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APPENDICES

APPENDIX A : THE QUESTIONNAIRE

แบบสอบถามปัจจัยการเลือกร้านยา

ส่วนที่ 1 การซื้อยาและสินค้าสุขภาพ

กรุณาทำเครื่องหมาย ☑ ลงในช่องสี่เหลี่ยมที่ท่านคิดว่าตรงกับคำตอบที่ท่านต้องการที่สุด หรือเติมข้อความในช่องว่าง

1 ในรอบ 12 เดือน ที่ผ่านมา ท่านไปใช้บริการจากร้านยา จำนวน _____ ร้าน
เติมตัวเลขจำนวนร้านลงในช่องว่าง

2 ร้านยาที่ท่านใช้บริการบ่อยที่สุดนั้นชื่อร้านอะไร [ ]
เขียนชื่อร้านที่ท่านใช้บริการเป็นประจำ หรือบ่อยที่สุดในช่วงนี้มา

☐ " จำไม่ได้ " (ทำเครื่องหมาย ☑ ในช่องนี้หากท่านจำชื่อร้านไม่ได้)

3 ใน 12 เดือนที่ผ่านมานี้ ท่านไปใช้บริการที่ร้านยาประจำตามข้อ 2 คิดเป็นเปอร์เซนต์ ประมาณ _____ % ของการไปร้านยาทั้งหมด

4 ร้านยาที่ท่านใช้บริการบ่อยที่สุดตามข้อ 2 จัดเป็นประเภทใด (ทำเครื่องหมาย ☑ ในช่องสี่เหลี่ยม)

(ตอบได้มากกว่า 1 คำตอบ)

☐ A ร้านใกล้บ้าน
☐ B ร้านใกล้ที่ทำงาน
☐ C ร้านในศูนย์การค้า
☐ D ร้านที่อยู่ในจุดที่ผ่านประจำ
☐ E อื่นๆ (โปรด ระบุ) _____

5 เวลาที่ท่านมักไปใช้บริการที่ร้านยาประจำตามข้อ 2 คือช่วงเวลาประมาณ (ทำเครื่องหมาย ☑ ในช่องสี่เหลี่ยม)
(ตอบได้มากกว่า 1 คำตอบ)

☐ 5.00-8.00 น. ☐ 8.01-11.00 น. ☐ 11.01-14.00 น.
☐ 14.01-17.00 น. ☐ 17.01-20.00 น. ☐ 20.00-23.00 น.
☐ 23.00 - 2.00 น.

6 <u>วัตถุประสงค์หลัก</u> ในการไปใช้บริการร้านยาที่ท่านใช้บริการบ่อยที่สุดตามข้อ 2 ท่านมักจะไปเพื่อ... (เลือกตอบเพียง 1 คำตอบ)

☐ A ซื้อยา เมื่อเจ็บป่วยทั่วไป
☐ B ซื้อยา โรคเรื้อรัง หรือโรคประจำตัวของตนเอง หรือ สมาชิกครอบครัว
☐ C ซื้อวิตามิน อาหารเสริม ผลิตภัณฑ์เสริมสุขภาพและบำรุงผิว อุปกรณ์อื่นๆ

7 <u>วัตถุประสงค์รอง</u> ลงมา ในการไปใช้บริการร้านยาที่ท่านใช้บริการบ่อยที่สุดตามข้อ 2 ท่านมักจะไปเพื่อ... (เลือกตอบเพียง 1 คำตอบ)

☐ A ซื้อยา เมื่อเจ็บป่วยทั่วไป
☐ B ซื้อยา โรคเรื้อรัง หรือโรคประจำตัวของตนเอง หรือ สมาชิกครอบครัว
☐ C ซื้อวิตามิน อาหารเสริม ผลิตภัณฑ์เสริมสุขภาพและบำรุงผิว อุปกรณ์อื่นๆ

8 ท่านไปใช้บริการที่ร้านยาประจำตามข้อ 2 โดยเฉลี่ย เดือนละ _____ ครั้ง หรือ ปีละ _____ ครั้ง

9 โดยส่วนใหญ่แล้ว ท่านใช้เวลาในร้านยาโดยเฉลี่ย _____ นาทีต่อครั้ง

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10 ท่านใช้จ่ายในการซื้อสินค้าที่ร้านยาประจำฉบับข้อ 2 โดยเฉลี่ย _____ บาท ต่อการไปซื้อ 1 ครั้ง

11 ท่านไปซื้อสินค้าต่อไปนี้ จากร้านยาประจำของท่าน เฉลี่ยโดยรวมแล้วคิดเป็นอย่างละประมาณกี่เปอร์เซนต์ ของการซื้อโดยรวม

(เขียนตัวเลขจำนวน % ในช่อง)

ซื้อยาสำหรับโรคประจำตัว หรือ โรคเรื้อรัง	_____	%
ซื้อยาสำหรับการเจ็บป่วยทั่วไป	_____	%
ซื้อวิตามิน อาหารเสริม ยาบำรุง	_____	%
ซื้อผลิตภัณฑ์บำรุงผิว (เวชสำอาง)	_____	%
ซื้ออุปกรณ์สุขภาพ (ตรวจเบาหวาน ตั้งครรภ์ ไม้เท้า...)	_____	%
อื่นๆ (โปรด ระบุ) _____	_____	%
รวม	100	%

ส่วนที่ 2 ความคิดเห็นต่อร้านยาที่ท่านใช้อยู่เป็นประจำ

กรุณาทำเครื่องหมาย ☑ ในช่องที่ตรงกับความเห็นของท่าน
นึกถึงร้านยาประจำที่ท่านใช้อยู่
ท่านเห็นด้วยหรือไม่ กับเหตุผลในข้อต่อไปนี้

			ไม่เห็นด้วยที่สุด	ไม่เห็นด้วย	ไม่ค่อยเห็นด้วย	เฉยๆ	เห็นด้วยเล็กน้อย	เห็นด้วย	เห็นด้วยที่สุด
1	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีสินค้าที่ต้องการเสมอ							
2	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีสินค้าหลายชนิด ครบครัน							
3	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีสินค้าให้เลือกหลายตรายี่ห้อ							
4	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	สินค้าคุณภาพดี							
5	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ราคาไม่แพง							
6	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มักมีส่วนลดให้							
7	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ร้านนี้มีชื่อเสียงดี							
8	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ใกล้ (บ้าน,ที่ทำงาน) หรืออยู่ในเส้นทาง							
9	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	จอดรถสะดวก							
10	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	จุดจ่ายเงินเร็ว ไม่ต้องรอนาน							
11	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	เปิดร้านทุกวัน							
12	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	คุ้นเคยการจัดร้าน หาของง่าย							
13	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	สามารถชำระด้วยบัตรเครดิต							
14	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ร้านสะอาดสะอ้าน เป็นระเบียบ							
15	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	บรรยากาศโดยรวมชวนซื้อ							
16	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	จัดร้านเป็นสัดส่วน สะดวกในการเลือก							
17	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ยาร้านนี้ กินแล้วหาย							
18	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	สินค้าร้านนี้ ใช้ได้ผลดี							
19	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ราคาเหมาะสม							
20	ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พนักงานเอาใจใส่ บริการอย่างตั้งใจ							

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กรุณาทำเครื่องหมาย ☑ ในช่องที่ตรงกับความเห็นของท่าน **คิดถึงร้านยาประจำที่ท่านใช้อยู่** ท่านเห็นด้วยหรือไม่ กับเหตุผลในข้อต่อไปนี้		ไม่เห็นด้วยที่สุด	ไม่เห็นด้วย	ไม่ค่อยเห็นด้วย	เฉยๆ	เห็นด้วยเล็กน้อย	เห็นด้วย	เห็นด้วยที่สุด
21 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พนักงานฟังเข้าใจปัญหาของฉัน							
22 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พนักงานให้คำแนะนำน่าฟัง เข้าใจง่าย							
23 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พนักงานมีความรู้ดี							
24 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พนักงานดูน่าเชื่อถือ							
25 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ยอมให้ เปลี่ยนคืนสินค้าได้							
26 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีเภสัชกรประจำ							
27 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีตัวอย่างให้ลอง และสาธิต							
28 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ได้สิทธิพิเศษในฐานะลูกค้าประจำ							
29 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	เพลิดเพลินในการมาซื้อสินค้าที่ร้านนี้							
30 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	มีกิจกรรมส่งเสริมการขายบ่อยๆ							
31 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	ราคาถูก							
32 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	เห็นโฆษณาของร้านนี้							
33 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	เป็นร้านประจำของครอบครัว							
34 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	เพื่อนแนะนำ							
35 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	แพทย์หรือเภสัชกรที่รู้จัก แนะนำ							
36 ฉันซื้อที่ร้านยาร้านประจำร้านนี้เพราะ	พบเห็นร้านนี้หรือร้านฉื่อนี้บ่อยๆ							

กรุณาทำเครื่องหมาย ☑ ในช่องที่ตรงกับความเห็นของท่าน โดย คิดถึงร้านยาประจำที่ท่านใช้อยู่

ฉันมีความรู้สึกโดยรวมต่อร้านยาประจำที่ฉันใช้อย่างไร

1 **ความพึงพอใจต่อร้านนี้** ไม่พอใจเลย ☐☐☐☐☐☐☐ พอใจมากที่สุด

2 **ครั้งต่อไป ฉันจะมาซื้อของที่ร้านยาประจำนี้อีก** ไม่มากเด็ดขาด ☐☐☐☐☐☐☐ จะมาอีกแน่นอน

3 **ฉันคิดว่าจะแนะนำให้เพื่อนมาซื้อที่ร้านยานี้** ไม่เด็ดขาด ☐☐☐☐☐☐☐ แนะนำแน่นอน

4 **ทัศนคติโดยรวมต่อร้านนี้** ไม่ชอบอย่างยิ่ง ☐☐☐☐☐☐☐ ชอบมากที่สุด

5 **ฉันตั้งใจจะไปซื้อ ที่ร้านนี้ เป็นประจำต่อไป**

ไม่ซื้อที่นี่อีกเด็ดขาด ☐☐☐☐☐☐☐ ซื้อที่นี่แน่นอน

6 **ครั้งต่อไปที่จะซื้อยาหรือผลิตภัณฑ์สุขภาพ เช่น วิตามิน อาหารเสริม ผลิตภัณฑ์บำรุงผิว ความน่าจะเป็นที่จะซื้อ ที่ร้านนี้อีก**

ไม่ซื้อที่นี่เด็ดขาด ☐☐☐☐☐☐☐ ซื้อที่นี่แน่นอน

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ส่วนที่ 3 ข้อมูลพื้นฐานด้านประชากร

กรุณาทำเครื่องหมาย ☑ ลงในช่องสี่เหลี่ยมที่ท่านคิดว่าตรงกับคำตอบที่ท่านต้องการที่สุด หรือเติมข้อความในช่องว่าง

A เพศ ☐ หญิง ☐ ชาย

B อายุ _____ ปี (เติมเลขอายุในช่อง)

C การศึกษา
☐ ประถม ☐ ปริญญาโท
☐ มัธยม ☐ สูงกว่า ป. โท
☐ ปวช./ปวส ☐ อื่นๆ (โปรดระบุ) _____
☐ ปริญญาตรี

D อาชีพ
☐ นักศึกษา ☐ เจ้าของกิจการ
☐ แม่บ้าน ☐ ข้าราชการ
☐ เกษียณ ☐ วิชาชีพอิสระ
☐ พนักงานบริษัท

E ตำแหน่งหน้าที่
☐ เจ้าของ ☐ ผู้จัดการ / หัวหน้างาน
☐ พนักงานชั่วคราว ☐ ผู้บริหารระดับสูง
☐ พนักงานประจำ ☐ ไม่ได้ทำงาน

F รายได้ส่วนตัวต่อเดือน (บาท)
☐ < 5,000 ☐ 20,001-40,000
☐ 5,001 -10,000 ☐ 40,001-60,000
☐ 10,001-15,000 ☐ 60,001-80,000
☐ 15,001-20,000 ☐ > 80,000

G **จังหวัดที่ท่านอาศัยอยู่** _____
เขียนชื่อจังหวัดที่ท่านอยู่

H **เขต/ อำเภอ ที่ท่านอาศัยอยู่** _____
เขียนชื่อเขต หรืออำเภอ

I ท่านมีสมาชิกครอบครัว รวมตัวท่านด้วย จำนวน _____ คน
เขียนตัวเลขจำนวนในช่อง

J โดยทั่วไปท่าน<u>ซื้อยาให้สมาชิกครอบครัว</u>ใช้ รวมท่านด้วย ทั้งสิ้น _____ คน
เขียนตัวเลขจำนวนในช่อง

ขอขอบพระคุณที่กรุณาตอบแบบสอบถามนี้

Questionnaire on Drugstore Choice

Part 1 : The buying of medicine and Health products

Please mark ☑ in the box in front of your choice or fill in the blank.

1 In the last 12 months, how many drug stores that you buy from ? _____ drugstore

Fill your number in the blank

2 Indicate the name of drugstore you visit most often _____

Write down the name of the drugstore in the blank

☐ " Can't remember " (Mark ☑ here if you can't remember)

3 In the last 12 months, you buy from the drugstore in (2) for about ____ % of overall drugstore visit

4 The drugstore you visit most often stated in (2) is classified as (mark ☑ in the box)

(you can choose more than 1 answer)

☐ A Drugstore close to home
☐ B Drugstore near office
☐ C Drugstore in the shopping mall
☐ D Drugstore on the way
☐ E Others (please specify) _____

5 The time that you usually visit your drugstore in (2) is (mark ☑ in the box)

(you can choose more than 1 answer)

☐ 5.00-8.00 hrs. ☐ 8.01-11.00 hrs. ☐ 11.01-14.00 hrs.
☐ 14.01-17.00 hrs. ☐ 17.01-20.00 hrs. ☐ 20.00-23.00 hrs.
☐ 23.00 - 2.00 hrs.

6 <u>Your main & primary objective</u> in visiting your drugstore stated in (2) is to..... (choose only one answer)

☐ A Buy medicine for general illness
☐ B Buy medicine for chronic diseases
☐ C Buy vitamins , supplements, skin care and other health products.

7 <u>Your minor objective</u> in visiting your drugstore stated in (2) is to..... (choose only one answer)

☐ A Buy medicine for general illness
☐ B Buy medicine for chronic diseases
☐ C Buy vitamins , supplements, skin care and other health products.

