ได้ซื้อผักปลอดภัย ตรายดอยคำ

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only
| Maximum Likelihood Estimates
| Model estimated: Jun 07, 2006 at 10:52:15PM.
| Dependent variable           Choice
| Weighting variable           None
| Number of observations       498
| Iterations completed         7
| Log likelihood function      -335.7839
| Log-L for Choice model =    -335.78390
| R2=1-LogL/LogL*   Log-L fncn  R-sqrd  RsqAdj
| No coefficients      -547.1089   .38626   .37940
| Constants only      -432.0815   .22287   .21419
| Response data are given as ind. choice.
| Number of obs.=    498, skipped   0 bad obs.
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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-.7721827189	.18334581	-4.212	.0000
SDIS	.9658834004	.16668286	5.795	.0000
PWAR1	-.9971744398	.20794458	-4.795	.0000
PWAR2	-.6517639903	.22503310	-2.896	.0038
PWAR3	.5504915726	.21570661	2.552	.0107
PWAR4	.1734286743	.21819158	.795	.4267
MPLA	-.4549340725	.15190599	-2.995	.0027
SPLA	.2134302960	.15743170	1.356	.1752
UTYP	-.6069297780	.18547021	-3.272	.0011
MTYP	.1640043391E-01	.18066818	.091	.9277
P	-.7644834992E-01	.83612667E-02	-9.143	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[11,4]

กรณี ผักกาดหอมห่อ: กลุ่มตัวอย่างทั้งหมด

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,GQUA,NQUA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only
| Maximum Likelihood Estimates
| Model estimated: Jun 11, 2006 at 00:50:56PM.
| Dependent variable           Choice
| Weighting variable           None
| Number of observations       927
| Iterations completed         7
| Log likelihood function      -644.2423
| Log-L for Choice model =    -644.24229
| R2=1-LogL/LogL*   Log-L fncn  R-sqrd  RsqAdj
| No coefficients    -1018.4136  .36741  .36294
| Constants only    -778.5803   .17254  .16670
| Response data are given as ind. choice.
| Number of obs.=   927, skipped   0 bad obs.
+-----+

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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-.5208298187	.13046442	-3.992	.0001
SDIS	.8366754448	.10153542	8.240	.0000
PWAR1	-.7941101153	.15401639	-5.156	.0000
PWAR2	-.4698134965	.16795211	-2.797	.0052
PWAR3	.2595987801	.15293069	1.697	.0896
PWAR4	-.5571240470E-01	.17121976	-.325	.7449
MPLA	-.2210714378	.11937860	-1.852	.0640
SPLA	.1042384842	.12193631	.855	.3926
GQUA	.5632799675	.12073881	4.665	.0000
NQUA	-1.001329131	.16658956	-6.011	.0000
UTYP	.9234096557E-01	.13727113	.673	.5011
MTYP	-.5203312357	.14822506	-3.510	.0004
P	-.5378146820E-01	.68939930E-02	-7.801	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[13,4]

กรณี ผักกาดหอมห่อ: กลุ่มตัวอย่างที่มีสมาชิกในครอบครัวที่ต้องดูแลเอาใจใส่ด้านอาหารเป็นพิเศษ

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,GQUA,NQUA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only |
| Maximum Likelihood Estimates           |
| Model estimated: Jun 09, 2006 at 10:41:57PM. |
| Dependent variable                     Choice |
| Weighting variable                     None |
| Number of observations                 471 |
| Iterations completed                   7 |
| Log likelihood function                -321.0526 |
| Log-L for Choice model =              -321.05256 |
| R2=1-LogL/LogL*   Log-L fncn   R-sqrd   RsqAdj |
| No coefficients   -517.4464   .37954   .37086 |
| Constants only   -397.8184   .19297   .18167 |
| Response data are given as ind. choice. |
| Number of obs.=   471, skipped   0 bad obs. |
+-----+

