

The logo of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) on a pedestal, with two hands holding it. The emblem is surrounded by a circular border containing the university's name in Thai script at the top and 'THAMMASAT UNIVERSITY' in English at the bottom. There are decorative floral motifs on the sides.

**APPENDIX 7**

**CONSTRUCT, VARIABLE, AND ITEMS DESCRIPTIVE STATISTICS**

สำนักหอสมุด

**CONSTRUCT, VARIABLE, AND ITEM DESCRIPTIVE STATISTICS**

Construct	Variable	Min.	Max.	Mean	Std. Dev.	Item Label	Independent Variable Items	Min	Max	Mean	Std. Dev.	
IT Utilization	Data Storage and Retrieval	1.00	5.00	3.082	.953	DSR1	Contact management software	1.0	5.0	3.043	1.104	
		1.0	5.0	3.177	1.095	DSR2	Database management	1.0	5.0	3.177	1.095	
		1.0	5.0	3.025	1.104	DSR3	Sales order processing	1.0	5.0	3.025	1.104	
	Communication		1.00	5.00	2.886	1.020	COM1	Sales call reporting	1.0	5.0	2.954	1.108
							COM3	Contact customers	1.0	5.0	2.818	1.082
							COM2	Relational database management	1.0	5.0	2.681	1.138
			1.00	5.00	2.573	.973	DAN1	Segmenting/targeting software	1.0	5.0	2.692	1.145
	Data Analysis						DAN2	Sales data analysis software	1.0	5.0	2.830	1.206
							DAN3	Forecasting software	1.0	5.0	2.406	1.153
							DAN4	Decision support systems	1.0	5.0	2.257	1.224
						KNOWL1	I know the designs and specifications of my company's products	1.0	5.0	4.179	.782	
Sales Knowledge						KNOWL2	I know the uses and benefits of my company's products	2.0	5.0	4.238	.735	
		2.00	5.00	3.814	.575	KNOWL3	I know the way my customers do business	2.0	5.0	3.761	.735	
						KNOWL4	I know the buyers' preferences, needs, and attitudes	1.0	5.0	3.793	.711	
						KNOWL5	I know competitor's products, services, and sales policies	1.0	5.0	3.537	.799	
						KNOWL6	I know the laws and regulations of my industry	1.0	5.0	3.376	.914	
						SPLAN1	I list steps necessary for getting an order	1.0	5.0	4.009	.838	
Sales Planning						SPLAN2	I examine records about the customer's account	2.0	5.0	3.889	.866	
		2.00	5.00	3.999	.692	SPLAN3	I make a weekly plan for what I need to do	2.0	5.0	4.099	.773	
						SPLAN4	I work on the highest priority tasks first	2.0	5.0	4.346	.715	
						ADAPT1	I use a wide variety of selling approaches	2.0	5.0	3.966	.815	
Adaptive Selling						ADAPT2	I consider how one customer differs from another	2.0	5.0	4.127	.708	
		2.25	5.00	4.093	.649	ADAPT3	I vary my sales style from situation to situation	2.0	5.0	4.198	.748	
						ADAPT4	I change my sales approach when the approach I am using is not working	2.0	5.0	4.093	.801	

**CONSTRUCT, VARIABLE, AND ITEM DESCRIPTIVE STATISTICS (Continued)**

Construct	Variable	Min.	Max.	Mean	Std. Dev.	Item Label	Independent Variable Items	Min	Max	Mean	Std. Dev.
Targeting	Identification					IDENT1	I look for new customers	2.0	5.0	4.037	.821
		2.00	5.00	3.968	.674	IDENT2	I segment prospective customers into groups	2.0	5.0	4.084	.812
						IDENT3	I acquire profitable new customers	2.0	5.0	4.012	.779
						IDENT4	I look for similar characteristics among customers	1.0	5.0	3.805	.842
						IDENT5	I sort similar customers into groups	1.0	5.0	3.901	.796
Targeting	Prioritizing					PRIORTZ1	I recognize high potential prospects	2.0	5.0	4.074	.791
		2.25	5.00	4.118	.660	PRIORTZ2	I group my most important customers together	2.0	5.0	4.204	.756
						PRIORTZ3	I classify customers based on how much they buy from my firm	2.0	5.0	4.074	.751
						PRIORTZ4	I rank current customers based on importance to my firm	2.0	5.0	4.120	.795
Responding						RESPOND1	I respond to opportunities	2.0	5.0	3.981	.746
		2.00	5.00	3.819	.583	RESPOND2	I anticipate market changes before they occur	2.0	5.0	3.651	.703
						RESPOND3	I react to changes in customer's buying practices	2.0	5.0	3.895	.700
						RESPOND4	I react to changes in competitor's strategies	2.0	5.0	3.750	.736
						RESPOND5	I respond to customer inquiries	2.0	5.0	4.000	.779
Value-Adding Support	Intelligence Support					INTSUPP1	I gather information about my customer's customers	1.0	5.0	3.528	.975
		1.80	5.00	3.644	.757	INTSUPP2	I tell customers about new and upcoming products	2.0	5.0	4.090	.830
						INTSUPP3	I offer customers information even when they do not ask for it	1.0	5.0	3.706	.885
						INTSUPP4	I share market information with customers	1.0	5.0	3.582	.977
						INTSUPP5	I share sales data with customers	1.0	5.0	3.313	1.092
Buyer Problem Solving						BPS1	I suggest useful ideas to customers	1.0	5.0	3.858	.865
		1.00	5.00	3.788	.792	BPS2	I find new opportunities for customers	1.0	5.0	3.765	.8906
						BPS3	I offer customized solutions to customer's problems	1.0	5.0	3.719	.879
						BPS4	I provide solutions to customers that are beneficial to them	1.0	5.0	3.775	.905
						BPS5	I offer practical recommendations to customers	1.0	5.0	3.821	.900