8 How often do you visit your drugstore in (2) ? ____ times per month or ____ times per year

9 You usually spend time in the drugstore for _____ minutes per visit.

10 The average amount of money you spend per visit is _____ Baht (dollar) per visit

11 Please indicate the average percentage of each product category that you buy from your drugstore in (2)

(Fill in the % in the blank)

Buy **drugs for chronic diseases**	_____	%
Buy **drugs for general illness**	_____	%
Buy **vitamins or health supplement**	_____	%
Buy **skin care** products	_____	%
Buy **health equipment** (Diabetes test, walker etc.)	_____	%
Others (please specify) _____	_____	%
Total	100	%

Part 2 Your opinion of the drugstore you visit most often

Please mark ☑ the box that best suit your opinion

Based on the drugstore you visit most often (as stated in (2))

do you agree with the following:

			Totally disagree	Generally disagree	Partialy disagree	Neutral	Partialy agree	Generally agree	Most agreed
1	I shop at this drugstore because	**there are products I want**							
2	I shop at this drugstore because	**there are wide variety of products.**							
3	I shop at this drugstore because	**there are variety of brands.**							
4	I shop at this drugstore because	**good quality products**							
5	I shop at this drugstore because	**goods are inexpensive.**							
6	I shop at this drugstore because	**there is always price discount.**							
7	I shop at this drugstore because	**of the store good reputation.**							
8	I shop at this drugstore because	**it is close to home or office.**							
9	I shop at this drugstore because	**parking convenience.**							
10	I shop at this drugstore because	**fast check-out.**							
11	I shop at this drugstore because	**it is opened every day.**							
12	I shop at this drugstore because	**I am used to the store layout.**							
13	I shop at this drugstore because	**credit card is accepted.**							
14	I shop at this drugstore because	**its cleanliness and orderly display.**							
15	I shop at this drugstore because	**overall attractive atmosphere**							
16	I shop at this drugstore because	**good store layout, easy to find goods.**							
17	I shop at this drugstore because	**efficacious medicine.**							
18	I shop at this drugstore because	**good & effective health products.**							
19	I shop at this drugstore because	**appropriate price**							
20	I shop at this drugstore because	**attentive and caring staff.**							

	Please mark ☑ the box that best suit your opinion Based on the drugstore you visit most often (as stated in (2)) do you agree with the following:		Totally disagree	Generally disagree	Partialy disagree	Neutral	Partialy agree	Generally agree	Most agreed
21	I shop at this drugstore because	staff listens and understands me.							
22	I shop at this drugstore because	staff gives clear explanation.							
23	I shop at this drugstore because	knowledgable staff.							
24	I shop at this drugstore because	reliable staff.							
25	I shop at this drugstore because	goods are returnable							
26	I shop at this drugstore because	pharmacists is always on duty.							
27	I shop at this drugstore because	there is goods demonstration.							
28	I shop at this drugstore because	I get priviledge as frequent buyer.							
29	I shop at this drugstore because	I enjoy shopping at this drugstore.							
30	I shop at this drugstore because	there are always sales promotion.							
31	I shop at this drugstore because	cheap price.							
32	I shop at this drugstore because	I see from advertisement.							
33	I shop at this drugstore because	it is the family drugstore.							
34	I shop at this drugstore because	my friend recommends.							
35	I shop at this drugstore because	my doctor or pharmacist recommend.							
36	I shop at this drugstore because	I always come across this store name.							

Please mark ☑ in the box that most fit your opinion, based on your regular drugstore, as stated in (2)

How do I feel about the drugstore I visit most often, as stated in (2)

1 My overall satisfaction of the drugstore — Not satisfied at all ☐☐☐☐☐☐☐ Most satisfied

2 Next time I shall shop here again — Never come again ☐☐☐☐☐☐☐ Will come definitely

3 I shall recommend this store to my friend — Never ☐☐☐☐☐☐☐ Definitely will

4 My overall attitude towards the drugstore — Not like at all ☐☐☐☐☐☐☐ Like most

5 I intend to continue buying medicine at the drugstore
Never buy here again ☐☐☐☐☐☐☐ Will come definitely

6 Next time, when I buy my vitamins and health products, I shall buy at this drugstore
Never buy here again ☐☐☐☐☐☐☐ Will come definitely

Part 3: Demographic information

Please mark in ☑ box in front of your choice or fill in the blank.

A Gender ☐ Female ☐ Male

B Age _____ ปี (Fill your figure in the blank)

C Education
- ☐ Primary school
- ☐ Secondary school
- ☐ Poly-technic
- ☐ Bachelor degree
- ☐ Master degree
- ☐ Above master degree
- ☐ Others (specify) _____

D Career
- ☐ Students
- ☐ Housewife
- ☐ Retired
- ☐ Employee
- ☐ Business owner
- ☐ Civil servant
- ☐ Professionals

E Position
- ☐ Owner
- ☐ Part-time staff
- ☐ Permanent staff
- ☐ Manager / Supervisor
- ☐ Executive
- ☐ Not working

F Personal income (per month)
- ☐ < 5,000
- ☐ 5,001 -10,000
- ☐ 10,001-15,000
- ☐ 15,001-20,000
- ☐ 20,001-40,000
- ☐ 40,001-60,000
- ☐ 60,001-80,000
- ☐ > 80,000

G Province that you currently live in _____
Fill the province name in the blank

H Khet (district) that you currently live in _____
Fill the district name in the blank

I The number of your family member are _____ person.
Fill in your figure in the blank

J Normally you buy medicine for how many person's use _____ person.
Fill in your figure in the blank

Thank you for your time and kind attention to this questionnaire

APPENDIX B: DEMOGRAPHIC ANALYSIS

Comparison of the Two different purpose groups

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Age	Illness Purpose	562	30.33	9.503	.401	29.54	31.11	12	74
	Health Purpose	161	30.78	10.148	.800	29.20	32.36	15	80
	Total	723	30.43	9.645	.359	29.72	31.13	12	80
Number of Drug store	Illness Purpose	528	2.95	2.747	.120	2.72	3.19	1	20
	Health Purpose	144	3.26	3.983	.332	2.61	3.92	1	25
	Total	672	3.02	3.053	.118	2.79	3.25	1	25
Share of use	Illness Purpose	501	50.49	31.356	1.401	47.74	53.25	1	100
	Health Purpose	146	51.49	32.452	2.686	46.18	56.80	1	100
	Total	647	50.72	31.584	1.242	48.28	53.16	1	100
Frequency /yr	Illness Purpose	561	14.08	12.601	.532	13.03	15.12	1	96
	Health Purpose	160	16.32	14.005	1.107	14.14	18.51	1	72
	Total	721	14.58	12.949	.482	13.63	15.52	1	96
Time spend	Illness Purpose	549	11.60	8.056	.344	10.93	12.28	1	60
	Health Purpose	155	17.89	12.137	.975	15.96	19.82	2	90
	Total	704	12.99	9.469	.357	12.29	13.69	1	90
Baht spend	Illness Purpose	550	259.22	420.526	17.931	224.00	294.44	1	5000
	Health Purpose	156	662.10	621.144	49.731	563.86	760.33	1	3500
	Total	706	348.24	500.516	18.837	311.26	385.22	1	5000
No of family members	Illness Purpose	569	4.56	1.944	.081	4.40	4.72	0	17
	Health Purpose	164	4.40	1.862	.145	4.11	4.68	1	12
	Total	733	4.52	1.926	.071	4.38	4.66	0	17
No of fam mem buy for	Illness Purpose	558	3.35	1.825	.077	3.19	3.50	1	13
	Health Purpose	164	3.33	1.684	.131	3.07	3.59	1	10
	Total	722	3.34	1.793	.067	3.21	3.47	1	13

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Age	.109	1	721	.741
Number of Drug store	6.684	1	670	.010
Share of use	.760	1	645	.384
Frequency /yr	2.584	1	719	.108
Time spend	24.649	1	702	.000
Baht spend	58.370	1	704	.000
No of family members	.106	1	731	.745
No of fam mem buy for	2.128	1	720	.145

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	25.430	1	25.430	.273	.601
	Within Groups	67139.361	721	93.120		
	Total	67164.791	722			
Number of Drug store	Between Groups	10.827	1	10.827	1.162	.282
	Within Groups	6245.381	670	9.321		
	Total	6256.208	671			
Share of use	Between Groups	113.085	1	113.085	.113	.737
	Within Groups	644305.219	645	998.923		
	Total	644418.304	646			
Frequency /yr	Between Groups	627.478	1	627.478	3.756	.053
	Within Groups	120106.772	719	167.047		
	Total	120734.251	720			
Time spend	Between Groups	4776.930	1	4776.930	57.566	.000
	Within Groups	58253.217	702	82.982		
	Total	63030.147	703			
Baht spend	Between Groups	19725573.169	1	19725573.169	88.514	.000
	Within Groups	156888397.376	704	222852.837		
	Total	176613970.545	705			
No of family members	Between Groups	3.291	1	3.291	.887	.347
	Within Groups	2711.631	731	3.709		
	Total	2714.922	732			
No of family members buy for	Between Groups	.039	1	.039	.012	.913
	Within Groups	2318.369	720	3.220		
	Total	2318.408	721			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Drug for chronic ill	Between Groups	13879.239	1	13879.239	20.794	.000
	Within Groups	353088.422	529	667.464		
	Total	366967.661	530			
Drug for general ill	Between Groups	100293.376	1	100293.376	122.317	.000
	Within Groups	540343.828	659	819.945		
	Total	640637.204	660			
Vitamins & Supp	Between Groups	62859.906	1	62859.906	160.411	.000
	Within Groups	241390.437	616	391.868		
	Total	304250.343	617			
Skincare cosmetic	Between Groups	25208.616	1	25208.616	65.773	.000
	Within Groups	211180.053	551	383.267		
	Total	236388.669	552			
Health equipment	Between Groups	76.143	1	76.143	1.336	.248
	Within Groups	23595.617	414	56.994		
	Total	23671.760	415			
Others	Between Groups	210.110	1	210.110	1.936	.165
	Within Groups	36890.509	340	108.501		
	Total	37100.620	341			

Descriptive Statistics

Purpose 1		N	Range	Min	Max	Mean	Std. Deviation
Illness Purpose	Number of Drug store	528	19	1	20	2.95	2.747
	Share of use	501	100	1	100	50.49	31.356
	Frequency /yr	561	95	1	96	14.08	12.601
	Time spend	549	59	1	60	11.60	8.056
	Baht spend	550	4999	1	5000	259.22	420.526
	Age	562	62	12	74	30.33	9.503
	No of family members	569	17	0	17	4.56	1.944
	No of fam mem buy for	558	12	1	13	3.35	1.825
	Valid N (listwise)	415					
Health Purpose	Number of Drug store	144	24	1	25	3.26	3.983
	Share of use	146	99	1	100	51.49	32.452
	Frequency /yr	160	71	1	72	16.32	14.005
	Time spend	155	88	2	90	17.89	12.137
	Baht spend	156	3499	1	3500	662.10	621.144
	Age	161	65	15	80	30.78	10.148
	No of family members	164	11	1	12	4.40	1.862
	No of fam mem buy for	164	9	1	10	3.33	1.684
	Valid N (listwise)	116					

	N	Range	Min	Max	Mean	Std. Deviation
Number of Drug store	672	24	1	25	3.02	3.053
Share of use	647	100	1	100	50.72	31.584
Frequency /yr	721	95	1	96	14.58	12.949
Time spend	704	89	1	90	12.99	9.469
Baht spend	706	4999	1	5000	348.24	500.516
Age	723	68	12	80	30.43	9.645
No of family members	733	17	0	17	4.52	1.926
No of fam mem buy for	722	12	1	13	3.34	1.793
Valid N (listwise)	531					

Purpose 1		N	Range	Min	Max	Mean	Std. Deviation
Illness Purpose	Drug for chronic ill	417	100	0	100	21.58	28.069
	Drug for general ill	524	100	0	100	51.79	30.357
	Vitamins & Supp	465	100	0	100	17.27	17.237
	Skincare cosmetic	421	100	0	100	13.64	16.951
	Health equipment	327	70	0	70	2.68	7.860
	Others	266	75	0	75	2.26	8.703
	Valid N (listwise)	256					
Health Purpose	Drug for chronic ill	114	80	0	80	9.13	14.972
	Drug for general ill	137	90	0	90	21.40	20.720
	Vitamins & Supp	153	100	0	100	40.63	26.098
	Skincare cosmetic	132	100	0	100	29.48	26.285
	Health equipment	89	30	0	30	3.72	6.269
	Others	76	80	0	80	4.14	14.975
	Valid N (listwise)	73					

Purpose 1		None		use	
		Count	%	Count	%
Illness Purpose	DS near home	168	29.3%	406	70.7%
	DS near office	473	82.5%	100	17.5%
	DS in plaza	463	80.7%	111	19.3%
	DS on the way	464	80.8%	110	19.2%
	Other DS	540	94.1%	34	5.9%
Health Purpose	DS near home	77	47.0%	87	53.0%
	DS near office	136	82.9%	28	17.1%
	DS in plaza	105	64.0%	59	36.0%
	DS on the way	135	82.3%	29	17.7%
	Other DS	140	85.4%	24	14.6%

Purpose 1		None		use	
		Count	%	Count	%
Illness Purpose	5-8	561	97.7%	13	2.3%
	8-11	513	89.4%	61	10.6%
	11-14	484	84.3%	90	15.7%
	14-17	472	82.2%	102	17.8%
	17-20	210	36.6%	364	63.4%
	20-23	526	91.6%	48	8.4%
	23-2	572	99.7%	2	.3%
Health Purpose	5-8	162	98.8%	2	1.2%
	8-11	150	91.5%	14	8.5%
	11-14	130	79.3%	34	20.7%
	14-17	125	76.2%	39	23.8%
	17-20	75	45.7%	89	54.3%
	20-23	151	92.1%	13	7.9%
	23-2	161	98.2%	3	1.8%

Purpose 1		Female		Male	
		Count	%	Count	%
Illness Purpose	Gender	497	86.9%	75	13.1%
Health Purpose	Gender	140	85.9%	23	14.1%

Purpose 1		no		yes	
		Count	%	Count	%
Illness Purpose	Primary school edu	565	98.4%	9	1.6%
	Secondary school edu	543	94.6%	31	5.4%
	College edu	521	90.8%	53	9.2%
	Bachelordegree	179	31.2%	395	68.8%
	Master degree	500	87.1%	74	12.9%
	Above Master degree	570	99.3%	4	.7%
	Others	569	99.1%	5	.9%
Health Purpose	Primary school edu	162	98.8%	2	1.2%
	Secondary school edu	152	92.7%	12	7.3%
	College edu	145	88.4%	19	11.6%
	Bachelordegree	58	35.4%	106	64.6%
	Master degree	144	87.8%	20	12.2%
	Above Master degree	160	97.6%	4	2.4%
	Others	164	100.0%		

Purpose 1		no		yes	
		Count	%	Count	%
Illness Purpose	Student	456	79.4%	118	20.6%
	Housewife	540	94.1%	34	5.9%
	Retiree	572	99.7%	2	.3%
	Employee	290	50.5%	284	49.5%
	Business owner	520	90.6%	54	9.4%
	Civil servant	540	94.1%	34	5.9%
	Professional	534	93.0%	40	7.0%
Health Purpose	Student	128	78.0%	36	22.0%
	Housewife	154	93.9%	10	6.1%
	Retiree	163	99.4%	1	.6%
	Employee	82	50.0%	82	50.0%
	Business owner	149	90.9%	15	9.1%
	Civil servant	153	93.3%	11	6.7%
	Professional	155	94.5%	9	5.5%

Purpose 1		no		yes	
		Count	%	Count	%
Illness Purpose	Owner	513	89.5%	60	10.5%
	Part time staff	549	95.6%	25	4.4%
	Permanent staff	335	58.4%	239	41.6%
	Manager level	503	87.6%	71	12.4%
	Executive level	562	97.9%	12	2.1%
	Not working	454	79.1%	120	20.9%
Health Purpose	Owner	148	90.2%	16	9.8%
	Part time staff	157	95.7%	7	4.3%
	Permanent staff	102	62.2%	62	37.8%
	Manager level	137	83.5%	27	16.5%
	Executive level	160	97.6%	4	2.4%
	Not working	133	81.1%	31	18.9%

Purpose 1		no		yes	
		Count	%	Count	%
Illness Purpose	Income less than 5000 /m	507	88.8%	64	11.2%
	Income 5001-10000	463	81.1%	108	18.9%
	Income 10001-15000	449	78.6%	122	21.4%
	Income 15001-20000	506	88.6%	65	11.4%
	Income 20001-40000	442	77.4%	129	22.6%
	Income 40001-60000	538	94.2%	33	5.8%
	Income 60001-80000	565	98.9%	6	1.1%
	Income >80000	554	97.0%	17	3.0%
Health Purpose	Income less than 5000 /m	145	89.5%	17	10.5%
	Income 5001-10000	135	83.3%	27	16.7%
	Income 10001-15000	130	80.2%	32	19.8%
	Income 15001-20000	148	91.4%	14	8.6%
	Income 20001-40000	128	79.0%	34	21.0%
	Income 40001-60000	147	90.7%	15	9.3%
	Income 60001-80000	154	95.1%	8	4.9%
	Income >80000	154	95.1%	8	4.9%

