

ภาคผนวก ค

การทดสอบค่าสถิติการแจกแจงของตัวอย่างเบื้องต้น

ภาคผนวก ค-1 : ค่าสถิติ Kolmogorov-Smirnov เพื่อทดสอบการแจกแจงของข้อมูลตัวอย่าง

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
producttaste	.284	400	.000	.793	400	.000
productclean	.364	400	.000	.769	400	.000
productstd	.306	400	.000	.815	400	.000
learningexperience	.313	400	.000	.795	400	.000
brandgovernment	.189	400	.000	.880	400	.000
brandreliable	.239	400	.000	.832	400	.000
brandimage	.309	400	.000	.742	400	.000
brandawareness	.347	400	.000	.786	400	.000
packagereliable	.434	400	.000	.617	400	.000
packagebeauty	.266	400	.000	.802	400	.000
packageconvenince	.389	400	.000	.704	400	.000
packagestrength	.295	400	.000	.845	400	.000
packagecleanness	.285	400	.000	.860	400	.000
channel3	.266	400	.000	.869	400	.000
price1	.207	400	.000	.889	400	.000
price2	.269	400	.000	.820	400	.000
price3	.244	400	.000	.858	400	.000
channel1	.246	400	.000	.861	400	.000
channel2	.284	400	.000	.848	400	.000
promotionadv	.310	400	.000	.823	400	.000
leaningknowledge	.330	400	.000	.769	400	.000
promotionsalesperson	.277	400	.000	.845	400	.000
promotioncoupon	.198	400	.000	.908	400	.000
promotionnetadv	.207	400	.000	.893	400	.000
referencegrp1	.295	400	.000	.808	400	.000
referencegrp2	.307	400	.000	.794	400	.000
referencegrp3	.273	400	.000	.774	400	.000

a. Lilliefors Significance Correction

ภาคผนวก ค-2 : ค่าสัมประสิทธิ์สหสัมพันธ์ (Correlation Coefficient) ของตัวแปรต่างๆที่มีผลต่อการตัดสินใจซื้อผลิตภัณฑ์หนึ่งตำบลหนึ่งผลิตภัณฑ์ประเภทอาหารและเครื่องดื่ม (ต่อ)

