

ภาคผนวก จ

การวิเคราะห์ทางสถิติแบบ Two Sample Test of Hypothesis และ One way ANOVA

Two Sample Test of Hypothesis

ภาคผนวก จ-1 : การทดสอบความแตกต่างทางเพศมีผลต่อการให้ความสำคัญกับปัจจัยด้านต่างๆ โดยใช้วิธี Two Sample Test of Hypothesis

Group Statistics

	sex	N	Mean	Std. Deviation	Std. Error Mean
Price	1	128	-.1423503	.98035933	.08665234
	2	272	.0669884	1.00391376	.06087121
Package function	1	128	.0336426	1.00900608	.08918438
	2	272	-.0158318	.99720848	.06046465
Product quality and standard	1	128	.1090052	.92502102	.08176108
	2	272	-.0512966	1.03105658	.06251699
Distribution channel	1	128	.0738640	.94297071	.08334762
	2	272	-.0347595	1.02558669	.06218533
Communication for perception	1	128	.0183228	1.01182026	.08943312
	2	272	-.0086225	.99614888	.06040040

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price	Equal variances assumed	.033	.855	-1.960	398	.051	-.20933873	.10680698	-.419315	.00063763
	Equal variances not assumed			-1.977	254.253	.049	-.20933873	.10589586	-.417883	-.000794
Package function	Equal variances assumed	.005	.942	.461	398	.645	.04947434	.10729253	-.161457	.26040527
	Equal variances not assumed			.459	246.206	.647	.04947434	.10774891	-.162753	.26170155
Product quality and standard	Equal variances assumed	.267	.605	1.498	398	.135	.16030178	.10701996	-.050093	.37069686
	Equal variances not assumed			1.557	274.882	.121	.16030178	.10292351	-.042317	.36292025
Distribution channel	Equal variances assumed	.973	.325	1.013	398	.311	.10862354	.10718298	-.102092	.31933910
	Equal variances not assumed			1.045	268.722	.297	.10862354	.10398962	-.096114	.31336155
Communication for perception	Equal variances assumed	.536	.465	.251	398	.802	.02694532	.10731269	-.184025	.23791588
	Equal variances not assumed			.250	245.356	.803	.02694532	.10791891	-.185620	.23951101

ภาคผนวก ข-2 : การทดสอบความแตกต่างทางสถานภาพการสมรสมีผลต่อการให้ความสำคัญกับ

ปัจจัยด้านต่างๆโดยใช้วิธี Two Sample Test of Hypothesis

Group Statistics

	status	N	Mean	Std. Deviation	Std. Error Mean
Price	1	202	-.0004756	1.03508037	.07282800
	2	181	.0024274	.94769280	.07044145
Packagefunction	1	202	.0075731	.99702368	.07015034
	2	181	-.0123210	1.02327069	.07605911
Productqualityands tandard	1	202	-.1990830	.97292043	.06845444
	2	181	.1699831	1.00143523	.07443609
Distributionchannel	1	202	-.0368993	1.00669011	.07083047
	2	181	.0654000	.95717139	.07114599
Communicationfor perception	1	202	-.1068551	.96520427	.06791154
	2	181	.0989389	1.01210259	.07522899

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price	Equal variances assumed	1.478	.225	-.029	381	.977	-.00290299	.10181207	-.203087	19728090
	Equal variances not assumed			-.029	380.818	.977	-.00290299	.10132086	-.202121	19631538
Packagefunction	Equal variances assumed	.271	.603	.193	381	.847	.01989411	.10332242	-.183259	22304767
	Equal variances not assumed			.192	374.079	.848	.01989411	.10347009	-.183562	22335002
Productqualityands tandard	Equal variances assumed	.001	.976	-3.655	381	.000	-.36906607	.10096694	-.567588	-.170544
	Equal variances not assumed			-3.650	373.788	.000	-.36906607	.10112736	-.567916	-.170216
Distributionchannel	Equal variances assumed	.489	.485	-1.016	381	.310	-.10229927	.10067130	-.300240	09564162
	Equal variances not assumed			-1.019	379.649	.309	-.10229927	.10039276	-.299695	09509621
Communicationfor perception	Equal variances assumed	.646	.422	-2.036	381	.042	-.20579401	.10108400	-.404546	-.007042
	Equal variances not assumed			-2.031	371.797	.043	-.20579401	.10134781	-.405081	-.006507