Independence Test of Income level between Illness purpose and Health purpose

	Income less than 5000 /m	Income 5001-10000	Income 10001-15000	Income 15001-20000	Income 20001-40000	Income 40001-60000	Income 60001-80000	Income >80000
Mann-Whitney U	45920.5	45211.5	45505.0	44983.0	45509.0	44641.5	44453.0	45344.0
Wilcoxon W	59123.5	58414.5	58708.0	58186.0	58712.0	207947.5	207759.0	208650.0
Z	-0.256	-0.651	-0.444	-0.992	-0.433	-1.579	-3.188	-1.213
Asymp. Sig. (2-tailed)	0.798	0.515	0.657	0.321	0.665	0.114	0.001	0.225

Independence Test of education level between Illness purpose and Health purpose

	Primary school	Secondary school	College	Bachelor degree	Master degree	Above Master degree	Others
Mann-Whitney U	46904.0	46166.0	45961.0	45100.0	46740.0	46248.0	46658.0
Wilcoxon W	60434.0	211191.0	210986.0	58630.0	60270.0	211273.0	60188.0
Z	-0.325	-0.923	-0.895	-1.011	-0.236	-1.899	-1.198
Asymp. Sig. (2-tailed)	0.746	0.356	0.371	0.312	0.813	0.058	0.231

Independence Test of Profession between Illness purpose and Health purpose

	Student	Housewife	Retiree	Employee	Business owner	Civil servant	Professional
Mann-Whitney U	46412.0	46986.0	46945.0	46822.0	46945.0	46699.0	46371.0
Wilcoxon W	211437.0	212011.0	211970.0	211847.0	60475.0	211724.0	59901.0
Z	-0.387	-0.083	-0.464	-0.118	-0.101	-0.370	-0.671
Asymp. Sig. (2-tailed)	0.699	0.934	0.643	0.906	0.919	0.712	0.502

Independence Test of profession between Illness purpose and Health purpose

	Owner	Part time staff	Permanent staff	Manager level	Executive level	Not working
Mann-Whitney U	46650.0	47027.0	45264.0	45141.0	46904.0	46125.0
Wilcoxon W	60180.0	60557.0	58794.0	210166.0	211929.0	59655.0
Z	-0.265	-0.048	-0.880	-1.362	-0.270	-0.561
Asymp. Sig. (2-tailed)	0.791	0.961	0.379	0.173	0.787	0.575

Independence Test of Time to buy between Illness purpose and Health purpose

	5-8	8-11	11-14	14-17	17-20	20-23	23-2
Mann-Whitney U	46576.0	46084.0	44690.0	44239.0	42763.0	46863.0	46371.0
Wilcoxon W	60106.0	59614.0	209715.0	209264.0	56293.0	60393.0	211396.0
Z	-0.836	-0.781	-1.525	-1.726	-2.120	-0.179	-2.037
Asymp. Sig. (2-tailed)	0.403	0.435	0.127	0.084	0.034	0.858	0.042

Independence Test of Type of stores between Illness purpose and Health purpose

	DS near home	DS near office	DS in plaza	DS on the way	Other DS
Mann-Whitney U	38745.0	46808.0	39237.0	46371.0	42968.0
Wilcoxon W	52275.0	60338.0	204262.0	59901.0	207993.0
Z	-4.238	-0.113	-4.460	-0.427	-3.653
Asymp. Sig. (2-tailed)	0.000	0.910	0.000	0.669	0.000

Frequency Tables

Number of Drug store

Number of Drug store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	192	26.0	28.6	28.6
	2	1	.1	.1	28.7
	2	207	28.0	30.8	59.5
	3	2	.3	.3	59.8
	3	123	16.7	18.3	78.1
	4	2	.3	.3	78.4
	4	34	4.6	5.1	83.5
	5	3	.4	.4	83.9
	5	50	6.8	7.4	91.4
	6	1	.1	.1	91.5
	6	10	1.4	1.5	93.0
	7	1	.1	.1	93.2
	8	1	.1	.1	93.3
	8	4	.5	.6	93.9
	10	24	3.3	3.6	97.5
	12	4	.5	.6	98.1
	13	1	.1	.1	98.2
	14	1	.1	.1	98.4
	15	2	.3	.3	98.7
	20	8	1.1	1.2	99.9
	25	1	.1	.1	100.0
	Total	672	91.1	100.0	
Missing	System	66	8.9		
Total		738	100.0		

Share of use

Share of use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.3	.3	.3
	1	26	3.5	4.0	4.3
	2	7	.9	1.1	5.4
	3	1	.1	.2	5.6
	5	31	4.2	4.8	10.4
	6	1	.1	.2	10.5
	7	1	.1	.2	10.7
	10	59	8.0	9.1	19.8
	15	8	1.1	1.2	21.0
	20	42	5.7	6.5	27.5
	25	3	.4	.5	28.0
	30	48	6.5	7.4	35.4
	40	27	3.7	4.2	39.6
	45	4	.5	.6	40.2
	50	99	13.4	15.3	55.5
	60	37	5.0	5.7	61.2
	65	4	.5	.6	61.8
	70	53	7.2	8.2	70.0
	75	4	.5	.6	70.6
	80	89	12.1	13.8	84.4
	85	3	.4	.5	84.9
	90	32	4.3	4.9	89.8
	95	3	.4	.5	90.3
	98	1	.1	.2	90.4
	100	62	8.4	9.6	100.0
	Total	647	87.7	100.0	
Missing	System	91	12.3		
Total		738	100.0		

Frequency /yr

Frequency /yr

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	2.3	2.4	2.4
	2	1	.1	.1	2.5
	2	37	5.0	5.1	7.6
	3	4	.5	.6	8.2
	3	59	8.0	8.2	16.4
	4	2	.3	.3	16.6
	4	1	.1	.1	16.8
	4	27	3.7	3.7	20.5
	5	3	.4	.4	20.9
	5	38	5.1	5.3	26.2
	6	3	.4	.4	26.6
	6	36	4.9	5.0	31.6
	7	5	.7	.7	32.3
	8	3	.4	.4	32.7
	8	6	.8	.8	33.6
	9	1	.1	.1	33.7
	9	3	.4	.4	34.1
	10	1	.1	.1	34.3
	10	35	4.7	4.9	39.1
	12	226	30.6	31.3	70.5
	13	1	.1	.1	70.6
	14	1	.1	.1	70.7
	15	6	.8	.8	71.6
	16	1	.1	.1	71.7
	18	10	1.4	1.4	73.1
	20	12	1.6	1.7	74.8
	22	2	.3	.3	75.0
	24	102	13.8	14.1	89.2
	30	8	1.1	1.1	90.3
	36	35	4.7	4.9	95.1
	40	3	.4	.4	95.6
	41	1	.1	.1	95.7
	48	14	1.9	1.9	97.6
	50	2	.3	.3	97.9
	54	2	.3	.3	98.2
	60	9	1.2	1.2	99.4
	72	2	.3	.3	99.7
	96	2	.3	.3	100.0
	Total	721	97.7	100.0	
Missing	System	17	2.3		
Total		738	100.0		

Time spend

Time spend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	.7	.7	.7
	2	12	1.6	1.7	2.4
	3	1	.1	.1	2.6
	3	29	3.9	4.1	6.7
	4	1	.1	.1	6.8
	5	2	.3	.3	7.1
	5	136	18.4	19.3	26.4
	6	1	.1	.1	26.6
	8	19	2.6	2.7	29.3
	8	1	.1	.1	29.4
	9	1	.1	.1	29.5
	10	1	.1	.1	29.7
	10	228	30.9	32.4	62.1
	13	5	.7	.7	62.8
	15	97	13.1	13.8	76.6
	18	6	.8	.9	77.4
	18	1	.1	.1	77.6
	20	75	10.2	10.7	88.2
	23	1	.1	.1	88.4
	25	5	.7	.7	89.1
	30	65	8.8	9.2	98.3
	33	1	.1	.1	98.4
	35	1	.1	.1	98.6
	37	1	.1	.1	98.7
	40	1	.1	.1	98.9
	45	1	.1	.1	99.0
	60	6	.8	.9	99.9
	90	1	.1	.1	100.0
	Total	704	95.4	100.0	
Missing	System	34	4.6		
Total		738	100.0		

Baht spend

Baht spend

Baht spend		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	.4	.4	.4
	5	1	.1	.1	.6
	15	2	.3	.3	.8
	20	3	.4	.4	1.3
	25	2	.3	.3	1.6
	30	6	.8	.8	2.4
	35	1	.1	.1	2.5
	40	6	.8	.8	3.4
	45	1	.1	.1	3.5
	50	61	8.3	8.6	12.2
	55	2	.3	.3	12.5
	59	1	.1	.1	12.6
	60	8	1.1	1.1	13.7
	70	3	.4	.4	14.2
	75	4	.5	.6	14.7
	80	8	1.1	1.1	15.9
	100	160	21.7	22.7	38.5
	120	6	.8	.8	39.4
	125	2	.3	.3	39.7
	130	2	.3	.3	39.9
	150	50	6.8	7.1	47.0
	170	1	.1	.1	47.2
	175	2	.3	.3	47.5
	180	1	.1	.1	47.6
	200	105	14.2	14.9	62.5
	235	1	.1	.1	62.6
	240	1	.1	.1	62.7
	250	10	1.4	1.4	64.2
	275	1	.1	.1	64.3
	300	60	8.1	8.5	72.8
	350	5	.7	.7	73.5
	370	1	.1	.1	73.7
	400	16	2.2	2.3	75.9
	450	1	.1	.1	76.1
	500	69	9.3	9.8	85.8
	540	1	.1	.1	86.0
	560	2	.3	.3	86.3
	600	6	.8	.8	87.1
	650	1	.1	.1	87.3
	700	4	.5	.6	87.8
	750	6	.8	.8	88.7
	800	5	.7	.7	89.4
	900	2	.3	.3	89.7
	1000	39	5.3	5.5	95.2

Baht spend		Frequency	Percent	Valid Percent	Cumulative Percent
	1500	14	1.9	2.0	97.2
	1800	1	.1	.1	97.3
	1900	1	.1	.1	97.5
	2000	11	1.5	1.6	99.0
	2500	2	.3	.3	99.3
	3000	2	.3	.3	99.6
	3500	1	.1	.1	99.7
	5000	2	.3	.3	100.0
	Total	706	95.7	100.0	
Missing	System	32	4.3		
Total		738	100.0		

Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	1	.1	.1	.1
	14	2	.3	.3	.4
	15	4	.5	.6	1.0
	16	6	.8	.8	1.8
	17	5	.7	.7	2.5
	18	4	.5	.6	3.0
	19	9	1.2	1.2	4.3
	20	41	5.6	5.7	10.0
	21	31	4.2	4.3	14.2
	22	45	6.1	6.2	20.5
	23	42	5.7	5.8	26.3
	24	37	5.0	5.1	31.4
	25	42	5.7	5.8	37.2
	26	36	4.9	5.0	42.2
	27	36	4.9	5.0	47.2
	28	39	5.3	5.4	52.6
	29	33	4.5	4.6	57.1
	30	38	5.1	5.3	62.4
	31	17	2.3	2.4	64.7
	32	20	2.7	2.8	67.5
	33	15	2.0	2.1	69.6
	34	16	2.2	2.2	71.8
	35	18	2.4	2.5	74.3
	36	14	1.9	1.9	76.2
	37	14	1.9	1.9	78.1
	38	12	1.6	1.7	79.8
	39	15	2.0	2.1	81.9
	40	26	3.5	3.6	85.5
	41	11	1.5	1.5	87.0

Age		Frequency	Percent	Valid Percent	Cumulative Percent
	42	8	1.1	1.1	88.1
	43	9	1.2	1.2	89.3
	44	10	1.4	1.4	90.7
	45	7	.9	1.0	91.7
	46	6	.8	.8	92.5
	47	5	.7	.7	93.2
	48	5	.7	.7	93.9
	49	5	.7	.7	94.6
	50	12	1.6	1.7	96.3
	51	2	.3	.3	96.5
	52	2	.3	.3	96.8
	53	5	.7	.7	97.5
	54	5	.7	.7	98.2
	55	1	.1	.1	98.3
	57	4	.5	.6	98.9
	59	1	.1	.1	99.0
	60	1	.1	.1	99.2
	61	1	.1	.1	99.3
	62	2	.3	.3	99.6
	66	1	.1	.1	99.7
	74	1	.1	.1	99.9
	80	1	.1	.1	100.0
	Total	723	98.0	100.0	
Missing	System	15	2.0		
Total		738	100.0		

No of family members

No of family members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.1	.1	.1
	1	14	1.9	1.9	2.0
	2	73	9.9	10.0	12.0
	3	106	14.4	14.5	26.5
	4	206	27.9	28.1	54.6
	5	180	24.4	24.6	79.1
	6	74	10.0	10.1	89.2
	7	39	5.3	5.3	94.5
	8	15	2.0	2.0	96.6
	9	3	.4	.4	97.0
	10	10	1.4	1.4	98.4
	11	5	.7	.7	99.0
	12	4	.5	.5	99.6
	13	1	.1	.1	99.7
	15	1	.1	.1	99.9
	17	1	.1	.1	100.0
	Total	733	99.3	100.0	
Missing	System	5	.7		
Total		738	100.0		

No of fam mem buy for

No of fam mem buy for

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	101	13.7	14.0	14.0
	2	168	22.8	23.3	37.3
	3	145	19.6	20.1	57.3
	4	141	19.1	19.5	76.9
	5	98	13.3	13.6	90.4
	6	35	4.7	4.8	95.3
	7	16	2.2	2.2	97.5
	8	1	.1	.1	97.6
	8	8	1.1	1.1	98.8
	10	7	.9	1.0	99.7
	11	1	.1	.1	99.9
	13	1	.1	.1	100.0
	Total	722	97.8	100.0	
Missing	System	16	2.2		
Total		738	100.0		

APPENDIX C: LISREL OUTPUT

Confirmatory Factor Analysis (Overall Data)

```
 The following lines were read from file D:\Edu\01sep06\cfa_all01.LS8:

 Mod Effect of buying purpose on value of store attributes towards response
on drug store

 Observed variables: OB1 P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model.cov.

 Sample size 738

 Latent Variables: Product Price Effective Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 SA3=1*Store
 SA5 SA7=Store
 Q1=1*Effective
 Q2=Effective
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response



 Lisrel OUTPUT: SC

 Path Diagram
 Admissibility check=off
 End of problem

 Mod Effect of buying purpose on value of store attributes towards response
on d

        Covariance Matrix

              P1          P2          P3          V2          V4          Q1
        --------    --------    --------    --------    --------    --------
 P1         1.97
 P2         1.60        2.42
```

P3	1.06	1.36	2.40			
V2	0.71	0.78	0.61	1.72		
V4	0.46	0.59	0.54	1.13	2.87	
Q1	0.48	0.61	0.71	1.00	0.57	3.20
Q2	0.62	0.71	0.84	1.03	0.65	2.17
SA3	0.76	0.75	0.96	0.70	0.41	0.95
SA5	0.90	1.22	0.76	0.78	0.32	0.84
SA7	0.66	0.83	0.94	0.70	0.44	0.98
S1	0.68	0.82	0.64	1.01	0.69	0.88
S2	0.63	0.71	0.55	0.79	0.61	0.78
S3	0.63	0.67	0.55	0.74	0.57	0.70
S4	0.61	0.66	0.52	0.86	0.65	0.64
S5	0.56	0.64	0.57	0.77	0.60	0.79
PM2	0.47	0.68	0.52	0.69	1.20	0.73
PM3	0.39	0.41	0.39	0.73	1.39	0.74
PM4	0.27	0.43	0.42	0.56	1.09	0.77
PM5	0.22	0.34	0.36	0.48	1.22	0.50
PM7	0.20	0.24	0.22	0.32	0.70	0.66
R2	0.05	0.10	0.14	0.40	0.93	0.67
R3	0.25	0.24	0.21	0.53	1.01	0.91
ATT1	0.43	0.57	0.35	0.48	0.48	0.44
ATT2	0.42	0.50	0.38	0.56	0.56	0.41
ATT3	0.32	0.46	0.35	0.39	0.42	0.43
INTEN1	0.32	0.41	0.24	0.40	0.42	0.32
INTEN2	0.41	0.48	0.36	0.37	0.50	0.32
INTEN3	0.41	0.71	0.44	0.46	0.50	0.43

