

ภาคผนวก ข

ผลการวิเคราะห์โมเดลความสัมพันธ์เชิงสาเหตุของความนิยมไทยที่ปรับแก้

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The following lines were read from file G:\CÔ-ÂÒ¹\1\SUTEE\COMPLE~1\MODEL\PNIYOM2.SPL:

THE CAUSAL MODEL OF THAI PREFERENCE

DA NI=22 NO=500 MA=KM

LA

'Y1"Y2"Y3"Y4"Y5"Y6"Y7"Y8"Y9"Y10"Y11"Y12"Y13"Y14"Y15"Y16"Y17"Y18"X1"X2"X3"X4'

KM

1.000

.243 1.000

.161 .608 1.000

.084 .320 .408 1.000

.325 .467 .421 .095 1.000

.054 .241 .204 .064 .274 1.000

.268 .500 .394 .247 .589 .268 1.000

.227 .503 .453 .197 .646 .292 .745 1.000

.264 .464 .417 .251 .516 .231 .646 .744 1.000
 .255 .370 .341 .125 .586 .203 .568 .639 .682 1.000
 .144 .383 .358 .283 .347 .079 .360 .382 .352 .253 1.000
 -.006 .106 .320 .322 .003 .023 .074 .161 .138 .011 .321 1.000
 -.221 -.095 -.020 .266 -.276 -.100 -.118 -.084 -.142 -.284 .101 .479 1.000
 .103 .315 .265 .240 .274 .051 .351 .356 .332 .270 .335 .347 .244 1.000
 .211 .515 .463 .252 .543 .235 .583 .627 .548 .516 .424 .123 -.128 .278 1.000
 .331 .397 .308 .162 .481 .145 .442 .441 .469 .521 .292 .083 -.166 .251 .479 1.000
 .183 .291 .260 .270 .363 .094 .328 .346 .302 .295 .265 .106 -.030 .189 .385 .401 1.000
 .347 .298 .182 .103 .498 .128 .364 .360 .381 .427 .196 -.019 -.176 .250 .380 .593 .423 1.000
 .004 -.002 -.001 -.064 .095 .007 .127 .086 .042 .028 -.012 -.064 -.021 .054 .033 -.111 .007 .019 1.000
 -.077 -.004 -.050 .086 -.032 -.156 .072 .046 .109 .005 .068 .069 .040 .047 .100 .058 .066 .028 -.038 1.000
 -.031 -.015 .036 -.041 -.019 .092 -.017 .010 -.005 -.053 .041 .050 .018 .040 .002 .041 .069 .043 -.012 .163 1.000
 -.060 -.076 -.013 -.013 -.050 .066 -.031 -.038 .027 .021 .020 .003 -.060 -.077 -.046 .023 -.052 .012 .069 .102
 .278 1.000
 SD
 .500 3.255 3.765 3.090 4.669 .461 3.88138 4.68066 3.60915 3.78128 2.700
 3.127 3.146 2.793 5.319 5.766 4.214 5.876 .447 .420 .451 .406
 MO NX=4 NY=18 NE=6 NK=2 C
 LX=FU,FI LY=FU,FI GA=FU,FI BE=FU,FI PH=DI,FR PS=DI,FR C
 TE=FU,FI TD=FU,FI
 FR LY(2,2)LY(3,2)LY(4,2)LY(5,2)LY(7,4)LY(8,4)LY(9,4)LY(10,4)C
 LY(11,5)LY(12,5)LY(13,5)LY(14,5)LY(15,6)LY(16,6)LY(17,6)LY(18,6)C
 LX(2,2)LX(3,2)LX(4,2)LY(1,1)LY(6,3)
 ST 1 LX(1,1)
 FR BE(2,1)BE(3,1)BE(4,3)BE(6,2)BE(5,3)BE(6,5)BE(6,4)
 FR TE(1,1)TE(2,2)TE(3,3)TE(4,4)TE(5,5)TE(6,6)TE(7,7)TE(8,8)TE(9,9)TE(10,10)C
 TE(11,11)TE(12,12)TE(13,13)TE(14,14)TE(15,15)TE(16,16)TE(17,17)TE(18,18)C
 TE(18,16)TE(12,3)TE(13,5)TE(13,12)TH(2,6)TE(18,5)TE(8,5)TE(10,9)TE(6,1)C
 TE(18,17)TE(10,5)TE(7,5)TE(13,10)TH(1,16)TE(13,4)TE(12,4)TE(5,4)TE(3,2)C
 TE(9,5)TE(9,4)TE(13,1)TE(4,3)TE(13,2)TE(7,4)TE(18,1)TE(16,8)TE(14,13)TE(5,2)C
 TE(14,2)TE(12,10)TE(11,2)TE(11,3)TE(14,3)TE(11,5)TE(11,4)TE(14,4)TE(15,11)C
 TE(14,5)TE(17,4)TE(17,16)TE(18,14)TE(16,10)TE(18,10)TE(13,11)TE(16,1)TE(12,2)C
 TE(13,9)TE(8,1)TH(2,1)TH(1,7)TE(7,2)TE(8,2)TE(14,7)TE(14,8)TE(14,12)TE(17,13)C
 TE(18,8)TH(3,4)TH(2,9)TE(9,2)TH(3,10)TE(14,9)TE(11,10)TE(11,7)TE(11,8)TE(14,10)C