ภาคผนวก จ-3 : การทดสอบความแตกต่างของลักษณะประชากรด้านอายุที่มีผลต่อการให้
ความสำคัญกับปัจจัยด้านต่างๆ โดยวิธี Oneway ANOVA

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Price	.479	3	396	.697
Packagefunction	.200	3	396	.896
Productqualityands tandard	.645	3	396	.586
Distributionchannel	3.535	3	396	.015
Communicationfor perception	.858	3	396	.463

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	4.084	3	1.361	1.365	.253
	Within Groups	394.916	396	.997		
	Total	399.000	399			
Packagefunction	Between Groups	9.606	3	3.202	3.256	.022
	Within Groups	389.394	396	.983		
	Total	399.000	399			
Productqualityands tandard	Between Groups	34.036	3	11.345	12.310	.000
	Within Groups	364.964	396	.922		
	Total	399.000	399			
Distributionchannel	Between Groups	3.935	3	1.312	1.315	.269
	Within Groups	395.065	396	.998		
	Total	399.000	399			
Communicationfor perception	Between Groups	11.916	3	3.972	4.063	.007
	Within Groups	387.084	396	.977		
	Total	399.000	399			

Multiple Comparisons

LSD

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Packagefunction	1	2	.39797256*	12892529	.002	.1445090	.6514361
		3	.22603672	14319847	.115	-.0554875	.5075610
		4	.16826640	16140772	.298	-.1490568	.4855896
	2	1	-.39797256*	12892529	.002	-.6514361	-.1445090
		3	-.17193584	13138697	.191	-.4302390	.0863674
		4	-.22970616	15102711	.129	-.5266213	.0672090
	3	1	-.22603672	14319847	.115	-.5075610	.0554875
		2	.17193584	13138697	.191	-.0863674	.4302390
		4	-.05777032	16338072	.724	-.3789723	.2634317
	4	1	-.16826640	16140772	.298	-.4855896	.1490568
		2	.22970616	15102711	.129	-.0672090	.5266213
		3	.05777032	16338072	.724	-.2634317	.3789723
Productqualityandst andard	1	2	.03016612	12481549	.809	-.2152177	.2755500
		3	-.62824168*	13863368	.000	-.9007917	-.3556917
		4	-.49409928*	15626247	.002	-.8013070	-.1868915
	2	1	-.03016612	12481549	.809	-.2755500	.2152177
		3	-.65840780*	12719870	.000	-.9084770	-.4083386
		4	-.52426540*	14621276	.000	-.8117157	-.2368151
	3	1	.62824168*	13863368	.000	.3556917	.9007917
		2	.65840780*	12719870	.000	.4083386	.9084770
		4	.13414240	15817257	.397	-.1768205	.4451053
	4	1	.49409928*	15626247	.002	.1868915	.8013070
		2	.52426540*	14621276	.000	.2368151	.8117157
		3	-.13414240	15817257	.397	-.4451053	.1768205
Communicationforp erception	1	2	-.27022329*	12854244	.036	-.5229342	-.0175124
		3	-.30236728*	14277324	.035	-.5830555	-.0216790
		4	-.54799740*	16092842	.001	-.8643783	-.2316165
	2	1	.27022329*	12854244	.036	.0175124	.5229342
		3	-.03214399	13099682	.806	-.2896801	.2253922
		4	-.27777411	15057863	.066	-.5738076	.0182594
	3	1	.30236728*	14277324	.035	.0216790	.5830555
		2	.03214399	13099682	.806	-.2253922	.2896801
		4	-.24563012	16289555	.132	-.5658783	.0746181
	4	1	.54799740*	16092842	.001	.2316165	.8643783
		2	.27777411	15057863	.066	-.0182594	.5738076
		3	.24563012	16289555	.132	-.0746181	.5658783

*. The mean difference is significant at the .05 level.