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.34					
SA3	1.06	2.10				
SA5	0.93	1.05	2.82			
SA7	1.06	1.29	1.43	2.56		
S1	0.91	0.80	1.06	0.92	1.67	
S2	0.78	0.63	0.85	0.64	0.90	1.40
S3	0.71	0.59	0.87	0.64	0.94	1.16
S4	0.64	0.54	0.87	0.60	0.91	1.08
S5	0.70	0.58	0.89	0.62	0.93	1.10
PM2	0.80	0.62	0.88	0.86	0.83	0.70
PM3	0.77	0.65	0.74	0.80	0.82	0.68
PM4	0.80	0.65	0.93	0.85	0.60	0.53
PM5	0.60	0.53	0.85	0.74	0.54	0.47
PM7	0.51	0.31	0.83	0.52	0.31	0.38
R2	0.48	0.15	0.43	0.28	0.25	0.31
R3	0.69	0.31	0.85	0.69	0.65	0.54
ATT1	0.48	0.37	0.41	0.46	0.53	0.48
ATT2	0.49	0.35	0.28	0.42	0.54	0.53
ATT3	0.47	0.35	0.47	0.43	0.51	0.48
INTEN1	0.39	0.25	0.13	0.21	0.39	0.35
INTEN2	0.37	0.27	0.15	0.25	0.42	0.39
INTEN3	0.50	0.41	0.51	0.41	0.55	0.53

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.27					
S4	1.09	2.56				
S5	1.13	1.20	2.06			
PM2	0.71	0.71	0.75	3.07		
PM3	0.68	0.57	0.91	2.16	3.18	
PM4	0.54	0.43	0.54	1.64	1.80	2.63
PM5	0.44	0.47	0.46	2.00	2.00	2.08
PM7	0.33	0.38	0.39	1.11	1.02	1.30

R2	0.28	0.64	0.44	1.00	0.97	1.21
R3	0.56	0.57	0.63	1.59	1.72	1.30
ATT1	0.44	0.41	0.49	0.57	0.51	0.40
ATT2	0.51	0.47	0.82	0.59	0.51	0.37
ATT3	0.48	0.38	0.49	0.46	0.37	0.37
INTEN1	0.35	0.34	0.41	0.19	0.26	0.24
INTEN2	0.39	0.34	0.45	0.19	0.21	0.22
INTEN3	0.53	0.50	0.60	0.79	0.52	0.48

Covariance Matrix

	PM5	PM7	R2	R3	ATT1	ATT2
PM5	3.79					
PM7	1.55	3.73				
R2	1.48	2.08	4.11			
R3	1.59	1.88	2.10	4.03		
ATT1	0.34	0.20	0.28	0.31	1.67	
ATT2	0.28	0.13	0.41	0.41	1.33	3.44
ATT3	0.22	0.12	0.14	0.26	1.19	1.32
INTEN1	0.12	-0.01	0.10	0.14	1.15	1.53
INTEN2	0.07	0.01	0.11	0.14	1.13	1.27
INTEN3	0.44	0.36	0.44	0.50	1.28	1.55

Covariance Matrix

	ATT3	INTEN1	INTEN2	INTEN3
ATT3	2.61			
INTEN1	1.08	1.83		
INTEN2	1.17	1.14	1.83	
INTEN3	1.36	1.10	1.31	2.63

Mod Effect of buying purpose on value of store attributes towards response on d

Parameter Specifications

LAMBDA-X

	Product	Price	Effectiv	Store	Service	Promote
P1	0	0	0	0	0	0
P2	1	0	0	0	0	0
P3	2	0	0	0	0	0
V2	0	0	0	0	0	0
V4	0	3	0	0	0	0
Q1	0	0	0	0	0	0
Q2	0	0	4	0	0	0
SA3	0	0	0	0	0	0
SA5	0	0	0	5	0	0
SA7	0	0	0	6	0	0
S1	0	0	0	0	0	0
S2	0	0	0	0	7	0
S3	0	0	0	0	8	0
S4	0	0	0	0	9	0
S5	0	0	0	0	10	0
PM2	0	0	0	0	0	0
PM3	0	0	0	0	0	11
PM4	0	0	0	0	0	12
PM5	0	0	0	0	0	13
PM7	0	0	0	0	0	0
R2	0	0	0	0	0	0
R3	0	0	0	0	0	0
ATT1	0	0	0	0	0	0

ATT2	0	0	0	0	0	0
ATT3	0	0	0	0	0	0
INTEN1	0	0	0	0	0	0
INTEN2	0	0	0	0	0	0
INTEN3	0	0	0	0	0	0

LAMBDA-X

	Refer	Response
P1	0	0
P2	0	0
P3	0	0
V2	0	0
V4	0	0
Q1	0	0
Q2	0	0
SA3	0	0
SA5	0	0
SA7	0	0
S1	0	0
S2	0	0
S3	0	0
S4	0	0
S5	0	0
PM2	0	0
PM3	0	0
PM4	0	0
PM5	0	0
PM7	14	0
R2	0	0
R3	15	0
ATT1	0	0
ATT2	0	16
ATT3	0	17
INTEN1	0	18
INTEN2	0	19
INTEN3	0	20

PHI

	Product	Price	Effectiv	Store	Service	Promote
Product	21					
Price	22	23				
Effectiv	24	25	26			
Store	27	28	29	30		
Service	31	32	33	34	35	
Promote	36	37	38	39	40	41
Refer	42	43	44	45	46	47
Response	49	50	51	52	53	54

PHI

	Refer	Response
Refer	48	
Response	55	56

THETA-DELTA

P1	P2	P3	V2	V4	Q1
57	58	59	60	61	62

THETA-DELTA

Q2	SA3	SA5	SA7	S1	S2
63	64	65	66	67	68

THETA-DELTA

S3	S4	S5	PM2	PM3	PM4
69	70	71	72	73	74

THETA-DELTA

PM5	PM7	R2	R3	ATT1	ATT2
75	76	77	78	79	80

THETA-DELTA

ATT3	INTEN1	INTEN2	INTEN3
81	82	83	84

Mod Effect of buying purpose on value of store attributes towards response on d

Number of Iterations = 20

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

	Product	Price	Effectiv	Store	Service	Promote
P1	1.00	- -	- -	- -	- -	- -
P2	1.21 (0.05) 23.51	- -	- -	- -	- -	- -
P3	0.86 (0.05) 17.51	- -	- -	- -	- -	- -
V2	- -	1.00	- -	- -	- -	- -
V4	- -	0.88 (0.07) 13.46	- -	- -	- -	- -
Q1	- -	- -	1.00	- -	- -	- -
Q2	- -	- -	1.05 (0.05) 22.30	- -	- -	- -
SA3	- -	- -	- -	1.00	- -	- -
SA5	- -	- -	- -	1.16 (0.07) 16.14	- -	- -

SA7	- -	- -	- -	1.16 (0.07) 16.71	- -	- -
S1	- -	- -	- -	- -	1.00	- -
S2	- -	- -	- -	- -	1.21 (0.05) 22.74	- -
S3	- -	- -	- -	- -	1.20 (0.05) 23.49	- -
S4	- -	- -	- -	- -	1.15 (0.07) 16.50	- -
S5	- -	- -	- -	- -	1.18 (0.06) 18.71	- -
PM2	- -	- -	- -	- -	- -	1.00
PM3	- -	- -	- -	- -	- -	1.04 (0.05) 22.82
PM4	- -	- -	- -	- -	- -	0.93 (0.04) 22.31
PM5	- -	- -	- -	- -	- -	1.06 (0.05) 21.24
PM7	- -	- -	- -	- -	- -	- -
R2	- -	- -	- -	- -	- -	- -
R3	- -	- -	- -	- -	- -	- -
ATT1	- -	- -	- -	- -	- -	- -
ATT2	- -	- -	- -	- -	- -	- -
ATT3	- -	- -	- -	- -	- -	- -
INTEN1	- -	- -	- -	- -	- -	- -
INTEN2	- -	- -	- -	- -	- -	- -
INTEN3	- -	- -	- -	- -	- -	- -

LAMBDA-X

	Refer	Response

P1	- -	- -
P2	- -	- -
P3	- -	- -
V2	- -	- -
V4	- -	- -
Q1	- -	- -
Q2	- -	- -
SA3	- -	- -
SA5	- -	- -
SA7	- -	- -
S1	- -	- -
S2	- -	- -
S3	- -	- -
S4	- -	- -
S5	- -	- -
PM2	- -	- -
PM3	- -	- -
PM4	- -	- -
PM5	- -	- -
PM7	0.95 (0.06) 14.96	- -
R2	1.00	- -
R3	1.07 (0.07) 15.64	- -
ATT1	- -	1.00
ATT2	- -	1.19 (0.06) 20.24
ATT3	- -	1.01 (0.05) 19.53

INTEN1	- -	0.97
		(0.04)
		23.51
INTEN2	- -	0.98
		(0.04)
		23.87
INTEN3	- -	1.10
		(0.05)
		21.74

PHI

	Product	Price	Effectiv	Store	Service	Promote
Product	1.31					
	(0.11)					
	12.49					
Price	0.66	1.30				
	(0.07)	(0.11)				
	9.93	11.30				
Effectiv	0.60	0.94	2.06			
	(0.08)	(0.09)	(0.17)			
	7.94	10.73	11.97			
Store	0.71	0.62	0.87	1.03		
	(0.07)	(0.06)	(0.09)	(0.10)		
	10.54	9.60	10.17	9.89		
Service	0.50	0.64	0.59	0.54	0.79	
	(0.05)	(0.06)	(0.06)	(0.05)	(0.08)	
	9.73	11.49	9.29	10.21	10.46	
Promote	0.39	0.74	0.71	0.68	0.51	1.92
	(0.07)	(0.08)	(0.09)	(0.08)	(0.06)	(0.16)
	5.48	9.35	7.80	9.05	8.72	12.29
Refer	0.17	0.51	0.55	0.44	0.35	1.31
	(0.07)	(0.08)	(0.09)	(0.08)	(0.06)	(0.12)
	2.30	6.20	5.80	5.80	5.91	10.97
Response	0.41	0.45	0.41	0.29	0.37	0.35
	(0.06)	(0.06)	(0.07)	(0.05)	(0.04)	(0.07)
	7.30	7.72	6.23	5.65	8.33	5.39

PHI

	Refer	Response
Refer	1.98	
	(0.21)	
	9.48	
Response	0.21	1.16
	(0.07)	(0.09)

3.02	13.42				

THETA-DELTA

P1	P2	P3	V2	V4	Q1
0.66	0.50	1.43	0.42	1.87	1.15
(0.05)	(0.06)	(0.08)	(0.08)	(0.11)	(0.09)
12.39	7.83	17.25	5.40	16.54	12.20

THETA-DELTA

Q2	SA3	SA5	SA7	S1	S2
0.05	1.07	1.42	1.16	0.88	0.25
(0.08)	(0.07)	(0.10)	(0.08)	(0.05)	(0.02)
0.62	15.01	14.90	13.92	18.18	12.89

THETA-DELTA

S3	S4	S5	PM2	PM3	PM4
0.12	1.51	0.95	1.15	1.10	0.98
(0.02)	(0.08)	(0.05)	(0.08)	(0.08)	(0.07)
8.28	18.41	17.87	14.75	14.21	14.75

THETA-DELTA

PM5	PM7	R2	R3	ATT1	ATT2
1.61	1.96	2.13	1.75	0.51	1.80
(0.10)	(0.14)	(0.15)	(0.14)	(0.04)	(0.11)
15.63	14.36	14.24	12.26	13.89	17.09

THETA-DELTA

ATT3	INTEN1	INTEN2	INTEN3
1.43	0.73	0.71	1.22
(0.08)	(0.05)	(0.05)	(0.07)
17.31	15.72	15.51	16.56

Squared Multiple Correlations for X - Variables

P1	P2	P3	V2	V4	Q1
0.67	0.79	0.40	0.75	0.35	0.64

Squared Multiple Correlations for X - Variables

Q2	SA3	SA5	SA7	S1	S2
0.98	0.49	0.50	0.55	0.47	0.82

Squared Multiple Correlations for X - Variables

S3	S4	S5	PM2	PM3	PM4

0.90	0.41	0.54	0.63	0.65	0.63

Squared Multiple Correlations for X - Variables

PM5	PM7	R2	R3	ATT1	ATT2
0.58	0.48	0.48	0.56	0.70	0.48

Squared Multiple Correlations for X - Variables

ATT3	INTEN1	INTEN2	INTEN3
0.45	0.60	0.61	0.53

Goodness of Fit Statistics

Degrees of Freedom = 322
Minimum Fit Function Chi-Square = 1261.62 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1229.01 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 907.01
90 Percent Confidence Interval for NCP = (803.24 ; 1018.33)

Minimum Fit Function Value = 1.71
Population Discrepancy Function Value (F0) = 1.23
90 Percent Confidence Interval for F0 = (1.09 ; 1.38)
Root Mean Square Error of Approximation (RMSEA) = 0.062
90 Percent Confidence Interval for RMSEA = (0.058 ; 0.066)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.90
90 Percent Confidence Interval for ECVI = (1.75 ; 2.05)
ECVI for Saturated Model = 1.10
ECVI for Independence Model = 36.71

Chi-Square for Independence Model with 378 Degrees of Freedom = 27001.49

Independence AIC = 27057.49
Model AIC = 1397.01
Saturated AIC = 812.00
Independence CAIC = 27214.40
Model CAIC = 1867.74
Saturated CAIC = 3087.20

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.81
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.95

Critical N (CN) = 225.30

Root Mean Square Residual (RMR) = 0.14
Standardized RMR = 0.054
Goodness of Fit Index (GFI) = 0.89
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.71

Mod Effect of buying purpose on value of store attributes towards response on d

Standardized Solution

LAMBDA-X

	Product	Price	Effectiv	Store	Service	Promote
P1	1.15	- -	- -	- -	- -	- -
P2	1.39	- -	- -	- -	- -	- -
P3	0.98	- -	- -	- -	- -	- -
V2	- -	1.14	- -	- -	- -	- -
V4	- -	1.00	- -	- -	- -	- -
Q1	- -	- -	1.43	- -	- -	- -
Q2	- -	- -	1.51	- -	- -	- -
SA3	- -	- -	- -	1.02	- -	- -
SA5	- -	- -	- -	1.18	- -	- -
SA7	- -	- -	- -	1.18	- -	- -
S1	- -	- -	- -	- -	0.89	- -
S2	- -	- -	- -	- -	1.08	- -
S3	- -	- -	- -	- -	1.07	- -
S4	- -	- -	- -	- -	1.02	- -
S5	- -	- -	- -	- -	1.05	- -
PM2	- -	- -	- -	- -	- -	1.39
PM3	- -	- -	- -	- -	- -	1.44
PM4	- -	- -	- -	- -	- -	1.28
PM5	- -	- -	- -	- -	- -	1.48
PM7	- -	- -	- -	- -	- -	- -
R2	- -	- -	- -	- -	- -	- -
R3	- -	- -	- -	- -	- -	- -
ATT1	- -	- -	- -	- -	- -	- -
ATT2	- -	- -	- -	- -	- -	- -
ATT3	- -	- -	- -	- -	- -	- -
INTEN1	- -	- -	- -	- -	- -	- -
INTEN2	- -	- -	- -	- -	- -	- -
INTEN3	- -	- -	- -	- -	- -	- -

