



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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DSTAT;Rhs=ORANGE,SEX,AGE,EDU3,OCC,PROD1,PROD2,PROD3,PROD5,PROD6,PRICE2  
 ,PLACE2,PLACE3,PLACE1,PROM4;Margin\$

## Descriptive Statistics

All results based on nonmissing observations.

Variable	Mean	Std.Dev.	Minimum	Maximum	Cases	Missing
-----						
All observations in current sample						
ORANGE	.885000	.319823	.000000	1.00000	200	0
SEX	.775000	.418630	.000000	1.00000	200	0
AGE	28.8450	8.10614	18.0000	59.0000	200	0
EDU3	.740000	.439735	.000000	1.00000	200	0
OCC	.440000	.497633	.000000	1.00000	200	0
PROD1	.945000	.228552	.000000	1.00000	200	0
PROD2	.645000	.479714	.000000	1.00000	200	0
PROD3	.430000	.496318	.000000	1.00000	200	0
PROD5	.695000	.461563	.000000	1.00000	200	0
PROD6	.920000	.271974	.000000	1.00000	200	0
PRICE2	.660000	.474898	.000000	1.00000	200	0
PLACE2	.895000	.307323	.000000	1.00000	200	0
PLACE3	.600000	.491127	.000000	1.00000	200	0
PLACE1	.780000	.415286	.000000	1.00000	200	0
PROM4	.565000	.497001	.000000	1.00000	200	0

## Correlation Matrix for Listed Variables

	ORANGE	SEX	AGE	EDU3	OCC	PROD1	PROD2	PROD3
ORANGE	1.00000	-.04410	.12296	-.07075	-.09093	.05053	-.03816	-.16177
SEX	-.04410	1.00000	-.22801	.09008	-.05307	.13261	.05067	.05684
AGE	.12296	-.22801	1.00000	-.13401	-.17360	.04149	-.11631	.02664
EDU3	-.07075	.09008	-.13401	1.00000	-.00276	.15700	-.01096	-.10684
OCC	-.09093	-.05307	-.17360	-.00276	1.00000	-.05125	-.07915	.18637
PROD1	.05053	.13261	.04149	.15700	-.05125	1.00000	.23352	.07664
PROD2	-.03816	.05067	-.11631	-.01096	-.07915	.23352	1.00000	.41220
PROD3	-.16177	.05684	.02664	-.10684	.18637	.07664	.41220	1.00000
	ORANGE	SEX	AGE	EDU3	OCC	PROD1	PROD2	PROD3
PROD5	.13565	-.04486	.08132	-.07081	-.00350	.22127	.12131	.22440
PROD6	-.04853	.06179	.00119	.11933	-.07277	.49475	.16639	.03276
PRICE2	-.06022	-.13397	.16508	-.04043	.04083	.24353	.26161	.30360
PLACE2	.18329	-.02832	.09227	-.01710	.00789	.34663	.15492	.00099
PLACE3	.08958	-.02444	.08911	.05119	.16860	.16116	.14077	.27625
PLACE1	.03556	-.08382	.03311	.07044	.03307	.40131	.13571	-.07509
PROM4	.09468	.05857	-.02181	-.01426	.10728	.09799	.27642	.31393
	PROD5	PROD6	PRICE2	PLACE2	PLACE3	PLACE1	PROM4	
PROD5	1.00000	.24499	.16644	.23363	.12414	.04142	.09781	
PROD6	.24499	1.00000	.13851	.37996	.09781	.28830	.18737	
PRICE2	.16644	.13851	1.00000	.20177	.34042	.17938	.26443	
PLACE2	.23363	.37996	.20177	1.00000	.31962	.36932	.12716	
PLACE3	.12414	.09781	.34042	.31962	1.00000	.23160	.39527	
PLACE1	.04142	.28830	.17938	.36932	.23160	1.00000	.14267	
PROM4	.09781	.18737	.26443	.12716	.39527	.14267	1.00000	

LOGIT;Lhs=ORANGE;Rhs=ONE,SEX,AGE,EDU3,OCC,PROD1,PROD2,PROD3,PROD5,PROD6  
,PRICE2,PLACE2,PLACE3,PLACE1,PROM4;Margin\$

Normal exit from iterations. Exit status=0.

Variable	Coefficient	Standard Error	b/St.Er.	P[ Z >z]	Mean of X
-----+Characteristics in numerator of Prob[Y = 1]					
Constant	1.27331990	1.68334032	.756	.4494	
SEX	-.03182261	.68085427	-.047	.9627	.77500000
AGE	.05187585	.03696379	1.403	.1605	28.8450000
EDU3	-.56753897	.68132896	-.833	.4049	.74000000
OCC	-.30482229	.56721561	-.537	.5910	.44000000
PROD1	2.37434470	1.42133391	1.671	.0948	.94500000
PROD2	.12183018	.67716233	.180	.8572	.64500000
PROD3	-1.82689527	.69825123	-2.616	.0089	.43000000
PROD5	1.32912164	.56843815	2.338	.0194	.69500000
PROD6	3.36197922	1.67662667	2.005	.0449	.92000000
PRICE2	-1.01108284	.67488349	-1.498	.1341	.66000000
PLACE2	1.38058851	.83824299	1.647	.0996	.89500000
PLACE3	.56641813	.68136032	.831	.4058	.60000000
PLACE1	-.63409555	.78515558	-.808	.4193	.78000000
PROM4	1.35476237	.63113322	2.147	.0318	.56500000