ภาคผนวก จ-4 : การทดสอบความแตกต่างของลักษณะประชากรด้านระดับการศึกษาที่มีผลต่อการ
ให้ความสำคัญกับปัจจัยด้านต่างๆ

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Price	2.137	4	395	.076
Packagefunction	.977	4	395	.420
Productqualityands tandard	.888	4	395	.471
Distributionchannel	3.011	4	395	.018
Communicationfor perception	1.292	4	395	.273

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	7.496	4	1.874	1.891	.111
	Within Groups	391.504	395	.991		
	Total	399.000	399			
Packagefunction	Between Groups	41.723	4	10.431	11.532	.000
	Within Groups	357.277	395	.904		
	Total	399.000	399			
Productqualityands tandard	Between Groups	11.261	4	2.815	2.868	.023
	Within Groups	387.739	395	.982		
	Total	399.000	399			
Distributionchannel	Between Groups	21.579	4	5.395	5.646	.000
	Within Groups	377.421	395	.955		
	Total	399.000	399			
Communicationfor perception	Between Groups	10.463	4	2.616	2.659	.032
	Within Groups	388.537	395	.984		
	Total	399.000	399			

Multiple Comparisons

LSD

Dependent Variable	(I) education	(J) education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Packagefunction	1	2	.15978924	.18210710	.381	-.1982311	.5178096
		3	.61258570*	.20561003	.003	.2083589	1.0168125
		4	.74569184*	.15644226	.000	.4381283	1.0532554
		5	.97523326*	.18706550	.000	.6074647	1.3430018
	2	1	-.15978924	.18210710	.381	-.5178096	.1982311
		3	.45279646*	.19003276	.018	.0791944	.8263986
		4	.58590260*	.13531868	.000	.3198677	.8519375
		5	.81544402*	.16979537	.000	.4816284	1.1492597
	3	1	-.61258570*	.20561003	.003	-1.0168125	-.2083589
		2	-.45279646*	.19003276	.018	-.8263986	-.0791944
		4	.13310614	.16560082	.422	-.1924631	.4586753
		5	.36264755	.19478952	.063	-.0203063	.7456014
	4	1	-.74569184*	.15644226	.000	-1.0532554	-.4381283
		2	-.58590260*	.13531868	.000	-.8519375	-.3198677
		3	-.13310614	.16560082	.422	-.4586753	.1924631
		5	.22954142	.14192128	.107	-.0494741	.5085569
	5	1	-.97523326*	.18706550	.000	-1.3430018	-.6074647
		2	-.81544402*	.16979537	.000	-1.1492597	-.4816284
		3	-.36264755	.19478952	.063	-.7456014	.0203063
		4	-.22954142	.14192128	.107	-.5085569	.0494741
Productqualityandst andard	1	2	.39939892*	.18971159	.036	.0264282	.7723696
		3	.28054941	.21419596	.191	-.1405572	.7016561
		4	.50348442*	.16297502	.002	.1830775	.8238913
		5	.22459569	.19487705	.250	-.1585302	.6077216
	2	1	-.39939892*	.18971159	.036	-.7723696	-.0264282
		3	-.11884951	.19796821	.549	-.5080526	.2703536
		4	.10408550	.14096936	.461	-.1730586	.3812295
		5	-.17480323	.17688574	.324	-.5225585	.1729520
	3	1	-.28054941	.21419596	.191	-.7016561	.1405572
		2	.11884951	.19796821	.549	-.2703536	.5080526
		4	.22293501	.17251603	.197	-.1162294	.5620994
		5	-.05595372	.20292360	.783	-.4548991	.3429916
	4	1	-.50348442*	.16297502	.002	-.8238913	-.1830775
		2	-.10408550	.14096936	.461	-.3812295	.1730586
		3	-.22293501	.17251603	.197	-.5620994	.1162294
		5	-.27888873	.14784768	.060	-.5695555	.0117780
	5	1	-.22459569	.19487705	.250	-.6077216	.1585302
		2	.17480323	.17688574	.324	-.1729520	.5225585
		3	.05595372	.20292360	.783	-.3429916	.4548991
		4	.27888873	.14784768	.060	-.0117780	.5695555

