ภาคผนวก ฉ

ผลการประมาณค่าแบบจำลอง กรณีเพิ่มตัวแปรแหล่งซื้อหลักสินค้าประเภทอาหารแห้งและของใช้ประจำวัน อาหารสด เสื้อผ้าและเครื่องแต่งตัว เครื่องใช้ไฟฟ้า เฟอร์นิเจอร์และคอมพิวเตอร์

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Logistic regression                               Number of obs   =        410
                                                  LR chi2(16)     =     176.64
                                                  Prob > chi2     =     0.0000
Log likelihood = -182.53352                       Pseudo R2       =     0.3261

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        SHOP |      Coef.   Std. Err.      z    P>|z|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
         AGE |  -.0133113   .0122699    -1.08   0.278    -.0373598    .0107371
        AGE2 |   .0000245   .0000447     0.55   0.583    -.0000631    .0001122
    INCOME_P |   -.000011   6.27e-06    -1.75   0.080    -.0000233    1.30e-06
OBJ_BUSINESS |  -.3512014   .3354917    -1.05   0.295    -1.008753    .3063503
TIME_SUPER~P |   2.552496   .2846178     8.97   0.000     1.994655    3.110336
     usu_con |   .6804711   .3139151     2.17   0.030     .0652088    1.295733
     usu_fre |   .7693924   .3086911     2.49   0.013      .164369    1.374416
     usu_clo |  -1.180908   .3954299    -2.99   0.003    -1.955936   -.4058796
    usu_elec |  -.0774937   .3216616    -0.24   0.810    -.7079389    .5529514
ST1_LOWPRICE |   2.049262   .5818899     3.52   0.000      .908779    3.189745
 ST2_VARIETY |   1.833748   .5988759     3.06   0.002     .6599727    3.007523
ST3_HOMESE~E |   1.934075   1.314359     1.47   0.141    -.6420212     4.51017
ST4_SHORTT~E |    .748736   .6129173     1.22   0.222    -.4525599    1.950032
ST5_PROMOT~N |    .243285   1.476474     0.16   0.869     -2.65055     3.13712
  PRO1_POINT |   1.239385   .3226985     3.84   0.000     .6069078    1.871863
        RISK |  -.0033755   .0225471    -0.15   0.881     -.047567     .040816
       _cons |  -3.292312    .966188    -3.41   0.001    -5.186005   -1.398618
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Multinomial logistic regression                   Number of obs   =        410
                                                  LR chi2(48)     =     428.27
                                                  Prob > chi2     =     0.0000
Log likelihood = -339.04553                       Pseudo R2       =     0.3871