## Information Statistics for Discrete Choice Model.

	M=Model	MC=Constants Only	M0=No Model					
Criterion F (log L)	-55.03018	-71.36860	-138.62944					
LR Statistic vs. MC	32.67685	.00000	.00000					
Degrees of Freedom	14.00000	.00000	.00000					
Prob. Value for LR	.00321	.00000	.00000					
Entropy for probs.	55.03018	71.36860	138.62944					
Normalized Entropy	.39696	.51482	1.00000					
Entropy Ratio Stat.	167.19851	134.52166	.00000					
Bayes Info Criterion	.92118	1.08457	1.75718					
BIC(no model) - BIC	.83599	.67261	.00000					
Pseudo R-squared	.22893	.00000	.00000					
Pct. Correct Pred.	89.50000	.00000	50.00000					
Means:	y=0	y=1	y=2	y=3	y=4	y=5	y=6	y>=7
Outcome	.1150	.8850	.0000	.0000	.0000	.0000	.0000	.0000
Pred.Pr	.1150	.8850	.0000	.0000	.0000	.0000	.0000	.0000

Notes: Entropy computed as  $\sum(i)\sum(j)Pfit(i,j)*\log Pfit(i,j)$ .

Normalized entropy is computed against M0.

Entropy ratio statistic is computed against M0.

BIC =  $2*craterion - \log(N)*degrees\ of\ freedom$ .

If the model has only constants or if it has no constants, the statistics reported here are not useable.

Partial derivatives of probabilities with respect to the vector of characteristics. They are computed at the means of the Xs. Observations used are All Obs.

Variable	Coefficient	Standard Error	b/St.Er.	P[ Z >z]	Elasticity
-----+Marginal effect for variable in probability					
Constant	.07271237	.09664879	.752	.4518	
-----+Marginal effect for dummy variable is P 1 - P 0.					
SEX	-.00180334	.03831802	-.047	.9625	-.00148807
AGE	.00296235	.00209124	1.417	.1566	.09098067
-----+Marginal effect for dummy variable is P 1 - P 0.					
EDU3	-.02899328	.03121877	-.929	.3530	-.02284398
-----+Marginal effect for dummy variable is P 1 - P 0.					
OCC	-.01773292	.03405198	-.521	.6025	-.00830760
-----+Marginal effect for dummy variable is P 1 - P 0.					
PROD1	.32527387	.30539868	1.065	.2868	.32728306
-----+Marginal effect for dummy variable is P 1 - P 0.					
PROD2	.00706858	.03997985	.177	.8597	.00485439
-----+Marginal effect for dummy variable is P 1 - P 0.					
PROD3	-.12631194	.05598590	-2.256	.0241	-.05783029
-----+Marginal effect for dummy variable is P 1 - P 0.					
PROD5	.09881849	.05113476	1.933	.0533	.07312495
-----+Marginal effect for dummy variable is P 1 - P 0.					
PROD6	.07517110	.02377176	3.162	.0016	.07363449
-----+Marginal effect for dummy variable is P 1 - P 0.					
PRICE2	-.05151048	.03240135	-1.590	.1119	-.03619779
-----+Marginal effect for dummy variable is P 1 - P 0.					

PLACE2		.12912734	.11677288	1.106	.2688	.12305061
-----+Marginal effect for dummy variable is P 1 - P 0.						
PLACE3		.03427882	.04388572	.781	.4347	.02189877
-----+Marginal effect for dummy variable is P 1 - P 0.						
PLACE1		-.03129404	.03325544	-.941	.3467	-.02598955
-----+Marginal effect for dummy variable is P 1 - P 0.						
PROM4		.08751174	.04576559	1.912	.0559	.05264502

Marginal Effects for	
Variable	All Obs.
ONE	.07271
SEX	-.00180
AGE	.00296
EDU3	-.02899
OCC	-.01773
PROD1	.32527
PROD2	.00707
PROD3	-.12631
PROD5	.09882
PROD6	.07517
PRICE2	-.05151
PLACE2	.12913
PLACE3	.03428
PLACE1	-.03129
PROM4	.08751

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## ประวัติผู้เขียน

ชื่อ-สกุล

นางสาวศิรินพรรณ ปัญญาภวกุลชัย

วัน เดือน ปี เกิด

5 ธันวาคม 2526

ประวัติการศึกษา

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สำเร็จการศึกษามัธยมศึกษาตอนปลาย

โรงเรียนพระหฤทัยเชียงใหม่

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สำเร็จการศึกษาระดับปริญญาตรี บริหารธุรกิจบัณฑิต

มหาวิทยาลัยราชภัฏเชียงใหม่

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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