*. The mean difference is significant at the .05 level.

Multiple Comparisons

LSD

Dependent Variable	(I) education	(J) education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		
						Lower Bound	Upper Bound	
Communicationforpreception	1	2	.16540942	.18990690	.384	-.2079452	.5387641	
		3	.40866090	.21441648	.057	-.0128793	.8302011	
		4	.21635872	.16314281	.186	-.1043781	.5370955	
		5	.56607113*	.19507768	.004	.1825508	.9495915	
		2	1	-.16540942	.18990690	.384	-.5387641	.2079452
	2	3	.24325147	.19817202	.220	-.1463523	.6328553	
		4	.05094929	.14111449	.718	-.2264801	.3283787	
		5	.40066171*	.17706785	.024	.0525485	.7487750	
		3	1	-.40866090	.21441648	.057	-.8302011	.0128793
		2	-.24325147	.19817202	.220	-.6328553	.1463523	
	3	4	-.19230218	.17269364	.266	-.5318158	.1472114	
		5	.15741024	.20313251	.439	-.2419458	.5567663	
		4	1	-.21635872	.16314281	.186	-.5370955	.1043781
		2	-.05094929	.14111449	.718	-.3283787	.2264801	
		3	.19230218	.17269364	.266	-.1472114	.5318158	
	4	5	.34971242*	.14799989	.019	.0587464	.6406784	
		5	1	-.56607113*	.19507768	.004	-.9495915	-.1825508
		2	-.40066171*	.17706785	.024	-.7487750	-.0525485	
		3	-.15741024	.20313251	.439	-.5567663	.2419458	
		4	-.34971242*	.14799989	.019	-.6406784	-.0587464	
Distributionchannel	1	2	.15520509	.18717060	.407	-.2127700	.5231802	
		3	.19900269	.21132702	.347	-.2164637	.6144690	
		4	.44021503*	.16079214	.006	.1240996	.7563304	
		5	.78363613*	.19226686	.000	.4056418	1.1616305	
		2	1	-.15520509	.18717060	.407	-.5231802	.2127700
	2	3	.04379759	.19531662	.823	-.3401925	.4277877	
		4	.28500994*	.13908122	.041	.0115780	.5584419	
		5	.62843103*	.17451654	.000	.2853336	.9715284	
		3	1	-.19900269	.21132702	.347	-.6144690	.2164637
		2	-.04379759	.19531662	.823	-.4277877	.3401925	
	3	4	.24121235	.17020536	.157	-.0934093	.5758340	
		5	.58463344*	.20020564	.004	.1910316	.9782353	
		4	1	-.44021503*	.16079214	.006	-.7563304	-.1240996
		2	-.28500994*	.13908122	.041	-.5584419	-.0115780	
		3	-.24121235	.17020536	.157	-.5758340	.0934093	
	4	5	.34342109*	.14586741	.019	.0566475	.6301946	
		5	1	-.78363613*	.19226686	.000	-1.1616305	-.4056418
		2	-.62843103*	.17451654	.000	-.9715284	-.2853336	
		3	-.58463344*	.20020564	.004	-.9782353	-.1910316	
		4	-.34342109*	.14586741	.019	-.6301946	-.0566475	

*. The mean difference is significant at the .05 level.