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   SHOP_SHOP |      Coef.   Std. Err.      z    P>|z|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
1            |
         AGE |   .0197422   .0149863     1.32   0.188    -.0096304    .0491149
        AGE2 |   7.70e-06   .0000481     0.16   0.873    -.0000867    .0001021
    INCOME_P |   6.19e-06   7.41e-06     0.84   0.404    -8.34e-06    .0000207
OBJ_BUSINESS |  -2.297818   .7163015    -3.21   0.001    -3.701744   -.8938933
TIME_SUPER~P |  -2.200067   .3619142    -6.08   0.000    -2.909406   -1.490728
     usu_con |  -.3455529   .3900652    -0.89   0.376    -1.110067    .4189608
     usu_fre |  -1.093051   .4205049    -2.60   0.009    -1.917226   -.2688769
     usu_clo |   1.082354   .4734917     2.29   0.022     .1543273     2.01038
    usu_elec |   .0829524   .4262339     0.19   0.846    -.7524507    .9183555
ST1_LOWPRICE |  -3.000957   .7176032    -4.18   0.000    -4.407434   -1.594481
 ST2_VARIETY |  -1.797831   .7004046    -2.57   0.010    -3.170599   -.4250634
ST3_HOMESE~E |  -.4496293   1.779563    -0.25   0.801    -3.937508    3.038249
ST4_SHORTT~E |  -1.569647   .7378193    -2.13   0.033    -3.015747    -.123548
ST5_PROMOT~N |  -.5691591   1.562634    -0.36   0.716    -3.631865    2.493547
  PRO1_POINT |  -1.433599   .4827706    -2.97   0.003    -2.379812   -.4873864
        RISK |  -.0034225   .0271872    -0.13   0.900    -.0567085    .0498635
       _cons |   2.729335   1.173305     2.33   0.020     .4296998     5.02897
-------------+----------------------------------------------------------------
2            |
         AGE |   .1617838   .0890222     1.82   0.069    -.0126964     .336264
        AGE2 |  -.0024868   .0012751    -1.95   0.051     -.004986    .0000124
    INCOME_P |   .0000109   6.97e-06     1.57   0.117    -2.73e-06    .0000246
OBJ_BUSINESS |  -1.318105   .5799972    -2.27   0.023    -2.454878   -.1813312
TIME_SUPER~P |  -2.454404   .3781235    -6.49   0.000    -3.195513   -1.713296
     usu_con |  -1.104785   .3792496    -2.91   0.004      -1.8481   -.3614692
     usu_fre |  -1.073044   .4325802    -2.48   0.013    -1.920885   -.2252018
     usu_clo |   1.317214   .4726965     2.79   0.005     .3907456    2.243682
    usu_elec |   .7652219   .4014441     1.91   0.057     -.021594    1.552038
ST1_LOWPRICE |  -2.185593   .7169564    -3.05   0.002    -3.590801   -.7803838
 ST2_VARIETY |   -1.92543   .7316782    -2.63   0.009    -3.359493   -.4913669
ST3_HOMESE~E |  -.4010085   1.634373    -0.25   0.806     -3.60432    2.802303
ST4_SHORTT~E |  -1.078679   .7547243    -1.43   0.153    -2.557911    .4005535
ST5_PROMOT~N |  -.8337349   1.692551    -0.49   0.622    -4.151075    2.483605
  PRO1_POINT |  -.9069706   .4488959    -2.02   0.043     -1.78679   -.0271507
        RISK |   .0172568   .0267405     0.65   0.519    -.0351536    .0696672
       _cons |   .3685482   1.840377     0.20   0.841    -3.238525    3.975621
-------------+----------------------------------------------------------------
3            |
         AGE |    .238014   .1040896     2.29   0.022     .0340022    .4420258
        AGE2 |  -.0024384   .0012213    -2.00   0.046    -.0048321   -.0000448
    INCOME_P |   .0000116   6.37e-06     1.82   0.069    -8.93e-07    .0000241
OBJ_BUSINESS |   2.798623   .5040708     5.55   0.000     1.810663    3.786584
TIME_SUPER~P |  -2.774405   .4910558    -5.65   0.000    -3.736856   -1.811953
     usu_con |  -.5930405   .5050399    -1.17   0.240    -1.582901    .3968195
     usu_fre |  -.1315722   .4488425    -0.29   0.769    -1.011287     .748143
     usu_clo |   .5036693   .7251643     0.69   0.487    -.9176267    1.924965
    usu_elec |   -.504453   .5112425    -0.99   0.324     -1.50647     .497564
ST1_LOWPRICE |  -.8673291   .9060222    -0.96   0.338      -2.6431    .9084418
 ST2_VARIETY |  -2.117158   .9752133    -2.17   0.030    -4.028541   -.2057749
ST3_HOMESE~E |  -32.03296    4981843    -0.00   1.000     -9764265     9764201
ST4_SHORTT~E |   .4721476   .9289853     0.51   0.611     -1.34863    2.292925
ST5_PROMOT~N |  -.0156826   1.987555    -0.01   0.994     -3.91122    3.879854
  PRO1_POINT |  -1.172948   .4784874    -2.45   0.014    -2.110766   -.2351297
        RISK |  -.0133833   .0388674    -0.34   0.731    -.0895621    .0627955
       _cons |  -4.464044   2.555879    -1.75   0.081    -9.473474    .5453869
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(SHOP_SHOP==0 is the base outcome)
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