LAMBDA-X

	Refer	Response
P1	- -	- -
P2	- -	- -
P3	- -	- -
V2	- -	- -
V4	- -	- -
Q1	- -	- -
Q2	- -	- -
SA3	- -	- -
SA5	- -	- -
SA7	- -	- -
S1	- -	- -
S2	- -	- -
S3	- -	- -
S4	- -	- -
S5	- -	- -
PM2	- -	- -
PM3	- -	- -
PM4	- -	- -
PM5	- -	- -
PM7	1.33	- -
R2	1.41	- -
R3	1.51	- -
ATT1	- -	1.08
ATT2	- -	1.28
ATT3	- -	1.09
INTEN1	- -	1.05
INTEN2	- -	1.06

INTEN3	- - 1.18

PHI

	Product	Price	Effectiv	Store	Service	Promote
Product	1.00					
Price	0.50	1.00				
Effectiv	0.37	0.58	1.00			
Store	0.61	0.53	0.60	1.00		
Service	0.49	0.63	0.46	0.60	1.00	
Promote	0.24	0.47	0.36	0.48	0.42	1.00
Refer	0.11	0.32	0.27	0.31	0.28	0.67
Response	0.33	0.36	0.27	0.27	0.38	0.23

PHI

	Refer	Response
Refer	1.00	
Response	0.14	1.00

Mod Effect of buying purpose on value of store attributes towards response on d

Completely Standardized Solution

LAMBDA-X

	Product	Price	Effectiv	Store	Service	Promote
P1	0.82	- -	- -	- -	- -	- -
P2	0.89	- -	- -	- -	- -	- -
P3	0.63	- -	- -	- -	- -	- -
V2	- -	0.87	- -	- -	- -	- -
V4	- -	0.59	- -	- -	- -	- -
Q1	- -	- -	0.80	- -	- -	- -
Q2	- -	- -	0.99	- -	- -	- -
SA3	- -	- -	- -	0.70	- -	- -
SA5	- -	- -	- -	0.70	- -	- -
SA7	- -	- -	- -	0.74	- -	- -
S1	- -	- -	- -	- -	0.69	- -
S2	- -	- -	- -	- -	0.91	- -
S3	- -	- -	- -	- -	0.95	- -
S4	- -	- -	- -	- -	0.64	- -
S5	- -	- -	- -	- -	0.73	- -
PM2	- -	- -	- -	- -	- -	0.79
PM3	- -	- -	- -	- -	- -	0.81
PM4	- -	- -	- -	- -	- -	0.79
PM5	- -	- -	- -	- -	- -	0.76
PM7	- -	- -	- -	- -	- -	- -
R2	- -	- -	- -	- -	- -	- -
R3	- -	- -	- -	- -	- -	- -
ATT1	- -	- -	- -	- -	- -	- -
ATT2	- -	- -	- -	- -	- -	- -
ATT3	- -	- -	- -	- -	- -	- -
INTEN1	- -	- -	- -	- -	- -	- -
INTEN2	- -	- -	- -	- -	- -	- -
INTEN3	- -	- -	- -	- -	- -	- -

LAMBDA-X

	Refer	Response
P1	- -	- -
P2	- -	- -

P3	- -	- -
V2	- -	- -
V4	- -	- -
Q1	- -	- -
Q2	- -	- -
SA3	- -	- -
SA5	- -	- -
SA7	- -	- -
S1	- -	- -
S2	- -	- -
S3	- -	- -
S4	- -	- -
S5	- -	- -
PM2	- -	- -
PM3	- -	- -
PM4	- -	- -
PM5	- -	- -
PM7	0.69	- -
R2	0.69	- -
R3	0.75	- -
ATT1	- -	0.83
ATT2	- -	0.69
ATT3	- -	0.67
INTEN1	- -	0.77
INTEN2	- -	0.78
INTEN3	- -	0.73

PHI

	Product	Price	Effectiv	Store	Service	Promote
Product	1.00					
Price	0.50	1.00				
Effectiv	0.37	0.58	1.00			
Store	0.61	0.53	0.60	1.00		
Service	0.49	0.63	0.46	0.60	1.00	
Promote	0.24	0.47	0.36	0.48	0.42	1.00
Refer	0.11	0.32	0.27	0.31	0.28	0.67
Response	0.33	0.36	0.27	0.27	0.38	0.23

PHI

	Refer	Response
Refer	1.00	
Response	0.14	1.00

THETA-DELTA

P1	P2	P3	V2	V4	Q1
0.33	0.21	0.60	0.25	0.65	0.36

THETA-DELTA

Q2	SA3	SA5	SA7	S1	S2
0.02	0.51	0.50	0.45	0.53	0.18

THETA-DELTA

S3	S4	S5	PM2	PM3	PM4
0.10	0.59	0.46	0.37	0.35	0.37

THETA-DELTA

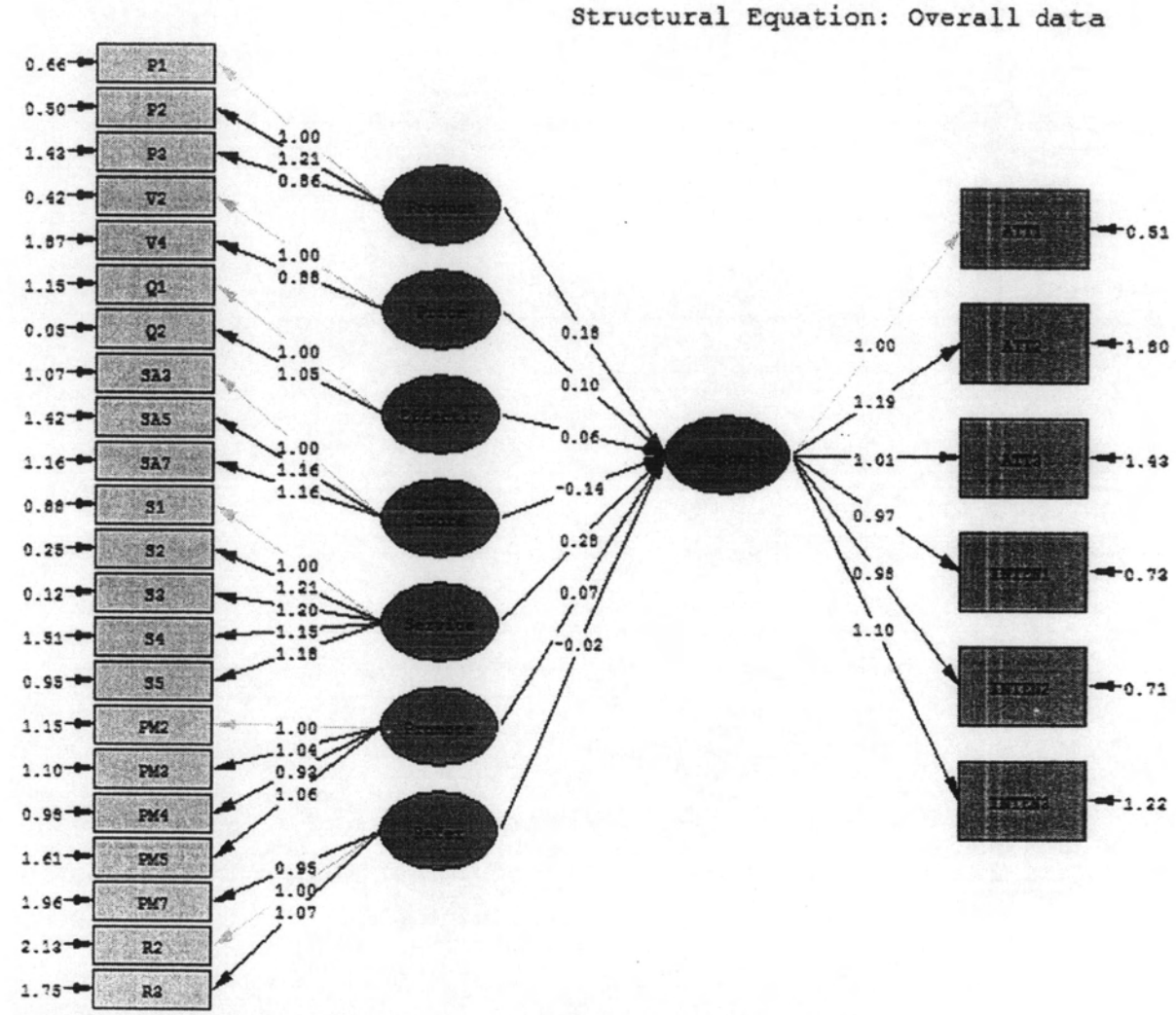
PM5	PM7	R2	R3	ATT1	ATT2
0.42	0.52	0.52	0.44	0.30	0.52

THETA-DELTA

ATT3	INTEN1	INTEN2	INTEN3
0.55	0.40	0.39	0.47

Time used: 0.359 Seconds

Structural Equation Modelling: Overall Data – Full Model



Structural Equation Modelling: Overall Data – Full Model

```
The following lines were read from file D:\Edu\01sep06\sem_all01.LS8:

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

 Observed variables: OB1 P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model.cov.

 Sample size 738

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA3=1*Store
 SA5 SA7=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Path Diagram
 Admissibility check=off
 End of problem

 Sample Size =   738

 Mod Effect of buying purpose on value of store attributes towards response
on d

        Covariance Matrix
```

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.67					
ATT2	1.33	3.44				
ATT3	1.19	1.32	2.61			
INTEN1	1.15	1.53	1.08	1.83		
INTEN2	1.13	1.27	1.17	1.14	1.83	
INTEN3	1.28	1.55	1.36	1.10	1.31	2.63
P1	0.43	0.42	0.32	0.32	0.41	0.41
P2	0.57	0.50	0.46	0.41	0.48	0.71
P3	0.35	0.38	0.35	0.24	0.36	0.44

V2	0.48	0.56	0.39	0.40	0.37	0.46
V4	0.48	0.56	0.42	0.42	0.50	0.50
Q1	0.44	0.41	0.43	0.32	0.32	0.43
Q2	0.48	0.49	0.47	0.39	0.37	0.50
SA3	0.37	0.35	0.35	0.25	0.27	0.41
SA5	0.41	0.28	0.47	0.13	0.15	0.51
SA7	0.46	0.42	0.43	0.21	0.25	0.41
S1	0.53	0.54	0.51	0.39	0.42	0.55
S2	0.48	0.53	0.48	0.35	0.39	0.53
S3	0.44	0.51	0.48	0.35	0.39	0.53
S4	0.41	0.47	0.38	0.34	0.34	0.50
S5	0.49	0.82	0.49	0.41	0.45	0.60
PM2	0.57	0.59	0.46	0.19	0.19	0.79
PM3	0.51	0.51	0.37	0.26	0.21	0.52
PM4	0.40	0.37	0.37	0.24	0.22	0.48
PM5	0.34	0.28	0.22	0.12	0.07	0.44
PM7	0.20	0.13	0.12	-0.01	0.01	0.36
R2	0.28	0.41	0.14	0.10	0.11	0.44
R3	0.31	0.41	0.26	0.14	0.14	0.50

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.97					
P2	1.60	2.42				
P3	1.06	1.36	2.40			
V2	0.71	0.78	0.61	1.72		
V4	0.46	0.59	0.54	1.13	2.87	
Q1	0.48	0.61	0.71	1.00	0.57	3.20
Q2	0.62	0.71	0.84	1.03	0.65	2.17
SA3	0.76	0.75	0.96	0.70	0.41	0.95
SA5	0.90	1.22	0.76	0.78	0.32	0.84
SA7	0.66	0.83	0.94	0.70	0.44	0.98
S1	0.68	0.82	0.64	1.01	0.69	0.88
S2	0.63	0.71	0.55	0.79	0.61	0.78
S3	0.63	0.67	0.55	0.74	0.57	0.70
S4	0.61	0.66	0.52	0.86	0.65	0.64
S5	0.56	0.64	0.57	0.77	0.60	0.79
PM2	0.47	0.68	0.52	0.69	1.20	0.73
PM3	0.39	0.41	0.39	0.73	1.39	0.74
PM4	0.27	0.43	0.42	0.56	1.09	0.77
PM5	0.22	0.34	0.36	0.48	1.22	0.50
PM7	0.20	0.24	0.22	0.32	0.70	0.66
R2	0.05	0.10	0.14	0.40	0.93	0.67
R3	0.25	0.24	0.21	0.53	1.01	0.91

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.34					
SA3	1.06	2.10				
SA5	0.93	1.05	2.82			
SA7	1.06	1.29	1.43	2.56		
S1	0.91	0.80	1.06	0.92	1.67	
S2	0.78	0.63	0.85	0.64	0.90	1.40
S3	0.71	0.59	0.87	0.64	0.94	1.16
S4	0.64	0.54	0.87	0.60	0.91	1.08
S5	0.70	0.58	0.89	0.62	0.93	1.10
PM2	0.80	0.62	0.88	0.86	0.83	0.70
PM3	0.77	0.65	0.74	0.80	0.82	0.68
PM4	0.80	0.65	0.93	0.85	0.60	0.53
PM5	0.60	0.53	0.85	0.74	0.54	0.47
PM7	0.51	0.31	0.83	0.52	0.31	0.38
R2	0.48	0.15	0.43	0.28	0.25	0.31

R3	0.69	0.31	0.85	0.69	0.65	0.54

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.27					
S4	1.09	2.56				
S5	1.13	1.20	2.06			
PM2	0.71	0.71	0.75	3.07		
PM3	0.68	0.57	0.91	2.16	3.18	
PM4	0.54	0.43	0.54	1.64	1.80	2.63
PM5	0.44	0.47	0.46	2.00	2.00	2.08
PM7	0.33	0.38	0.39	1.11	1.02	1.30
R2	0.28	0.64	0.44	1.00	0.97	1.21
R3	0.56	0.57	0.63	1.59	1.72	1.30

Covariance Matrix

	PM5	PM7	R2	R3
PM5	3.79			
PM7	1.55	3.73		
R2	1.48	2.08	4.11	
R3	1.59	1.88	2.10	4.03

Mod Effect of buying purpose on value of store attributes towards response on d

Number of Iterations = 21

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.51 , R2 = 0.70
(0.036)
13.89

ATT2 = 1.19*Response, Errorvar.= 1.80 , R2 = 0.48
(0.059) (0.11)
20.24 17.09

ATT3 = 1.01*Response, Errorvar.= 1.43 , R2 = 0.45
(0.052) (0.083)
19.53 17.31

INTEN1 = 0.97*Response, Errorvar.= 0.73 , R2 = 0.60
(0.041) (0.047)
23.51 15.72

INTEN2 = 0.98*Response, Errorvar.= 0.71 , R2 = 0.61
(0.041) (0.046)
23.87 15.51

INTEN3 = 1.10*Response, Errorvar.= 1.22 , R2 = 0.53
(0.051) (0.074)
21.74 16.56

```
P1 = 1.00*Product, Errorvar.= 0.66  , R2 = 0.67
                              (0.053)
                               12.39

P2 = 1.21*Product, Errorvar.= 0.50  , R2 = 0.79
   (0.051)                    (0.064)
    23.51                      7.83

P3 = 0.86*Product, Errorvar.= 1.43  , R2 = 0.40
   (0.049)                    (0.083)
    17.51                     17.25

V2 = 1.00*Price, Errorvar.= 0.42  , R2 = 0.75
                            (0.078)
                             5.40

V4 = 0.88*Price, Errorvar.= 1.87 , R2 = 0.35
   (0.065)                  (0.11)
    13.46                    16.54

Q1 = 1.00*Effectiv, Errorvar.= 1.15  , R2 = 0.64
                               (0.094)
                                12.20

Q2 = 1.05*Effectiv, Errorvar.= 0.050 , R2 = 0.98
   (0.047)                    (0.081)
    22.30                      0.62

SA3 = 1.00*Store, Errorvar.= 1.07  , R2 = 0.49
                           (0.072)
                            15.01

SA5 = 1.16*Store, Errorvar.= 1.42  , R2 = 0.50
   (0.072)                 (0.095)
    16.14                   14.90

SA7 = 1.16*Store, Errorvar.= 1.16  , R2 = 0.55
   (0.070)                 (0.083)
    16.71                   13.92

S1 = 1.00*Service, Errorvar.= 0.88  , R2 = 0.47
                              (0.048)
                               18.18

S2 = 1.21*Service, Errorvar.= 0.25  , R2 = 0.82
   (0.053)                    (0.019)
    22.74                      12.89

S3 = 1.20*Service, Errorvar.= 0.12  , R2 = 0.90
   (0.051)                    (0.015)
    23.49                      8.28

S4 = 1.15*Service, Errorvar.= 1.51  , R2 = 0.41
   (0.070)                    (0.082)
    16.50                      18.41

S5 = 1.18*Service, Errorvar.= 0.95  , R2 = 0.54
   (0.063)                    (0.053)
    18.71                      17.87

PM2 = 1.00*Promote, Errorvar.= 1.15  , R2 = 0.63
```