TE(11,9)TE(15,7)TH(1,5)TD(4,1)TH(1,14)TH(1,8)TH(1,4)TH(4,14)TH(4,13)TE(12,8)C
 TE(15,13)TE(8,3)TE(16,5)TE(9,3)TE(12,9)TE(16,9)TE(18,9)TE(8,4)TE(17,5)TE(15,3)C
 TE(5,3)TE(12,11)TH(2,3)TE(18,3)TE(15,10)TE(13,8)TH(2,15)TH(2,7)TH(3,6)TE(13,3)C
 TE(15,1)TH(4,6)TH(3,17)TE(10,4)TE(2,8)TH(4,2)TE(10,2)TE(18,12)TH(4,9)TH(2,8)C
 TH(1,12)TE(11,1)TE(12,5)TE(17,11)TH(4,10)TH(4,17)TH(4,16)TH(2,17)TE(17,8)C
 TE(17,9)TH(2,4)TH(2,11)TE(3,1)TE(17,6)TE(2,1)TH(3,3)TE(16,6)
 ST 0 TD(1,1)
 FR TD(2,2)TD(3,3)TD(4,4)
 LE
 'RAISE'VFM'PERSO'COMMU'PEER'VALUE'
 LK
 'SEX'SES'
 PATH DIAGRAM
 OU SE TV EF RS MI SS ND=3 ADD=OFF

THE CAUSAL MODEL OF THAI PREFERENCE

Number of Input Variables 22
 Number of Y - Variables 18
 Number of X - Variables 4
 Number of ETA - Variables 6
 Number of KSI - Variables 2
 Number of Observations 500

LISREL Estimates (Maximum Likelihood)

BETA

	RAISE	VFM	PERSO	COMMU	PEER	VALUE
RAISE	--	--	--	--	--	--
VFM	0.822	--	--	--	--	--
	(0.132)					
	6.205					

PERSO 0.972 -- -- -- --

(0.184)

5.297

COMMU -- -- 0.871 -- -- --

(0.133)

6.542

PEER -- -- 0.431 -- -- --

(0.101)

4.265

VALUE -- 0.216 -- 0.574 0.400 --

(0.091)

(0.079) (0.081)

2.370

7.228 4.925

Covariance Matrix of ETA and KSI

	RAISE	VFM	PERSO	COMMU	PEER	VALUE
RAISE	1.000					
VFM	0.822	1.000				
PERSO	0.972	0.799	1.000			
COMMU	0.847	0.695	0.871	1.000		
PEER	0.420	0.345	0.431	0.376	1.000	
VALUE	0.831	0.753	0.845	0.874	0.690	1.000
SEX	--	--	--	--	--	--
SES	--	--	--	--	--	--

Covariance Matrix of ETA and KSI

	SEX	SES
SEX	1.001	

SES -- 1.000

PHI

Note: This matrix is diagonal.