ภาคผนวก ข-5 : การทดสอบความแตกต่างของลักษณะประชากรด้านระดับรายได้ที่มีผลต่อการให้
ความสำคัญกับปัจจัยด้านต่างๆ

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Price	2.061	5	394	.069
Packagefunction	.641	5	394	.669
Productqualityands tandard	.597	5	394	.702
Distributionchannel	2.048	5	394	.071
Communicationfor perception	.952	5	394	.448

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	6.607	5	1.321	1.327	.252
	Within Groups	392.393	394	.996		
	Total	399.000	399			
Packagefunction	Between Groups	22.992	5	4.598	4.818	.000
	Within Groups	376.008	394	.954		
	Total	399.000	399			
Productqualityands tandard	Between Groups	8.617	5	1.723	1.739	.125
	Within Groups	390.383	394	.991		
	Total	399.000	399			
Distributionchannel	Between Groups	35.682	5	7.136	7.739	.000
	Within Groups	363.318	394	.922		
	Total	399.000	399			
Communicationfor perception	Between Groups	6.298	5	1.260	1.264	.279
	Within Groups	392.702	394	.997		
	Total	399.000	399			

Multiple Comparisons

Dependent Variable: Packagefunction

LSD

(I) salary	(J) salary	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.39908102*	.12307798	.001	.1571093	.6410527
	3	.47386620*	.13265259	.000	.2130708	.7346616
	4	.56074662*	.19342275	.004	.1804769	.9410164
	5	.77287605*	.27348525	.005	.2352032	1.3105489
	6	-.01007902	.29352227	.973	-.5871447	.5669867
2	1	-.39908102*	.12307798	.001	-.6410527	-.1571093
	3	.07478519	.13960743	.592	-.1996835	.3492538
	4	.16166561	.19825712	.415	-.2281085	.5514397
	5	.37379503	.27692545	.178	-.1706413	.9182314
	6	-.40916004	.29673026	.169	-.9925327	.1742126
3	1	-.47386620*	.13265259	.000	-.7346616	-.2130708
	2	-.07478519	.13960743	.592	-.3492538	.1996835
	4	.08688042	.20433895	.671	-.3148506	.4886115
	5	.29900985	.28131162	.288	-.2540497	.8520694
	6	-.48394522	.30082781	.108	-1.0753737	.1074832
4	1	-.56074662*	.19342275	.004	-.9410164	-.1804769
	2	-.16166561	.19825712	.415	-.5514397	.2281085
	3	-.08688042	.20433895	.671	-.4886115	.3148506
	5	.21212943	.31456618	.500	-.4063087	.8305675
	6	-.57082565	.33213404	.086	-1.2238022	.0821509
5	1	-.77287605*	.27348525	.005	-1.3105489	-.2352032
	2	-.37379503	.27692545	.178	-.9182314	.1706413
	3	-.29900985	.28131162	.288	-.8520694	.2540497
	4	-.21212943	.31456618	.500	-.8305675	.4063087
	6	-.78295507*	.38431087	.042	-1.5385115	-.0273987
6	1	.01007902	.29352227	.973	-.5669867	.5871447
	2	.40916004	.29673026	.169	-.1742126	.9925327
	3	.48394522	.30082781	.108	-.1074832	1.0753737
	4	.57082565	.33213404	.086	-.0821509	1.2238022
	5	.78295507*	.38431087	.042	.0273987	1.5385115

*. The mean difference is significant at the .05 level.