(0.078)
14.75

PM3 = 1.04*Promote, Errorvar.= 1.10 , R2 = 0.65
(0.045) (0.078)
22.82 14.21

PM4 = 0.93*Promote, Errorvar.= 0.98 , R2 = 0.63
(0.041) (0.067)
22.31 14.75

PM5 = 1.06*Promote, Errorvar.= 1.61 , R2 = 0.58
(0.050) (0.10)
21.24 15.63

PM7 = 0.95*Refer, Errorvar.= 1.96 , R2 = 0.48
(0.063) (0.14)
14.96 14.36

R2 = 1.00*Refer, Errorvar.= 2.13 , R2 = 0.48
(0.15)
14.24

R3 = 1.07*Refer, Errorvar.= 1.75 , R2 = 0.56
(0.069) (0.14)
15.64 12.26

Structural Equations

Response = 0.18*Product + 0.10*Price + 0.058*Effectiv - 0.14*Store + 0.28*Service + 0.073*Promote - 0.020*Refer,
r.= (0.056) (0.067) (0.041) (0.086) (0.070) (0.054) (0.049)
3.25 1.55 1.40 -1.60 3.91 1.35 -0.40

Errorvar.= 0.93 , R2 = 0.20
(0.072)
13.02

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.31					
	(0.11)					
	12.49					
Price	0.66	1.30				
	(0.07)	(0.11)				
	9.93	11.30				
Effectiv	0.60	0.94	2.06			
	(0.08)	(0.09)	(0.17)			
	7.94	10.73	11.97			
Store	0.71	0.62	0.87	1.03		
	(0.07)	(0.06)	(0.09)	(0.10)		

	10.54	9.60	10.17	9.89		
Service	0.50	0.64	0.59	0.54	0.79	
	(0.05)	(0.06)	(0.06)	(0.05)	(0.08)	
	9.73	11.49	9.29	10.21	10.46	
Promote	0.39	0.74	0.71	0.68	0.51	1.92
	(0.07)	(0.08)	(0.09)	(0.08)	(0.06)	(0.16)
	5.48	9.35	7.80	9.05	8.72	12.29
Refer	0.17	0.51	0.55	0.44	0.35	1.31
	(0.07)	(0.08)	(0.09)	(0.08)	(0.06)	(0.12)
	2.30	6.20	5.80	5.80	5.91	10.97

Covariance Matrix of Independent Variables

	Refer
Refer	1.98
	(0.21)
	9.48

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.16					
Product	0.41	1.31				
Price	0.45	0.66	1.30			
Effectiv	0.41	0.60	0.94	2.06		
Store	0.29	0.71	0.62	0.87	1.03	
Service	0.37	0.50	0.64	0.59	0.54	0.79
Promote	0.35	0.39	0.74	0.71	0.68	0.51
Refer	0.21	0.17	0.51	0.55	0.44	0.35

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.92	
Refer	1.31	1.98

Goodness of Fit Statistics

Degrees of Freedom = 322
Minimum Fit Function Chi-Square = 1261.62 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1229.01 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 907.01
90 Percent Confidence Interval for NCP = (803.24 ; 1018.33)

Minimum Fit Function Value = 1.71
Population Discrepancy Function Value (F0) = 1.23
90 Percent Confidence Interval for F0 = (1.09 ; 1.38)
Root Mean Square Error of Approximation (RMSEA) = 0.062
90 Percent Confidence Interval for RMSEA = (0.058 ; 0.066)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.90
90 Percent Confidence Interval for ECVI = (1.75 ; 2.05)
ECVI for Saturated Model = 1.10

ECVI for Independence Model = 36.71

Chi-Square for Independence Model with 378 Degrees of Freedom = 27001.49

Independence AIC = 27057.49
Model AIC = 1397.01
Saturated AIC = 812.00
Independence CAIC = 27214.40
Model CAIC = 1867.74
Saturated CAIC = 3087.20

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.96
Parsimony Normed Fit Index (PNFI) = 0.81
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.95

Critical N (CN) = 225.30

Root Mean Square Residual (RMR) = 0.14
Standardized RMR = 0.054
Goodness of Fit Index (GFI) = 0.89
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.71

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P2	Store	8.6	-0.21
P3	Effectiv	24.4	0.18
P3	Store	29.0	0.39
V2	Effectiv	24.6	0.35
V2	Store	18.5	0.50
V2	Promote	106.5	-0.64
V2	Refer	58.6	-0.43
V4	Effectiv	24.6	-0.30
V4	Store	18.5	-0.43
V4	Promote	106.5	0.56
V4	Refer	58.6	0.38
Q1	Refer	10.1	0.12
Q2	Refer	10.1	-0.12
SA3	Effectiv	15.3	0.18
SA3	Refer	12.0	-0.14
SA5	Product	15.9	0.29
SA5	Effectiv	13.2	-0.19
SA5	Service	21.0	0.40
SA5	Refer	10.8	0.15
SA7	Product	15.5	-0.27
SA7	Service	12.8	-0.30
S1	Product	36.3	0.24
S1	Price	106.7	0.50
S1	Effectiv	41.5	0.18
S1	Store	92.9	0.50
S1	Promote	22.2	0.14
S3	Price	34.5	-0.17
S3	Effectiv	11.9	-0.06
S3	Store	9.9	-0.10
PM2	Product	14.1	0.17
PM2	Service	11.4	0.20
PM5	Product	9.3	-0.16
PM5	Price	19.4	-0.27
PM5	Effectiv	12.6	-0.14
PM5	Store	10.5	-0.22

PM5	Service	23.7	-0.33
R2	Store	14.5	-0.29
R2	Promote	17.3	-0.36
R3	Service	9.8	0.25
R3	Promote	20.5	0.42

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
INTEN1	ATT2	29.3	0.28
INTEN3	INTEN1	27.5	-0.23
P1	INTEN3	8.5	-0.12
P2	INTEN3	13.7	0.16
P2	P1	13.9	0.38
P3	P1	9.1	-0.17
Q2	P3	8.5	0.11
SA3	P2	28.4	-0.23
SA3	P3	25.7	0.27
SA3	Q2	8.6	0.11
SA5	P2	36.4	0.29
SA5	P3	21.1	-0.28
SA5	V4	14.3	-0.26
SA5	SA3	24.4	-0.34
SA7	P3	11.4	0.19
SA7	SA3	13.5	0.25
S1	V2	53.3	0.25
S1	SA7	11.0	0.14
S2	S1	16.1	-0.09
S3	V2	12.4	-0.06
S3	S2	51.2	0.17
S5	ATT2	24.3	0.26
S5	S4	8.7	0.14
PM2	INTEN1	14.6	-0.16
PM2	INTEN2	9.3	-0.12
PM2	INTEN3	20.1	0.23
PM2	P2	10.5	0.14
PM3	V4	15.1	0.25
PM3	SA5	9.6	-0.18
PM3	S5	22.5	0.21
PM3	PM2	41.3	0.43
PM4	PM2	28.9	-0.32
PM5	V4	8.5	0.21
PM5	PM3	13.1	-0.26
PM5	PM4	34.5	0.39
PM7	SA5	12.3	0.27
PM7	PM3	21.1	-0.32
PM7	PM4	11.2	0.22
PM7	PM5	9.7	0.25
R2	S4	20.2	0.34
R2	PM2	8.2	-0.21
R2	PM3	18.3	-0.31
R2	PM7	21.9	0.61
R3	PM2	8.0	0.20
R3	PM3	29.2	0.38
R3	PM4	14.5	-0.25
R3	PM7	15.9	-0.57

Time used: 0.328 Seconds

Two Groups SEM: Free Estimation

```
 The following lines were read from file D:\Edu\01sep06\2groups_modelA1.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR
 Group 1: Illness

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_ill.cov.

 Sample size 574

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA3=1*Store
 SA5 SA7=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Set the error of Q1 to 0.15

 Group 2: Health

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_health.cov.

 Sample size 164

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:
```

```
P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA3=1*Store
SA5 SA7=Store
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

Response=Product Price Effectiv Store Service Promote Refer


Path Diagram
Admissibility check=off
End of problem

Sample Size =   738
```

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.71					
ATT2	1.45	3.52				
ATT3	1.26	1.46	2.63			
INTEN1	1.23	1.31	1.21	1.63		
INTEN2	1.18	1.36	1.23	1.23	1.98	
INTEN3	1.39	1.72	1.48	1.17	1.37	2.93
P1	0.38	0.44	0.27	0.27	0.38	0.41
P2	0.56	0.51	0.44	0.38	0.47	0.76
P3	0.32	0.39	0.33	0.22	0.34	0.43
V2	0.40	0.56	0.39	0.37	0.35	0.46
V4	0.39	0.48	0.44	0.38	0.50	0.49
Q1	0.47	0.50	0.48	0.35	0.37	0.50
Q2	0.48	0.56	0.48	0.40	0.38	0.54
SA3	0.31	0.38	0.29	0.21	0.23	0.39
SA5	0.41	0.33	0.44	0.15	0.14	0.63
SA7	0.41	0.48	0.44	0.24	0.26	0.51
S1	0.52	0.61	0.51	0.41	0.43	0.60
S2	0.45	0.56	0.48	0.34	0.37	0.57
S3	0.41	0.54	0.47	0.34	0.38	0.59
S4	0.42	0.55	0.39	0.37	0.35	0.60
S5	0.47	0.90	0.50	0.41	0.44	0.72
PM2	0.56	0.63	0.50	0.20	0.19	0.92
PM3	0.39	0.44	0.36	0.20	0.13	0.55
PM4	0.32	0.32	0.33	0.22	0.16	0.45
PM5	0.24	0.21	0.18	0.07	-0.02	0.40
PM7	0.22	0.18	0.12	-0.02	-0.01	0.44
R2	0.26	0.38	0.18	0.11	0.06	0.47
R3	0.32	0.42	0.28	0.18	0.12	0.58

Covariance Matrix

	P1	P2	P3	V2	V4	Q1

P1	2.06					
P2	1.78	2.74				
P3	1.12	1.47	2.68			
V2	0.76	0.84	0.66	1.78		
V4	0.42	0.59	0.51	1.09	3.01	
Q1	0.64	0.78	0.91	1.03	0.63	2.77
Q2	0.71	0.79	0.98	1.05	0.65	2.31
SA3	0.83	0.79	1.05	0.72	0.36	1.08
SA5	1.05	1.43	0.85	0.88	0.34	0.93
SA7	0.76	0.93	1.12	0.75	0.52	1.15
S1	0.74	0.91	0.73	1.10	0.69	0.97
S2	0.68	0.78	0.58	0.79	0.56	0.77
S3	0.68	0.73	0.58	0.74	0.53	0.72
S4	0.70	0.76	0.58	0.90	0.65	0.68
S5	0.59	0.73	0.58	0.78	0.54	0.74
PM2	0.51	0.74	0.54	0.71	1.25	0.77
PM3	0.34	0.35	0.33	0.72	1.46	0.71
PM4	0.26	0.37	0.38	0.54	1.20	0.71
PM5	0.17	0.25	0.28	0.42	1.29	0.47
PM7	0.25	0.21	0.18	0.28	0.82	0.39
R2	0.09	0.07	0.12	0.30	0.96	0.48
R3	0.33	0.29	0.22	0.53	1.17	0.67

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.44					
SA3	1.12	2.18				
SA5	1.00	1.06	3.07			
SA7	1.17	1.38	1.48	2.45		
S1	0.98	0.82	1.18	0.96	1.73	
S2	0.77	0.64	0.92	0.67	0.93	1.43
S3	0.71	0.60	0.95	0.67	0.96	1.18
S4	0.69	0.57	0.99	0.66	0.95	1.11
S5	0.70	0.57	0.92	0.65	0.97	1.08
PM2	0.85	0.62	0.90	0.85	0.81	0.72
PM3	0.78	0.66	0.67	0.73	0.76	0.59
PM4	0.74	0.58	0.95	0.82	0.59	0.47
PM5	0.59	0.48	0.91	0.78	0.50	0.42
PM7	0.44	0.27	0.85	0.56	0.25	0.35
R2	0.47	0.14	0.51	0.25	0.18	0.22
R3	0.71	0.33	0.89	0.69	0.61	0.55

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.30					
S4	1.13	2.50				
S5	1.11	1.25	1.86			
PM2	0.74	0.76	0.76	3.23		
PM3	0.59	0.56	0.56	2.29	2.95	
PM4	0.53	0.47	0.47	1.78	1.86	2.74
PM5	0.41	0.45	0.41	2.17	2.13	2.20
PM7	0.33	0.35	0.35	1.20	1.10	1.38
R2	0.18	0.64	0.38	1.05	0.95	1.28
R3	0.56	0.64	0.57	1.76	1.82	1.43

Covariance Matrix

	PM5	PM7	R2	R3
PM5	4.21			
PM7	1.70	3.59		

R2	1.51	2.21	4.04	
R3	1.77	1.88	1.96	3.82

Group 2: Health

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.50					
ATT2	0.90	3.15				
ATT3	0.93	0.85	2.54			
INTEN1	0.86	2.32	0.65	2.53		
INTEN2	0.95	0.94	0.99	0.84	1.30	
INTEN3	0.84	0.83	0.98	0.78	1.06	1.27
P1	0.60	0.35	0.51	0.48	0.55	0.39
P2	0.61	0.39	0.56	0.48	0.52	0.39
P3	0.41	0.27	0.43	0.30	0.43	0.34
V2	0.74	0.52	0.43	0.51	0.44	0.36
V4	0.79	0.76	0.34	0.56	0.48	0.35
Q1	0.37	0.17	0.26	0.23	0.17	0.33
Q2	0.51	0.25	0.45	0.31	0.32	0.29
SA3	0.56	0.20	0.53	0.36	0.38	0.38
SA5	0.39	0.13	0.56	0.04	0.18	0.09
SA7	0.62	0.23	0.38	0.08	0.23	0.10
S1	0.54	0.26	0.55	0.32	0.35	0.32
S2	0.58	0.43	0.49	0.40	0.45	0.38
S3	0.54	0.42	0.51	0.38	0.42	0.35
S4	0.42	0.25	0.33	0.26	0.30	0.22
S5	0.59	0.60	0.44	0.44	0.49	0.26
PM2	0.55	0.34	0.35	0.10	0.17	0.10
PM3	0.88	0.66	0.45	0.43	0.46	0.20
PM4	0.61	0.44	0.54	0.30	0.38	0.33
PM5	0.59	0.40	0.40	0.26	0.34	0.23
PM7	0.12	-0.12	0.12	0.00	0.07	-0.06
R2	0.31	0.43	0.01	0.05	0.22	0.11
R3	0.27	0.35	0.18	-0.01	0.18	0.16