SEX	SES
1.001	1.000
(0.063)	
15.814	

PSI

Note: This matrix is diagonal.

RAISE	VFM	PERSO	COMMU	PEER	VALUE
1.000	0.325	0.055	0.242	0.814	0.059
(0.260)	(0.165)	(0.138)	(0.095)	(0.185)	(0.069)
3.851	1.968	0.396	2.552	4.401	0.857

Squared Multiple Correlations for Structural Equations

RAISE	VFM	PERSO	COMMU	PEER	VALUE
--	0.675	0.945	0.758	0.186	0.941

Squared Multiple Correlations for Y - Variables

Y1	Y2	Y3	Y4	Y5	Y6
0.158	0.732	0.497	0.141	0.875	0.134

Squared Multiple Correlations for Y - Variables

Y7	Y8	Y9	Y10	Y11	Y12
----	----	----	-----	-----	-----

0.647	0.853	0.644	0.486	0.424	0.046
-------	-------	-------	-------	-------	-------

Squared Multiple Correlations for Y - Variables

Y13	Y14	Y15	Y16	Y17	Y18
0.179	0.268	0.613	0.378	0.227	0.244

Squared Multiple Correlations for X - Variables

X1	X2	X3	X4
1.000	0.062	0.437	0.173

Goodness of Fit Statistics

Degrees of Freedom = 81

Minimum Fit Function Chi-Square = 33.404 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 33.045 (P = 1.00)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 0.0)

Minimum Fit Function Value = 0.0669

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.0)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.0)

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.000

Expected Cross-Validation Index (ECVI) = 0.852

90 Percent Confidence Interval for ECVI = (0.852 ; 0.852)

ECVI for Saturated Model = 1.014

ECVI for Independence Model = 8.567

Chi-Square for Independence Model with 231 Degrees of Freedom = 4230.964

Independence AIC = 4274.964

Model AIC = 377.045

Saturated AIC = 506.000

Independence CAIC = 4389.685

Model CAIC = 1273.957

Saturated CAIC = 1825.296

Normed Fit Index (NFI) = 0.992

Non-Normed Fit Index (NNFI) = 1.034

Parsimony Normed Fit Index (PNFI) = 0.348

Comparative Fit Index (CFI) = 1.000

Incremental Fit Index (IFI) = 1.011

Relative Fit Index (RFI) = 0.977

Critical N (CN) = 1696.728

Root Mean Square Residual (RMR) = 0.0178

Standardized RMR = 0.0178

Goodness of Fit Index (GFI) = 0.994

Adjusted Goodness of Fit Index (AGFI) = 0.981

Parsimony Goodness of Fit Index (PGFI) = 0.318

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.060

Median Fitted Residual = 0.002

Largest Fitted Residual = 0.069

Stemleaf Plot

- 6|0

- 5|0

- 4|662
 - 3|988633222111
 - 2|75444311110
 - 1|999887755332221100
 - 0|9999888777776655554444333222222222111111111111111110000000
 0|111112222222333333333333333344444444445555555555556667777777777+08
 1|0000000011112222223333356667899999
 2|0001267888
 3|11366
 4|0011237
 5|08
 6|9