Multiple Comparisons

Dependent Variable: Distributionchannel

LSD

(I) salary	(J) salary	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.05373077	.12098312	.657	-.1841224	.2915840
	3	.53755690*	.13039477	.000	.2812004	.7939134
	4	.66662347*	.19013058	.001	.2928261	1.0404208
	5	.47703819	.26883037	.077	-.0514832	1.0055596
	6	1.12432754*	.28852635	.000	.5570838	1.6915713
2	1	-.05373077	.12098312	.657	-.2915840	.1841224
	3	.48382612*	.13723123	.000	.2140291	.7536232
	4	.61289269*	.19488267	.002	.2297527	.9960326
	5	.42330742	.27221202	.121	-.1118623	.9584771
	6	1.07059677*	.29167974	.000	.4971535	1.6440401
3	1	-.53755690*	.13039477	.000	-.7939134	-.2812004
	2	-.48382612*	.13723123	.000	-.7536232	-.2140291
	4	.12906657	.20086098	.521	-.2658268	.5239599
	5	-.06051870	.27652353	.827	-.6041648	.4831274
	6	.58677065*	.29570754	.048	.0054087	1.1681326
4	1	-.66662347*	.19013058	.001	-1.0404208	-.2928261
	2	-.61289269*	.19488267	.002	-.9960326	-.2297527
	3	-.12906657	.20086098	.521	-.5239599	.2658268
	5	-.18958527	.30921207	.540	-.7974972	.4183267
	6	.45770408	.32648092	.162	-.1841585	1.0995666
5	1	-.47703819	.26883037	.077	-1.0055596	.0514832
	2	-.42330742	.27221202	.121	-.9584771	.1118623
	3	.06051870	.27652353	.827	-.4831274	.6041648
	4	.18958527	.30921207	.540	-.4183267	.7974972
	6	.64728935	.37776967	.087	-.0954070	1.3899857
6	1	-1.1243275*	.28852635	.000	-1.6915713	-.5570838
	2	-1.0705968*	.29167974	.000	-1.6440401	-.4971535
	3	-.58677065*	.29570754	.048	-1.1681326	-.0054087
	4	-.45770408	.32648092	.162	-1.0995666	.1841585
	5	-.64728935	.37776967	.087	-1.3899857	.0954070

*. The mean difference is significant at the .05 level.

ภาคผนวก ข-6 : การทดสอบความแตกต่างของลักษณะประชากรด้านอาชีพที่มีผลต่อการให้
ความสำคัญกับปัจจัยด้านต่างๆ

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Price	1.101	5	394	.359
Packagefunction	1.205	5	394	.306
Productqualityands tandard	.701	5	394	.623
Distributionchannel	5.209	5	394	.000
Communicationfor perception	2.655	5	394	.022

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	15.137	5	3.027	3.107	.009
	Within Groups	383.863	394	.974		
	Total	399.000	399			
Packagefunction	Between Groups	31.381	5	6.276	6.727	.000
	Within Groups	367.619	394	.933		
	Total	399.000	399			
Productqualityands tandard	Between Groups	7.495	5	1.499	1.509	.186
	Within Groups	391.505	394	.994		
	Total	399.000	399			
Distributionchannel	Between Groups	11.670	5	2.334	2.374	.039
	Within Groups	387.330	394	.983		
	Total	399.000	399			
Communicationfor perception	Between Groups	15.398	5	3.080	3.163	.008
	Within Groups	383.602	394	.974		
	Total	399.000	399			