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.66					
P2	0.98	1.23				
P3	0.82	0.93	1.35			
V2	0.54	0.52	0.40	1.47		
V4	0.59	0.51	0.56	1.23	2.24	
Q1	-0.06	0.07	0.04	0.94	0.43	4.69
Q2	0.29	0.40	0.30	0.97	0.59	1.71
SA3	0.51	0.54	0.61	0.61	0.55	0.53
SA5	0.41	0.49	0.49	0.44	0.27	0.55
SA7	0.30	0.50	0.32	0.52	0.17	0.37
S1	0.46	0.50	0.32	0.70	0.64	0.59
S2	0.44	0.45	0.45	0.80	0.81	0.83
S3	0.46	0.45	0.46	0.74	0.73	0.65
S4	0.31	0.36	0.33	0.72	0.67	0.47
S5	0.46	0.38	0.58	0.78	0.88	0.92
PM2	0.28	0.34	0.32	0.53	0.87	0.70
PM3	0.55	0.53	0.52	0.68	1.04	0.91
PM4	0.30	0.48	0.44	0.54	0.54	1.08
PM5	0.38	0.50	0.51	0.58	0.76	0.73
PM7	0.02	0.29	0.31	0.42	0.19	1.68
R2	-0.14	0.08	0.13	0.69	0.69	1.43
R3	-0.03	0.03	0.14	0.51	0.43	1.79

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	1.95					
SA3	0.82	1.84				
SA5	0.71	1.03	1.96			
SA7	0.70	1.01	1.27	2.94		
S1	0.66	0.73	0.68	0.81	1.46	
S2	0.84	0.62	0.58	0.52	0.82	1.33
S3	0.73	0.59	0.58	0.54	0.88	1.12
S4	0.46	0.47	0.45	0.39	0.78	0.98
S5	0.73	0.66	0.78	0.55	0.80	1.19
PM2	0.55	0.57	0.81	0.90	0.88	0.65
PM3	0.70	0.57	0.99	1.04	0.99	1.01
PM4	0.96	0.83	0.88	0.97	0.62	0.72
PM5	0.55	0.61	0.67	0.63	0.61	0.67
PM7	0.75	0.40	0.80	0.37	0.51	0.48
R2	0.47	0.11	0.16	0.40	0.46	0.62
R3	0.61	0.24	0.72	0.68	0.76	0.49

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.14					
S4	0.96	2.74				
S5	1.18	1.02	2.73			
PM2	0.66	0.56	0.77	2.32		
PM3	0.99	0.66	2.20	1.57	3.84	
PM4	0.61	0.35	0.86	0.97	1.39	2.00
PM5	0.58	0.64	0.76	1.14	1.35	1.40
PM7	0.36	0.51	0.57	0.72	0.65	0.91
R2	0.63	0.68	0.72	0.63	0.88	0.77
R3	0.56	0.36	0.86	0.95	1.34	0.82

Covariance Matrix

	PM5	PM7	R2	R3
PM5	1.98			
PM7	0.88	4.18		
R2	1.14	1.53	4.22	
R3	0.91	1.85	2.54	4.79

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 26

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.53 , R2 = 0.68
(0.037)
14.24

ATT2 = 1.21*Response, Errorvar.= 1.76 , R2 = 0.48
(0.067) (0.10)
18.05 17.01

```
ATT3 = 1.05*Response, Errorvar.= 1.44  , R2 = 0.46
       (0.060)                  (0.083)
        17.58                    17.36

INTEN1 = 0.96*Response, Errorvar.= 0.69  , R2 = 0.60
        (0.046)                  (0.045)
         20.91                    15.33

INTEN2 = 1.03*Response, Errorvar.= 0.72  , R2 = 0.62
        (0.048)                  (0.046)
         21.50                    15.67

INTEN3 = 1.18*Response, Errorvar.= 1.16  , R2 = 0.57
        (0.058)                  (0.070)
         20.36                    16.50


   P1 = 1.00*Product, Errorvar.= 0.67  , R2 = 0.66
                               (0.053)
                                12.80

   P2 = 1.30*Product, Errorvar.= 0.42  , R2 = 0.84
       (0.055)                 (0.058)
        23.86                   7.25

   P3 = 0.87*Product, Errorvar.= 1.46  , R2 = 0.40
       (0.054)                 (0.083)
        15.94                   17.48

   V2 = 1.00*Price, Errorvar.= 0.37  , R2 = 0.78
                              (0.084)
                               4.41

   V4 = 0.82*Price, Errorvar.= 1.90 , R2 = 0.32
       (0.070)                (0.11)
        11.65                  16.55

   Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.95

   Q2 = 0.86*Effectiv, Errorvar.= 0.63  , R2 = 0.78
       (0.021)                  (0.037)
        40.76                    16.85

  SA3 = 1.00*Store, Errorvar.= 1.12  , R2 = 0.47
                             (0.074)
                              15.25

  SA5 = 1.27*Store, Errorvar.= 1.35  , R2 = 0.54
       (0.083)                (0.094)
        15.22                  14.29

  SA7 = 1.17*Store, Errorvar.= 1.15  , R2 = 0.54
       (0.077)                (0.085)
        15.15                  13.61

   S1 = 1.00*Service, Errorvar.= 0.88  , R2 = 0.48
                                (0.048)
                                 18.16

   S2 = 1.20*Service, Errorvar.= 0.25  , R2 = 0.82
```

```
          (0.055)                    (0.019)
           21.70                      12.96

S3 = 1.21*Service, Errorvar.= 0.13  , R2 = 0.90
          (0.053)                    (0.015)
           22.64                      8.37

S4 = 1.17*Service, Errorvar.= 1.51  , R2 = 0.42
          (0.076)                    (0.082)
           15.30                      18.40

S5 = 1.14*Service, Errorvar.= 0.94  , R2 = 0.52
          (0.066)                    (0.053)
           17.17                      17.81

PM2 = 1.00*Promote, Errorvar.= 1.16  , R2 = 0.62
                                     (0.078)
                                      14.87

PM3 = 1.01*Promote, Errorvar.= 1.02  , R2 = 0.65
          (0.048)                    (0.075)
           20.90                      13.60

PM4 = 0.94*Promote, Errorvar.= 1.00  , R2 = 0.62
          (0.046)                    (0.067)
           20.37                      15.09

PM5 = 1.12*Promote, Errorvar.= 1.58 , R2 = 0.60
          (0.056)                    (0.10)
           19.86                      15.74

PM7 = 0.95*Refer, Errorvar.= 2.00 , R2 = 0.47
          (0.069)                   (0.14)
           13.81                     14.67

 R2 = 1.00*Refer, Errorvar.= 2.15 , R2 = 0.47
                                   (0.15)
                                    14.45

 R3 = 1.06*Refer, Errorvar.= 1.67 , R2 = 0.56
          (0.072)                   (0.14)
           14.59                     11.81
```

Structural Equations

```
 Response = 0.16*Product + 0.062*Price + 0.056*Effectiv - 0.15*Store +
0.32*Service + 0.043*Promote + 0.015*Refer,
 ar.=       (0.060)          (0.067)         (0.033)           (0.091)
(0.078)          (0.060)           (0.055)
            2.61             0.93            1.68             -1.59          4.11
0.71              0.27

              Errorvar.= 0.91  , R2 = 0.18
                        (0.071)
                         12.81
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.30					
	(0.10)					
	12.46					
Price	0.65	1.34				
	(0.07)	(0.12)				
	9.86	11.21				
Effectiv	0.54	1.00	3.05			
	(0.08)	(0.09)	(0.17)			
	6.41	10.77	18.28			
Store	0.68	0.61	0.84	0.98		
	(0.07)	(0.06)	(0.09)	(0.10)		
	10.33	9.57	9.61	9.53		
Service	0.50	0.65	0.64	0.53	0.79	
	(0.05)	(0.06)	(0.07)	(0.05)	(0.08)	
	9.69	11.57	9.24	10.13	10.48	
Promote	0.37	0.70	0.74	0.66	0.52	1.88
	(0.07)	(0.08)	(0.10)	(0.07)	(0.06)	(0.15)
	5.31	9.00	7.21	8.97	8.85	12.17
Refer	0.15	0.48	0.76	0.43	0.35	1.27
	(0.07)	(0.08)	(0.11)	(0.07)	(0.06)	(0.12)
	2.09	5.95	6.74	5.88	5.94	10.87

Covariance Matrix of Independent Variables

	Refer
Refer	1.93
	(0.21)
	9.41

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.11					
Product	0.35	1.30				
Price	0.40	0.65	1.34			
Effectiv	0.44	0.54	1.00	3.05		
Store	0.25	0.68	0.61	0.84	0.98	
Service	0.36	0.50	0.65	0.64	0.53	0.79
Promote	0.31	0.37	0.70	0.74	0.66	0.52
Refer	0.23	0.15	0.48	0.76	0.43	0.35

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.88	
Refer	1.27	1.93

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1350.58
Percentage Contribution to Chi-Square = 52.86

Root Mean Square Residual (RMR) = 0.18
Standardized RMR = 0.069
Goodness of Fit Index (GFI) = 0.85

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
ATT1	Response	8.4	1.27 IN GROUP 1
P2	Price	8.1	-0.16 IN GROUP 1
P2	Store	12.7	-0.27 IN GROUP 1
P2	Service	8.3	-0.19 IN GROUP 1
P3	Effectiv	21.1	0.15 IN GROUP 1
P3	Store	29.5	0.44 IN GROUP 1
V2	Effectiv	9.6	0.13 IN GROUP 1
V2	Promote	47.0	-0.36 IN GROUP 1
V2	Refer	35.8	-0.31 IN GROUP 1
V4	Store	8.2	-0.31 IN GROUP 1
V4	Promote	114.9	0.63 IN GROUP 1
V4	Refer	76.8	0.48 IN GROUP 1
Q1	Price	18.8	-0.19 IN GROUP 1
Q1	Effectiv	37.4	0.63 IN GROUP 1
Q1	Store	18.4	-0.23 IN GROUP 1
Q1	Service	8.6	-0.15 IN GROUP 1
Q1	Promote	14.3	-0.13 IN GROUP 1
Q1	Refer	12.1	-0.12 IN GROUP 1
Q2	Product	11.1	0.12 IN GROUP 1
Q2	Price	17.9	0.17 IN GROUP 1
Q2	Store	24.1	0.24 IN GROUP 1
Q2	Service	8.8	0.14 IN GROUP 1
Q2	Promote	11.8	0.10 IN GROUP 1
SA3	Effectiv	13.6	0.13 IN GROUP 1
SA5	Product	17.1	0.33 IN GROUP 1
SA5	Effectiv	8.5	-0.12 IN GROUP 1
SA5	Service	19.0	0.42 IN GROUP 1
S1	Product	30.3	0.23 IN GROUP 1
S1	Price	106.0	0.51 IN GROUP 1
S1	Effectiv	33.4	0.15 IN GROUP 1
S1	Store	74.1	0.49 IN GROUP 1
S1	Promote	15.3	0.14 IN GROUP 1
S3	Price	39.8	-0.19 IN GROUP 1
S3	Effectiv	9.3	-0.04 IN GROUP 1
S3	Store	10.6	-0.11 IN GROUP 1
PM2	Product	21.2	0.23 IN GROUP 1
PM2	Price	8.1	0.16 IN GROUP 1
PM2	Service	18.2	0.28 IN GROUP 1
PM2	Promote	8.2	1.26 IN GROUP 1
PM5	Product	14.5	-0.22 IN GROUP 1
PM5	Price	27.6	-0.34 IN GROUP 1
PM5	Effectiv	13.0	-0.13 IN GROUP 1
PM5	Store	10.8	-0.26 IN GROUP 1
PM5	Service	27.2	-0.41 IN GROUP 1
R2	Store	12.1	-0.30 IN GROUP 1
R2	Service	9.5	-0.27 IN GROUP 1
R2	Promote	15.1	-0.32 IN GROUP 1
R3	Price	8.4	0.21 IN GROUP 1
R3	Store	7.9	0.24 IN GROUP 1
R3	Service	13.5	0.31 IN GROUP 1
R3	Promote	32.7	0.53 IN GROUP 1
Response	Response	8.4	0.27 IN GROUP 1

The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	42.0	2.63 IN GROUP 1

Store	Effectiv	18.1	0.95 IN GROUP 1
Refer	Effectiv	10.3	0.63 IN GROUP 1
Response	Response	8.4	1.01 IN GROUP 1
INTEN1	ATT1	26.3	0.18 IN GROUP 1
INTEN1	INTEN1	61.9	0.53 IN GROUP 1
INTEN2	INTEN1	17.0	0.16 IN GROUP 1
INTEN2	INTEN2	8.2	0.79 IN GROUP 1
INTEN3	INTEN1	21.1	-0.22 IN GROUP 1
INTEN3	INTEN3	25.6	1.37 IN GROUP 1
P2	INTEN3	12.7	0.17 IN GROUP 1
P2	P2	13.8	0.59 IN GROUP 1
P3	P2	12.1	-0.24 IN GROUP 1
P3	P3	33.5	1.71 IN GROUP 1
V2	V2	9.2	0.46 IN GROUP 1
V4	V2	14.9	-0.46 IN GROUP 1
V4	V4	18.5	2.14 IN GROUP 1
Q1	Q1	29.8	-0.28 IN GROUP 1
Q2	Q1	51.2	0.32 IN GROUP 1
Q2	Q2	110.1	0.39 IN GROUP 1
SA3	P1	9.1	0.14 IN GROUP 1
SA3	P2	36.4	-0.29 IN GROUP 1
SA3	P3	31.2	0.34 IN GROUP 1
SA5	INTEN2	8.2	-0.15 IN GROUP 1
SA5	P2	39.7	0.35 IN GROUP 1
SA5	P3	30.0	-0.38 IN GROUP 1
SA5	V4	16.2	-0.32 IN GROUP 1
SA5	SA3	42.7	-0.50 IN GROUP 1
SA5	SA5	10.2	1.52 IN GROUP 1
SA7	P2	9.4	-0.16 IN GROUP 1
SA7	P3	27.8	0.34 IN GROUP 1
SA7	SA3	33.1	0.41 IN GROUP 1
SA7	SA7	16.7	0.99 IN GROUP 1
S1	V2	63.4	0.31 IN GROUP 1
S2	S1	11.3	-0.08 IN GROUP 1
S3	V2	16.9	-0.09 IN GROUP 1
S3	S1	11.8	-0.08 IN GROUP 1
S3	S3	12.5	0.15 IN GROUP 1
S5	ATT2	24.8	0.29 IN GROUP 1
S5	S4	13.9	0.20 IN GROUP 1
S5	S5	25.9	0.80 IN GROUP 1
PM2	INTEN1	13.1	-0.16 IN GROUP 1
PM2	INTEN2	8.7	-0.14 IN GROUP 1
PM2	INTEN3	24.9	0.29 IN GROUP 1
PM2	P2	12.0	0.17 IN GROUP 1
PM3	V4	16.2	0.28 IN GROUP 1
PM3	SA5	16.1	-0.25 IN GROUP 1
PM3	PM2	55.3	0.50 IN GROUP 1
PM3	PM3	29.9	0.85 IN GROUP 1
PM4	PM2	17.6	-0.27 IN GROUP 1
PM5	V2	8.5	-0.16 IN GROUP 1
PM5	PM3	8.5	-0.22 IN GROUP 1
PM5	PM4	11.6	0.25 IN GROUP 1
PM5	PM5	17.0	1.83 IN GROUP 1
PM7	SA5	9.0	0.26 IN GROUP 1
PM7	PM3	13.2	-0.28 IN GROUP 1
PM7	PM5	10.1	0.29 IN GROUP 1
PM7	PM7	17.3	1.68 IN GROUP 1
R2	S3	7.9	-0.10 IN GROUP 1
R2	S4	21.6	0.40 IN GROUP 1
R2	PM3	19.0	-0.34 IN GROUP 1
R2	PM7	40.7	0.85 IN GROUP 1
R3	PM2	9.8	0.24 IN GROUP 1
R3	PM3	30.1	0.41 IN GROUP 1
R3	PM4	10.9	-0.24 IN GROUP 1

Group 2: Health

Number of Iterations = 26

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.53 , R□ = 0.71
(0.037)
14.24

ATT2 = 1.23*Response, Errorvar.= 1.76 , R□ = 0.52
(0.11) (0.10)
11.03 17.01

ATT3 = 0.85*Response, Errorvar.= 1.44 , R□ = 0.39
(0.096) (0.083)
8.86 17.36

INTEN1 = 1.16*Response, Errorvar.= 0.69 , R□ = 0.72
(0.080) (0.045)
14.55 15.33

INTEN2 = 0.84*Response, Errorvar.= 0.72 , R□ = 0.55
(0.072) (0.046)
11.55 15.67

INTEN3 = 0.76*Response, Errorvar.= 1.16 , R□ = 0.39
(0.086) (0.070)
8.88 16.50

P1 = 1.00*Product, Errorvar.= 0.67 , R□ = 0.66
(0.053)
12.80

P2 = 0.88*Product, Errorvar.= 0.42 , R□ = 0.70
(0.068) (0.058)
12.83 7.25

P3 = 0.75*Product, Errorvar.= 1.46 , R□ = 0.33
(0.097) (0.083)
7.75 17.48

V2 = 1.00*Price, Errorvar.= 0.37 , R□ = 0.78
(0.084)
4.41

V4 = 0.93*Price, Errorvar.= 1.90 , R□ = 0.38
(0.12) (0.11)
8.01 16.55

Q1 = 1.00*Effectiv, Errorvar.= 0.15, R□ = 0.95

Q2 = 0.41*Effectiv, Errorvar.= 0.63 , R□ = 0.44
(0.037) (0.037)
10.94 16.85

SA3 = 1.00*Store, Errorvar.= 1.12 , R□ = 0.47

(0.074)
15.25

SA5 = 1.03*Store, Errorvar.= 1.35 , R□ = 0.44
(0.12) (0.094)
8.60 14.29

SA7 = 1.29*Store, Errorvar.= 1.15 , R□ = 0.59
(0.12) (0.085)
10.47 13.61

S1 = 1.00*Service, Errorvar.= 0.88 , R□ = 0.48
(0.048)
18.16

S2 = 1.22*Service, Errorvar.= 0.25 , R□ = 0.83
(0.080) (0.019)
15.24 12.96

S3 = 1.17*Service, Errorvar.= 0.13 , R□ = 0.90
(0.071) (0.015)
16.42 8.37

S4 = 1.08*Service, Errorvar.= 1.51 , R□ = 0.38
(0.13) (0.082)
8.59 18.40

S5 = 1.34*Service, Errorvar.= 0.94 , R□ = 0.61
(0.11) (0.053)
11.82 17.81

PM2 = 1.00*Promote, Errorvar.= 1.16 , R□ = 0.62
(0.078)
14.87

PM3 = 1.26*Promote, Errorvar.= 1.02 , R□ = 0.75
(0.087) (0.075)
14.60 13.60

PM4 = 0.80*Promote, Errorvar.= 1.00 , R□ = 0.54
(0.072) (0.067)
11.09 15.09

PM5 = 0.79*Promote, Errorvar.= 1.58 , R□ = 0.42
(0.085) (0.10)
9.21 15.74

PM7 = 0.91*Refer, Errorvar.= 2.00 , R□ = 0.45
(0.11) (0.14)
8.67 14.67

R2 = 1.00*Refer, Errorvar.= 2.15 , R□ = 0.47
(0.15)
14.45

R3 = 1.28*Refer, Errorvar.= 1.67 , R□ = 0.65
(0.12) (0.14)
11.09 11.81

Structural Equations