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -1.374

Median Standardized Residual = 0.143

Largest Standardized Residual = 1.553

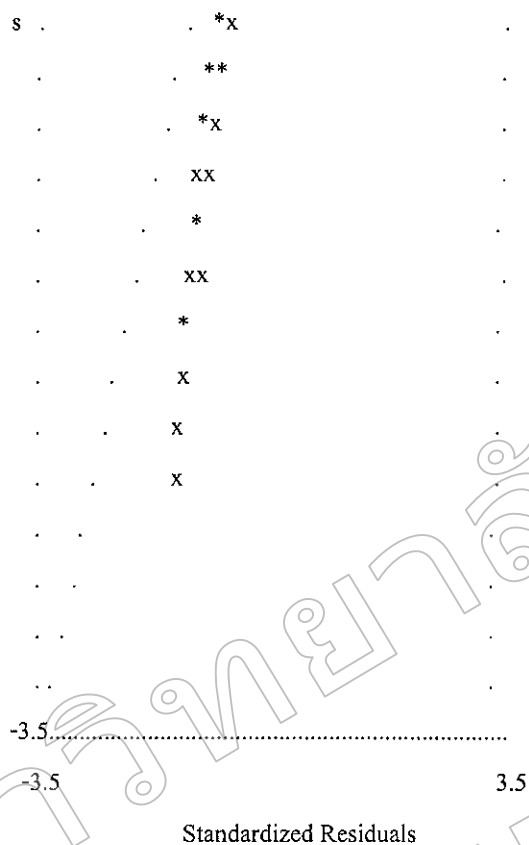
Stemleaf Plot

-12|764661
 -10|520733110
 -8|99310555421
 -6|872009996654221
 -4|9777332
 -2|9877655431099999777655422111
 -0|99988665544333210997777666654444221
 0|333447899901224445667789
 2|022457788990001112223444699
 4|01223334555578889903456777788
 6|02222344578991122455589
 8|23355688800224779
 10|5611112339
 12|5799
 14|0049955

THE CAUSAL MODEL OF THAI PREFERENCE

Qplot of Standardized Residuals





THE CAUSAL MODEL OF THAI PREFERENCE

Correlation Matrix of ETA and KSI

	RAISE	VFM	PERSO	COMMU	PEER	VALUE
RAISE	1.000					
VFM	0.822	1.000				
PERSO	0.972	0.799	1.000			
COMMU	0.847	0.695	0.871	1.000		
PEER	0.420	0.345	0.431	0.376	1.000	
VALUE	0.831	0.753	0.845	0.874	0.690	1.000
SEX	--	--	--	--	--	--
SES	--	--	--	--	--	--

Correlation Matrix of ETA and KSI

	SEX	SES
SEX	1.000	
SES	--	1.000

PSI

Note: This matrix is diagonal.

RAISE	VFM	PERSO	COMMU	PEER	VALUE
1.000	0.325	0.055	0.242	0.814	0.059

THE CAUSAL MODEL OF THAI PREFERENCE

Total and Indirect Effects

Total Effects of ETA on ETA

	RAISE	VFM	PERSO	COMMU	PEER	VALUE
RAISE	--	--	--	--	--	--
VFM	0.822	--	--	--	--	--
	(0.132)					
	6.205					
PERSO	0.972	--	--	--	--	--
	(0.184)					
	5.297					
COMMU	0.847	--	0.871	--	--	--
	(0.134)	(0.133)				
	6.324	6.542				

PEER	0.420	--	0.431	--	--	--
	(0.105)		(0.101)			
	3.992		4.265			

VALUE	0.831	0.216	0.672	0.574	0.400	--
	(0.119)	(0.091)	(0.118)	(0.079)	(0.081)	
	7.015	2.370	5.682	7.228	4.925	

Largest Eigenvalue of B*B' (Stability Index) is 1.620

Indirect Effects of ETA on ETA

	RAISE	VFM	PERSO	COMMU	PEER	VALUE
RAISE	--	--	--	--	--	--
VFM	--	--	--	--	--	--
PERSO	--	--	--	--	--	--
COMMU	0.847	--	--	--	--	--
	(0.134)					
	6.324					

PEER	0.420	--	--	--	--	--
	(0.105)					
	3.992					

VALUE	0.831	--	0.672	--	--	--
	(0.119)		(0.118)			
	7.015		5.682			

Time used: 5.414 Seconds