		Correlations																										
		product taste	product cleanliness	product standard	learning experience	brand government	brand reliable	brand image	brand awareness	package reliable	package beauty	package convenience	package strength	package cleanliness	channel3	price1	price2	price3	channel1	channel2	promotion advertising	leaning knowledge	promotion salesperson	promotion coupon	promotion netadv	reference grp1	reference grp2	reference grp3
promotion advertising	Pearson Correlation	.130(**)	0.079	0.095	.141(**)	0.065	0.031	-0.021	0.001	0.011	-0.039	0	.281(**)	.248(**)	.232(**)	-.192(**)	0.017	0.088	.129(**)	-.188(**)	1.000	.275(**)	-.394(**)	0.049	0.085	-.375(**)	-.370(**)	-.162(**)
	Sig. (2-tailed)	0.009	0.116	0.057	0.005	0.195	0.537	0.678	0.980	0.825	0.442	0	0.000	0.000	0.000	0.000	0.731	0.079	0.010	0.000	0.000	0.000	0.332	0.089	0.000	0.000	0.001	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
leaning knowledge	Pearson Correlation	.216(**)	.170(**)	.179(**)	.157(**)	0.088	0.050	0.085	0.014	0.064	0.063	.125(**)	.148(**)	.184(**)	0.052	-.165(**)	-.115(*)	-.117(*)	.131(**)	-.164(**)	.275(**)	1.000	-.302(**)	0.058	0.088	-.276(**)	-.359(**)	0.077
	Sig. (2-tailed)	0.000	0.001	0.000	0.002	0.080	0.319	0.090	0.786	0.203	0.209	0	0.003	0.000	0.296	0.001	0.021	0.019	0.009	0.001	0.000	0.000	0.246	0.078	0.000	0.000	0.126	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
promotion salesperson	Pearson Correlation	-.108(*)	-.196(**)	-.182(**)	0.070	0.024	-0.008	-0.001	-0.004	-0.014	0.012	0	-.264(**)	-.244(**)	-.159(**)	-0.010	-.126(*)	-.101(*)	-.121(*)	-.186(**)	-.394(**)	1.000	-.302(**)	0.048	-.131(**)	-.251(**)	-.276(**)	0.085
	Sig. (2-tailed)	0.031	0.000	0.000	0.163	0.639	0.872	0.984	0.931	0.782	0.814	0	0.000	0.000	0.001	0.844	0.012	0.044	0.016	0.000	0.000	0.000	0.335	0.009	0.000	0.000	0.090	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
promotion coupon	Pearson Correlation	0.071	.118(*)	0.079	0.020	-.119(*)	-.107(*)	-0.085	-0.040	-0.088	-0.063	0	.116(*)	.171(**)	-.165(**)	-0.011	0.083	.104(*)	0.064	.227(**)	0.049	0.058	0.048	1.000	.592(**)	0.064	-.143(**)	0.000
	Sig. (2-tailed)	0.156	0.018	0.115	0.684	0.017	0.033	0.091	0.428	0.078	0.207	0	0.020	0.001	0.001	0.822	0.096	0.037	0.201	0.000	0.332	0.246	0.335	0.000	0.204	0.004	0.995	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
promotion netadv	Pearson Correlation	0.084	.132(**)	0.075	0.039	-0.054	-0.060	-0.030	-0.015	0.018	-0.004	0	-.182(**)	-.311(**)	-.250(**)	0.047	0.022	.107(*)	-.162(**)	-.149(**)	0.085	0.088	-.131(**)	-.592(**)	1.000	0.008	-.128(*)	-0.001
	Sig. (2-tailed)	0.093	0.008	0.134	0.442	0.281	0.231	0.556	0.758	0.726	0.930	0	0.000	0.000	0.000	0.348	0.659	0.032	0.001	0.003	0.089	0.078	0.009	0.000	0.000	0.867	0.010	0.981
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
reference grp1	Pearson Correlation	0.085	.120(*)	.172(**)	.138(**)	-0.004	-0.015	0.004	0.030	0.003	-0.019	.130(**)	-.186(**)	-.178(**)	-.147(**)	-.129(*)	-.196(**)	.103(*)	0.079	-.192(**)	.375(**)	.276(**)	-.251(**)	0.064	0.008	1.000	.482(**)	-.309(**)
	Sig. (2-tailed)	0.089	0.017	0.001	0.006	0.930	0.761	0.943	0.547	0.946	0.699	0	0.000	0.000	0.003	0.010	0.000	0.040	0.115	0.000	0.000	0.000	0.000	0.204	0.867	0.000	0.000	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
reference grp2	Pearson Correlation	.121(*)	.162(**)	.173(**)	.140(**)	-0.002	-0.019	0.022	0.058	0.031	-0.021	.148(**)	.285(**)	.316(**)	-.179(**)	.232(**)	.126(*)	.136(**)	.188(**)	.241(**)	.370(**)	.359(**)	.276(**)	.143(**)	.128(*)	.482(**)	1.000	.294(**)
	Sig. (2-tailed)	0.015	0.001	0.001	0.005	0.974	0.712	0.667	0.244	0.543	0.672	0	0.000	0.000	0.000	0.000	0.012	0.006	0.000	0.000	0.000	0.000	0.000	0.004	0.010	0.000	0.000	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
reference grp3	Pearson Correlation	-0.075	0.042	.116(*)	0.040	0.083	-.120(*)	.123(*)	.139(**)	0.058	0.046	0.047	0.019	0.045	0.093	0.060	-0.036	0.058	-.124(*)	-.150(**)	-.162(**)	0.077	0.085	0.000	-0.001	.309(**)	.294(**)	1
	Sig. (2-tailed)	0.132	0.399	0.020	0.427	0.096	0.017	0.013	0.005	0.246	0.362	0.351	0.707	0.366	0.062	0.235	0.473	0.250	0.013	0.003	0.001	0.126	0.090	0.995	0.981	0.000	0.000	
	N	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).