ภาคผนวก ง
การวิเคราะห์ปัจจัย (Factor Analysis)

<u>ภาคผนวก ง-1</u> : ค่าสถิติทดสอบ KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's และตารางแสดงการวิเคราะห์ปัจจัย

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.723
Bartlett's Test of Sphericity	Approx. Chi-Square	4279.387
	df	351
	Sig.	.000

Total Variance Explained

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	4.568	16.918	16.918	4.568	16.918	16.918	4.135	15.313	15.313
2	4.202	15.564	32.481	4.202	15.564	32.481	2.086	7.725	23.038
3	1.787	6.618	39.100	1.787	6.618	39.100	2.062	7.638	30.675
4	1.650	6.110	45.209	1.650	6.110	45.209	1.921	7.113	37.789
5	1.320	4.889	50.099	1.320	4.889	50.099	1.856	6.875	44.664
6	1.267	4.692	54.791	1.267	4.692	54.791	1.761	6.521	51.185
7	1.215	4.501	59.292	1.215	4.501	59.292	1.640	6.074	57.259
8	1.050	3.889	63.181	1.050	3.889	63.181	1.475	5.462	62.721
9	1.003	3.715	66.896	1.003	3.715	66.896	1.127	4.175	66.896
10	.932	3.451	70.347						
11	.831	3.077	73.425						
12	.805	2.980	76.405						
13	.684	2.532	78.938						
14	.648	2.398	81.336						
15	.613	2.270	83.606						
16	.579	2.146	85.752						
17	.545	2.020	87.772						
18	.515	1.907	89.679						
19	.464	1.720	91.399						
20	.454	1.680	93.079						
21	.435	1.611	94.690						
22	.386	1.428	96.118						
23	.341	1.261	97.379						
24	.296	1.095	98.475						
25	.259	.959	99.434						
26	.096	.356	99.789						
27	.057	.211	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix [a]

	Component								
	1	2	3	4	5	6	7	8	9
brandimage	.941								
brandgovernment	.911								
brandreliable	.864								
packagebeauty	.782								
packagereliable	.759			.288					
brandawareness	.514			.219	-.265	.404			
channel1		.775	.214						
channel2		.744				.203			
channel3		.676		.318					
producttaste			.779						
learningexperience			.770						
productclean		.312	.562						
productstd		.232	.526						
packagestrength				.742	.308				
packagecleaness		.340		.677	.205			.254	
packageconvenince	.396			.676					
promotiondsalespers					.762				
promotionadv					.677	.286			
leaningknowledge			.319		.499	.249			
referencegrp3		.242				.672			
referencegrp1					.343	.655			.242
referencegrp2					.353	.620			
promotioncoupon							.884		
promotionnetadv							.859		
price3								.781	
price1								.759	
price2									.925

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.