Multiple Comparisons

Dependent Variable: Price

LSD

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.21321049	.13500427	.115	-.0522083	.4786293
	3	-.11189540	.17120886	.514	-.4484926	.2247018
	4	-.33013529	.16938397	.052	-.6631447	.0028741
	5	-.16793740	.18104767	.354	-.5238777	.1880029
	6	.15279308	.31649412	.630	-.4694354	.7750215
2	1	-.21321049	.13500427	.115	-.4786293	.0522083
	3	-.32510589*	.15601829	.038	-.6318383	-.0183734
	4	-.54334578*	.15401351	.000	-.8461368	-.2405547
	5	-.38114789*	.16675578	.023	-.7089903	-.0533055
	6	-.06041741	.30854134	.845	-.6670107	.5461759
3	1	.11189540	.17120886	.514	-.2247018	.4484926
	2	.32510589*	.15601829	.038	.0183734	.6318383
	4	-.21823988	.18656496	.243	-.5850272	.1485474
	5	-.05604200	.19721514	.776	-.4437676	.3316836
	6	.26468848	.32601239	.417	-.3762529	.9056299
4	1	.33013529	.16938397	.052	-.0028741	.6631447
	2	.54334578*	.15401351	.000	.2405547	.8461368
	3	.21823988	.18656496	.243	-.1485474	.5850272
	5	.16219788	.19563299	.408	-.2224172	.5468130
	6	.48292837	.32505774	.138	-.1561362	1.1219929
5	1	.16793740	.18104767	.354	-.1880029	.5238777
	2	.38114789*	.16675578	.023	.0533055	.7089903
	3	.05604200	.19721514	.776	-.3316836	.4437676
	4	-.16219788	.19563299	.408	-.5468130	.2224172
	6	.32073048	.33128517	.334	-.3305772	.9720382
6	1	-.15279308	.31649412	.630	-.7750215	.4694354
	2	.06041741	.30854134	.845	-.5461759	.6670107
	3	-.26468848	.32601239	.417	-.9056299	.3762529
	4	-.48292837	.32505774	.138	-1.1219929	.1561362
	5	-.32073048	.33128517	.334	-.9720382	.3305772

* . The mean difference is significant at the .05 level.

Multiple Comparisons

Dependent Variable: Packagefunction

LSD

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.04155337	.13211695	.753	-.3012957	.2181890
	3	-.50666998*	.16754723	.003	-.8360684	-.1772716
	4	-.57835290*	.16576137	.001	-.9042403	-.2524655
	5	-.58157805*	.17717562	.001	-.9299059	-.2332502
	6	-.92110435*	.30972529	.003	-1.5300253	-.3121834
2	1	.04155337	.13211695	.753	-.2181890	.3012957
	3	-.46511661*	.15268154	.002	-.7652890	-.1649442
	4	-.53679953*	.15071964	.000	-.8331148	-.2404842
	5	-.54002468*	.16318939	.001	-.8608555	-.2191938
	6	-.87955098*	.30194259	.004	-1.4731711	-.2859309
3	1	.50666998*	.16754723	.003	.1772716	.8360684
	2	.46511661*	.15268154	.002	.1649442	.7652890
	4	-.07168293	.18257491	.695	-.4306258	.2872599
	5	-.07490807	.19299732	.698	-.4543414	.3045253
	6	-.41443437	.31903999	.195	-1.0416680	.2127993
4	1	.57835290*	.16576137	.001	.2524655	.9042403
	2	.53679953*	.15071964	.000	.2404842	.8331148
	3	.07168293	.18257491	.695	-.2872599	.4306258
	5	-.00322515	.19144901	.987	-.3796145	.3731642
	6	-.34275145	.31810576	.282	-.9681484	.2826455
5	1	.58157805*	.17717562	.001	.2332502	.9299059
	2	.54002468*	.16318939	.001	.2191938	.8608555
	3	.07490807	.19299732	.698	-.3045253	.4543414
	4	.00322515	.19144901	.987	-.3731642	.3796145
	6	-.33952630	.32420000	.296	-.9769045	.2978519
6	1	.92110435*	.30972529	.003	.3121834	1.5300253
	2	.87955098*	.30194259	.004	.2859309	1.4731711
	3	.41443437	.31903999	.195	-.2127993	1.0416680
	4	.34275145	.31810576	.282	-.2826455	.9681484
	5	.33952630	.32420000	.296	-.2978519	.9769045

* . The mean difference is significant at the .05 level.

