ภาคผนวก ข ค่าความเชื่อมั่นของแบบสอบถาม

# ผลรวมค่ำความเชื่อมั่นของปัจจัยทางการตลาด

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\* R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A) Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB1	46.9000	69.4034	.8501	.9507
BB2	47.1333	65.5678	.8917	.9493
BB3	46.9000	69.4034	.8501	.9507
BB4	47.0333	67.0678	.8605	.9502
BB5	47.2333	72.3230	.7281	.9540
BB6	47.1333	76.1885	.4648	.9592
BB7	47.1333	65.5678	.8917	.9493
BB8	46.8667	79.8437	.1102	.9657
BB9	46.9000	69.4034	.8501	.9507
BB10	46.9000	69.4034	.8501	.9507
BB11	46.9000	69.4034	.8501	.9507
BB12	47.1333	65.5678	.8917	.9493
BB13	47.0333	67.0678	.8605	.9502

Reliability Coefficients

N of Cases = 30.0 N of Items = 13

Alpha = .9561

## ค่าความเชื่อมั่นด้านผลิตภัณฑ์

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\* R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A) Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB1	11.7333	6.4092	.8298	.8829
BB2	11.9667	5.4816	.8117	.8901
BB3	11.7333	6.4092	.8298	.8829
BB4	11.8667	5.9126	.7774	.8987

**Reliability Coefficients** 

N of Cases = 30.0 N of Items = 4

Alpha = .913

## ค่าความเชื่อมั่นด้านราคา

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\* R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A) Item-total Statistics

	Scale	Scale	Corrected	
	Mean	Variance	Item-	Alpha
	if Item	if Item	Total	if Item
	Deleted	Deleted	Correlation	Deleted
BB5	3.8000	.3724	.5794	
BB6	3.7000	.4931	.5794	

Reliability Coefficients

N of Cases = 30.0 N of Items = 2

Alpha = .7291

#### ค่าความเชื่อมั่นด้านช่องทางการจัดจำหน่าย

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\* R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A) Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB7	12.1333	2.8782	.7061	.6050
BB8	11.8667	5.9126	.0281	.8987
BB9	11.9000	3.4034	.7881	.5633
BB10	11.9000	3.4034	.7881	.5633

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .7551

## ค่าความเชื่อมั่นด้านการส่งเสริมการตลาด

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\* R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A) Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB11	7.7000	3.6655	.6748	.9182
BB12	7.9333	2.5471	.8512	.7635
BB13	7.8333	2.8333	.8220	.7886

Reliability Coefficients

N of Cases = 30.0 N of Items = 3

Alpha = .8829