

ภาคผนวก จ  
การวิเคราะห์ความถดถอยเชิงเส้นตรง

ภาคผนวก จ-1 : การวิเคราะห์ความถดถอยเชิงเส้นตรง

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319 <sup>a</sup>	.101	.099	.630
2	.408 <sup>b</sup>	.167	.163	.607
3	.470 <sup>c</sup>	.221	.215	.588
4	.485 <sup>d</sup>	.236	.228	.583
5	.499 <sup>e</sup>	.249	.239	.579

- a. Predictors: (Constant), Price
- b. Predictors: (Constant), Price, Packaging
- c. Predictors: (Constant), Price, Packaging, Product quality
- d. Predictors: (Constant), Price, Packaging, Product quality , Distribution channel
- e. Predictors: (Constant), Price, Packaging, Product quality , Distribution channel, Communication

ANOVA<sup>f</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.830	1	17.830	44.937	.000 <sup>a</sup>
	Residual	157.920	398	.397		
	Total	175.750	399			
2	Regression	29.307	2	14.653	39.725	.000 <sup>b</sup>
	Residual	146.443	397	.369		
	Total	175.750	399			
3	Regression	38.898	3	12.966	37.518	.000 <sup>c</sup>
	Residual	136.852	396	.346		
	Total	175.750	399			
4	Regression	41.407	4	10.352	30.437	.000 <sup>d</sup>
	Residual	134.343	395	.340		
	Total	175.750	399			
5	Regression	43.729	5	8.746	26.101	.000 <sup>e</sup>
	Residual	132.021	394	.335		
	Total	175.750	399			

- a. Predictors: (Constant), Price
- b. Predictors: (Constant), Price, Package funtion
- c. Predictors: (Constant), Price, Package funtion, Product quailty and standard
- d. Predictors: (Constant),Price, Package funtion, Product quailty and standard, Distribution channel
- e. Predictors: (Constant), Price, Package funtion, Product quailty and standard, Distribution channel, Communicating for perception
- f. Dependent Variable: Y

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.575	.031		113.509	.000
	Price	.211	.032	.319	6.703	.000
2	(Constant)	3.575	.030		117.725	.000
	Price	.211	.030	.319	6.952	.000
	Package funtion,	.170	.030	.256	5.578	.000
3	(Constant)	3.575	.029		121.626	.000
	Price	.211	.029	.319	7.183	.000
	Package funtion,	.170	.029	.256	5.763	.000
	Product quailty and standard	.155	.029	.234	5.268	.000
4	(Constant)	3.575	.029		122.602	.000
	Price	.211	.029	.319	7.241	.000
	Package funtion,	.170	.029	.256	5.809	.000
	Product quailty and standard	.155	.029	.234	5.310	.000
	Distribution channel	.079	.029	.119	2.716	.007
5	(Constant)	3.575	.029		123.519	.000
	Price	.211	.029	.319	7.295	.000
	Package funtion,	.170	.029	.256	5.852	.000
	Product quailty and standard	.155	.029	.234	5.350	.000
	Distribution channel	.079	.029	.119	2.737	.006
	Communicating for perception	.076	.029	.115	2.632	.009

a. Dependent Variable: Y