Multiple Comparisons

Dependent Variable: Distributionchannel

LSD

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.28877163*	.13561267	.034	-.5553866	-.0221567
	3	-.19646206	.17198041	.254	-.5345761	.1416520
	4	-.44352860*	.17014730	.009	-.7780387	-.1090185
	5	-.33045572	.18186356	.070	-.6880001	.0270886
	6	-.82431636*	.31792039	.010	-1.4493489	-.1992838
2	1	.28877163*	.13561267	.034	.0221567	.5553866
	3	.09230957	.15672138	.556	-.2158052	.4004243
	4	-.15475697	.15470757	.318	-.4589125	.1493986
	5	-.04168408	.16750726	.804	-.3710039	.2876357
	6	-.53554473	.30993178	.085	-1.1448716	.0737821
3	1	.19646206	.17198041	.254	-.1416520	.5345761
	2	-.09230957	.15672138	.556	-.4004243	.2158052
	4	-.24706654	.18740571	.188	-.6155068	.1213737
	5	-.13399366	.19810389	.499	-.5234665	.2554792
	6	-.62785430	.32748156	.056	-1.2716841	.0159755
4	1	.44352860*	.17014730	.009	.1090185	.7780387
	2	.15475697	.15470757	.318	-.1493986	.4589125
	3	.24706654	.18740571	.188	-.1213737	.6155068
	5	.11307288	.19651461	.565	-.2732755	.4994212
	6	-.38078776	.32652261	.244	-1.0227323	.2611567
5	1	.33045572	.18186356	.070	-.0270886	.6880001
	2	.04168408	.16750726	.804	-.2876357	.3710039
	3	.13399366	.19810389	.499	-.2554792	.5234665
	4	-.11307288	.19651461	.565	-.4994212	.2732755
	6	-.49386064	.33277810	.139	-1.1481035	.1603822
6	1	.82431636*	.31792039	.010	.1992838	1.4493489
	2	.53554473	.30993178	.085	-.0737821	1.1448716
	3	.62785430	.32748156	.056	-.0159755	1.2716841
	4	.38078776	.32652261	.244	-.2611567	1.0227323
	5	.49386064	.33277810	.139	-.1603822	1.1481035

* . The mean difference is significant at the .05 level.

Multiple Comparisons

Dependent Variable: Communicationforperception

LSD

(I) occupation	(J) occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.26174326	.13495841	.053	-.0035854	.5270719
	3	-.01457978	.17115070	.932	-.3510626	.3219031
	4	.36878035*	.16932643	.030	.0358840	.7016767
	5	-.20555200	.18098617	.257	-.5613714	.1502674
	6	-.28957907	.31638661	.361	-.9115962	.3324380
2	1	-.26174326	.13495841	.053	-.5270719	.0035854
	3	-.27632303	.15596529	.077	-.5829513	.0303052
	4	.10703710	.15396119	.487	-.1956511	.4097253
	5	-.46729526*	.16669914	.005	-.7950263	-.1395642
	6	-.55132232	.30843653	.075	-1.1577095	.0550649
3	1	.01457978	.17115070	.932	-.3219031	.3510626
	2	.27632303	.15596529	.077	-.0303052	.5829513
	4	.38336013*	.18650158	.040	.0166974	.7500228
	5	-.19097223	.19714815	.333	-.5785661	.1966217
	6	-.27499929	.32590165	.399	-.9157230	.3657244
4	1	-.36878035*	.16932643	.030	-.7016767	-.0358840
	2	-.10703710	.15396119	.487	-.4097253	.1956511
	3	-.38336013*	.18650158	.040	-.7500228	-.0166974
	5	-.57433236*	.19556654	.004	-.9588168	-.1898479
	6	-.65835942*	.32494732	.043	-1.2972069	-.0195119
5	1	.20555200	.18098617	.257	-.1502674	.5613714
	2	.46729526*	.16669914	.005	.1395642	.7950263
	3	.19097223	.19714815	.333	-.1966217	.5785661
	4	.57433236*	.19556654	.004	.1898479	.9588168
	6	-.08402706	.33117264	.800	-.7351135	.5670594
6	1	.28957907	.31638661	.361	-.3324380	.9115962
	2	.55132232	.30843653	.075	-.0550649	1.1577095
	3	.27499929	.32590165	.399	-.3657244	.9157230
	4	.65835942*	.32494732	.043	.0195119	1.2972069
	5	.08402706	.33117264	.800	-.5670594	.7351135

* . The mean difference is significant at the .05 level.