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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-.6780262145	.21150062	-3.206	.0013
SDIS	.8555791493	.14885415	5.748	.0000
PWAR1	-.9913176926	.23704470	-4.182	.0000
PWAR2	-.6796508293	.25651922	-2.650	.0081
PWAR3	.3641391427	.21929347	1.661	.0968
PWAR4	.2152146495	.23096242	.932	.3514
MPLA	-.3222862971	.18098030	-1.781	.0749
SPLA	.3403604950	.16893352	2.015	.0439
GQUA	.5130034946	.17999064	2.850	.0044
NQUA	-.9312517840	.24048937	-3.872	.0001
UTYP	.7815949070E-02	.20157202	.039	.9691
MTYP	-.5244062674	.22519403	-2.329	.0199
P	-.5576468985E-01	.10071364E-01	-5.537	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las
[13,4]

กรณี ผักกาดหอมห่อ: กลุ่มตัวอย่างที่ปัจจุบันยังซื้อผักปลอดภัย トラดอยคำ

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,MPLA,SPLA,GQUA,NQUA,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Conditional logit model for choices only
| Maximum Likelihood Estimates
| Model estimated: Jun 09, 2006 at 10:27:49PM.
| Dependent variable           Choice
| Weighting variable           None
| Number of observations       429
| Iterations completed         7
| Log likelihood function      -278.9869
| Log-L for Choice model =    -278.98688
| R2=1-LogL/LogL*   Log-L fncn  R-sqrd  RsqAdj
| No coefficients      -471.3047  .40805  .40037
| Constants only      -357.2891  .21916  .20902
| Response data are given as ind. choice.
| Number of obs.=    429, skipped    0 bad obs.
+-----+

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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-1.156072570	.21723437	-5.322	.0000
SDIS	1.270541661	.17395266	7.304	.0000
PWAR1	-.8657033292	.25154851	-3.441	.0006
PWAR2	-.8228399281	.27367343	-3.007	.0026
PWAR3	.3256048105	.23107998	1.409	.1588
PWAR4	-.1096054740	.25498925	-.430	.6673
MPLA	-.5872428279	.19954161	-2.943	.0033
SPLA	.3446475546	.16446214	2.096	.0361
GQUA	.6603009431	.19905852	3.317	.0009
NQUA	-1.098093421	.23573687	-4.658	.0000
P	-.5119078102E-01	.10966055E-01	-4.668	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

Matrix: Las

[11,4]

กรณี ผักกาดหอมห่อ: กลุ่มตัวอย่างที่ปัจจุบันไม่ได้ซื้อผักปลอดภัย ตลาดอัยคำ

DISCRETECHOICE;Lhs=V;Choices=a,s,d;Conditional;Rhs=DILI,SDIS,PWAR1,
PWAR2,PWAR3,PWAR4,GQUA,NQUA,UTYP,MTYP,P\$
Normal exit from iterations. Exit status=0.

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+-----+
| Discrete choice (multinomial logit) model |
| Maximum Likelihood Estimates              |
| Model estimated: Jun 11, 2006 at 01:03:53PM. |
| Dependent variable                       Choice |
| Weighting variable                       None   |
| Number of observations                     498   |
| Iterations completed                      7      |
| Log likelihood function                   -360.7821 |
| Log-L for Choice model =                 -360.78210 |
| R2=1-LogL/LogL*   Log-L fncn   R-sqrd   RsqAdj |
| No coefficients   -547.1089   .34057   .33320 |
| Constants only   -421.2458   .14354   .13397 |
| Response data are given as ind. choice. |
| Number of obs.=   498, skipped   0 bad obs. |
+-----+

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Variable	Coefficient	Standard Error	b/St.Er.	P[Z >z]
DILI	-.2910513398	.15506003	-1.877	.0605
SDIS	.5586131963	.13218585	4.226	.0000
PWAR1	-.7255636072	.19659544	-3.691	.0002
PWAR2	-.3241900076	.21036496	-1.541	.1233
PWAR3	.1141677403	.20407040	.559	.5759
PWAR4	-.8810496657E-02	.22895966	-.038	.9693
GQUA	.5603629822	.14417290	3.887	.0001
NQUA	-1.015981296	.17966034	-5.655	.0000
UTYP	.1543120216	.15836352	.974	.3298
MTYP	-.6009373907	.18099558	-3.320	.0009
P	-.5782980242E-01	.85899948E-02	-6.732	.0000

(Note: E+nn or E-nn means multiply by 10 to + or -nn power.)

[Matrix: Las](#)

[11,4]