**CONSTRUCT, VARIABLE, AND ITEM DESCRIPTIVE STATISTICS (Continued)**

Construct	Variable	Min.	Max.	Mean	Std. Dev.	Item Label	Independent Variable Items	Min	Max	Mean	Std. Dev.	
Sales Performance	Relationship Effectiveness					RELEFF1	My customers are loyal to me	1.00	5.00	3.72	.738	
						RELEFF2	My customers trust me	1.00	5.00	3.96	.653	
						RELEFF3	My customers are satisfied with the quality time I spend with them	2.00	5.00	3.84	.678	
						RELEFF4	My customers are satisfied with my prompt service	2.00	5.00	3.96	.714	
		2.00	5.00	3.968	.674	RELEFF5	My customers are willing to buy new products from me	2.00	5.00	3.82	.679	
						RELEFF6	My customers are willing to recommend others to buy products from me	2.00	5.00	3.77	.739	
						RELEFF7	I get repeat purchases from customers	2.00	5.00	4.08	.727	
					RELOUT1	My customer's level of satisfaction with the service I provide	1.00	5.00	3.76	.741		
					RELOUT2	The amount of time I spend with my customers	2.00	5.00	3.72	.738		
					RELOUT1	My overall sales performance	1.00	5.00	3.83	.934		
					RELOUT5	My ability to generate sales of new company products	2.00	5.00	3.75	.811		
		Sales Outcomes	2.25	5.00	4.118	.660	SALOUT1	Sales comes from selling products with the highest profit margins	1.00	5.00	3.51	.831
						SALOUT2	Quickly generate sales of new company products	1.00	5.00	3.60	.786	
						SALOUT3	Have exceeded all my sales targets during the past year	1.00	5.00	3.64	.987	
					SALOUT4	Have exceeded all my sales objectives during the past year	1.00	5.00	3.61	.956		
	Controlling Sales Expenses					SALEXP1	I work within the budgets set by my company	1.00	5.00	3.74	.874	
						SALEXP2	I save the company money	1.00	5.00	3.78	.843	
2.00		5.00	3.819	.583	SALEXP3	I minimize my costs of selling	1.00	5.00	3.61	.842		
					SALEXP4	I spend only when it is necessary	2.00	5.00	3.95	.801		
	Objective Sales Performance					RELOUT2	My level of sales expenses (deleted)	1.00	5.00	3.03	.869	
						OBJOUT1	Percent of customers retained from last year	1.00	5.00	4.53	.723	
						OBJOUT2	Sales growth rate within the past year	1.00	5.00	2.66	1.305	
						OBJOUT3	Meet my sales targets within the past year	1.00	5.00	3.79	1.774	

**CONSTRUCT, VARIABLE, AND ITEM DESCRIPTIVE STATISTICS (Continued)**

Construct	Variable	Min.	Max.	Mean	Std. Dev.	Item Label	Independent Variable Items	Min	Max	Mean	Std. Dev.
	IT Usefulness	1.00	5.00	3.662	.722	ITUSEF1	Accomplishes tasks more quickly	1.0	5.0	4.124	.787
						ITUSEF2	Enhances sales productivity	1.0	5.0	3.709	.795
						ITUSEF3	Increases sales	1.0	5.0	3.373	.882
						ITUSEF4	Improves customer relationships	1.0	5.0	3.442	.924
Control Variables	IT Ease of Use	1.00	5.00	3.335	.812	ITEOU1	Easy to learn how to use new sales IT	1.0	5.0	3.511	.909
						ITEOU2	Skillful at using all sales IT functions	1.0	5.0	3.331	.907
						ITEOU3	Find new ways to use sales IT	1.0	5.0	3.164	.932
Organization Support	Organization Support	1.00	5.00	3.144	1.071	ORGSUPP1	Receive adequate training to use sales IT	1.0	5.0	2.900	1.166
						ORGSUPP2	Receive management encouragement to use sales IT	1.0	5.0	3.259	1.221
						ORGSUPP3	Receive coworker encouragement to use sales IT	1.0	5.0	3.274	1.099
Industry Factors	Industry Factors	1.00	5.00	2.878	.914	INDFAC1	Level of competition	2.00	5.00	4.551	.684
						INDFAC2	Customer's buying behaviors	1.00	5.00	2.857	1.176
						INDFAC3	Capabilities of customers to use IT	1.00	5.00	2.900	.967