```
 Response = 0.30*Product + 0.25*Price - 0.0065*Effectiv - 0.074*Store +
0.12*Service + 0.10*Promote - 0.062*Refer,
 ar.=       (0.12)          (0.13)        (0.064)           (0.18)
(0.15)          (0.11)          (0.10)
             2.48            1.89         -0.10             -0.42           0.83
0.89           -0.60

              Errorvar.= 0.91   , R□ = 0.29
                        (0.071)
                         12.81
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.30					
	(0.10)					
	12.46					
Price	0.65	1.34				
	(0.07)	(0.12)				
	9.86	11.21				
Effectiv	0.54	1.00	3.05			
	(0.08)	(0.09)	(0.17)			
	6.41	10.77	18.28			
Store	0.68	0.61	0.84	0.98		
	(0.07)	(0.06)	(0.09)	(0.10)		
	10.33	9.57	9.61	9.53		
Service	0.50	0.65	0.64	0.53	0.79	
	(0.05)	(0.06)	(0.07)	(0.05)	(0.08)	
	9.69	11.57	9.24	10.13	10.48	
Promote	0.37	0.70	0.74	0.66	0.52	1.88
	(0.07)	(0.08)	(0.10)	(0.07)	(0.06)	(0.15)
	5.31	9.00	7.21	8.97	8.85	12.17
Refer	0.15	0.48	0.76	0.43	0.35	1.27
	(0.07)	(0.08)	(0.11)	(0.07)	(0.06)	(0.12)
	2.09	5.95	6.74	5.88	5.94	10.87

Covariance Matrix of Independent Variables

	Refer
Refer	1.93
	(0.21)
	9.41

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.27					
Product	0.59	1.30				

Price	0.59	0.65	1.34			
Effectiv	0.43	0.54	1.00	3.05		
Store	0.38	0.68	0.61	0.84	0.98	
Service	0.39	0.50	0.65	0.64	0.53	0.79
Promote	0.40	0.37	0.70	0.74	0.66	0.52
Refer	0.18	0.15	0.48	0.76	0.43	0.35

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.88	
Refer	1.27	1.93

Global Goodness of Fit Statistics

Degrees of Freedom = 702
Minimum Fit Function Chi-Square = 2555.05 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2623.06 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 1921.06
90 Percent Confidence Interval for NCP = (1767.95 ; 2081.67)

Minimum Fit Function Value = 3.47
Population Discrepancy Function Value (F0) = 2.61
90 Percent Confidence Interval for F0 = (2.40 ; 2.83)
Root Mean Square Error of Approximation (RMSEA) = 0.086
90 Percent Confidence Interval for RMSEA = (0.083 ; 0.090)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.86
90 Percent Confidence Interval for ECVI = (3.65 ; 4.08)
ECVI for Saturated Model = 1.10
ECVI for Independence Model = 38.14

Chi-Square for Independence Model with 756 Degrees of Freedom = 28016.95

Independence AIC = 28128.95
Model AIC = 2843.06
Saturated AIC = 1624.00
Independence CAIC = 28442.78
Model CAIC = 3459.49
Saturated CAIC = 6174.40

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.84
Comparative Fit Index (CFI) = 0.93
Incremental Fit Index (IFI) = 0.93
Relative Fit Index (RFI) = 0.90

Critical N (CN) = 229.17

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1204.47
Percentage Contribution to Chi-Square = 47.14

Root Mean Square Residual (RMR) = 0.28
Standardized RMR = 0.12
Goodness of Fit Index (GFI) = 0.65

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
ATT1	Response	8.4	0.73 IN GROUP 2
V4	Effectiv	9.4	-0.25 IN GROUP 2
Q1	Product	35.2	-0.60 IN GROUP 2
Q1	Price	18.6	-0.45 IN GROUP 2
Q1	Effectiv	37.4	1.37 IN GROUP 2
Q1	Store	33.5	-0.72 IN GROUP 2
Q1	Service	20.2	-0.56 IN GROUP 2
Q1	Refer	11.7	0.29 IN GROUP 2
Q2	Product	33.7	0.37 IN GROUP 2
Q2	Price	72.1	0.61 IN GROUP 2
Q2	Store	67.5	0.70 IN GROUP 2
Q2	Service	56.9	0.61 IN GROUP 2
Q2	Promote	18.0	0.22 IN GROUP 2
SA7	Product	8.3	-0.39 IN GROUP 2
SA7	Price	8.4	-0.36 IN GROUP 2
SA7	Effectiv	15.8	-0.28 IN GROUP 2
SA7	Service	9.1	-0.47 IN GROUP 2
S5	Promote	15.5	0.27 IN GROUP 2
PM2	Promote	8.2	0.74 IN GROUP 2
PM3	Refer	8.6	-0.36 IN GROUP 2
PM4	Effectiv	11.4	0.18 IN GROUP 2
PM4	Store	11.8	0.40 IN GROUP 2
Response	Response	8.4	-0.27 IN GROUP 2

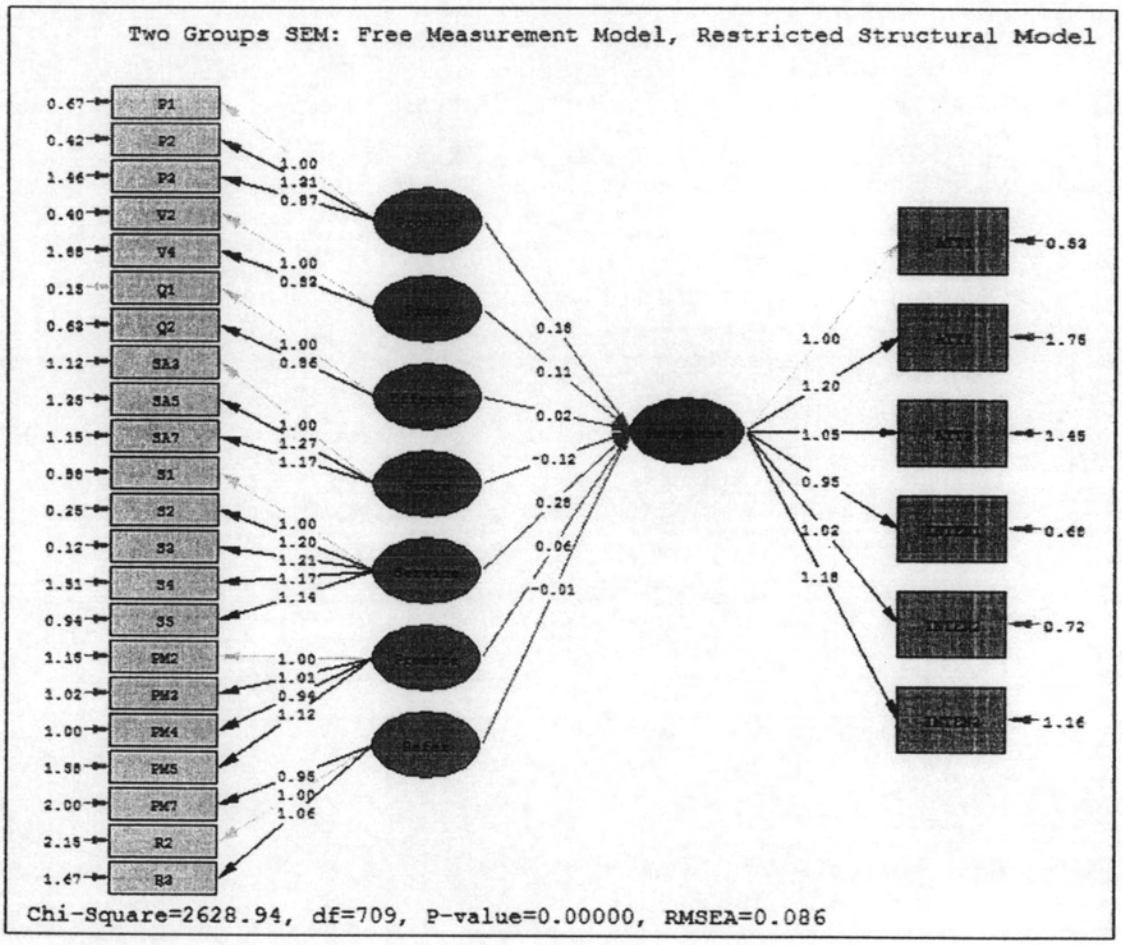
The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	35.8	4.75 IN GROUP 2
Store	Effectiv	17.1	0.44 IN GROUP 2
Refer	Effectiv	9.4	1.21 IN GROUP 2
ATT2	ATT1	24.0	-0.46 IN GROUP 2
INTEN1	ATT1	62.9	-0.51 IN GROUP 2
INTEN1	ATT2	129.1	1.23 IN GROUP 2
INTEN1	ATT3	41.4	-0.61 IN GROUP 2
INTEN1	INTEN1	108.3	1.44 IN GROUP 2
INTEN2	ATT1	12.5	0.21 IN GROUP 2
INTEN2	ATT3	10.3	0.29 IN GROUP 2
INTEN2	INTEN1	22.8	-0.33 IN GROUP 2
INTEN2	INTEN2	8.1	0.49 IN GROUP 2
INTEN3	ATT3	9.3	0.33 IN GROUP 2
INTEN3	INTEN1	9.3	-0.26 IN GROUP 2
INTEN3	INTEN2	34.5	0.47 IN GROUP 2
INTEN3	INTEN3	26.7	0.56 IN GROUP 2
P2	P2	12.2	0.19 IN GROUP 2
P3	P2	16.5	0.36 IN GROUP 2
P3	P3	33.7	0.55 IN GROUP 2
V2	V2	9.1	0.10 IN GROUP 2
V4	V2	15.2	0.50 IN GROUP 2
V4	V4	18.8	0.99 IN GROUP 2
Q1	Q1	197.8	3.26 IN GROUP 2
Q2	V2	19.8	0.26 IN GROUP 2
Q2	Q1	188.7	-1.25 IN GROUP 2
Q2	Q2	54.2	1.28 IN GROUP 2
SA3	Q2	11.6	0.25 IN GROUP 2
SA5	SA5	9.9	0.85 IN GROUP 2
SA7	Q1	10.4	-0.40 IN GROUP 2
SA7	SA7	18.0	1.85 IN GROUP 2
S3	S2	19.3	0.10 IN GROUP 2
S3	S3	12.3	0.04 IN GROUP 2
S5	S5	26.8	1.45 IN GROUP 2
PM2	S5	19.1	-0.41 IN GROUP 2
PM3	S5	104.6	1.02 IN GROUP 2
PM3	PM3	62.5	1.94 IN GROUP 2
PM4	Q2	21.6	0.32 IN GROUP 2

PM4	PM3	9.5	-0.34 IN GROUP 2
PM5	PM4	24.2	0.56 IN GROUP 2
PM5	PM5	17.3	0.89 IN GROUP 2
PM7	PM3	10.1	-0.48 IN GROUP 2
PM7	PM7	17.0	2.99 IN GROUP 2
R3	PM7	8.5	-0.61 IN GROUP 2

Time used: 0.859 Seconds

Two Groups SEM: Free Measurement Model, Restricted Structural Model - Best Fit Model



Two Groups SEM: Free Measurement Model, Restricted Structural Model Best Fit Model

```
The following lines were read from file D:\Edu\01sep06\2groups_modelA3.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR
 Group 1: Illness

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_ill.cov.

 Sample size 574

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA3=1*Store
 SA5 SA7=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Set the error of Q1 to 0.15

 Group 2: Health

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_health.cov.

 Sample size 164

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:
```

```
P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA3=1*Store
SA5 SA7=Store
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response



Path Diagram
Admissibility check=off
End of problem

Sample Size =   738

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

        Covariance Matrix

              ATT1        ATT2        ATT3       INTEN1       INTEN2       INTEN3
          --------    --------    --------    --------    --------    --------
    ATT1      1.71
    ATT2      1.45        3.52
    ATT3      1.26        1.46        2.63
  INTEN1      1.23        1.31        1.21        1.63
  INTEN2      1.18        1.36        1.23        1.23        1.98
  INTEN3      1.39        1.72        1.48        1.17        1.37        2.93
      P1      0.38        0.44        0.27        0.27        0.38        0.41
      P2      0.56        0.51        0.44        0.38        0.47        0.76
      P3      0.32        0.39        0.33        0.22        0.34        0.43
      V2      0.40        0.56        0.39        0.37        0.35        0.46
      V4      0.39        0.48        0.44        0.38        0.50        0.49
      Q1      0.47        0.50        0.48        0.35        0.37        0.50
      Q2      0.48        0.56        0.48        0.40        0.38        0.54
     SA3      0.31        0.38        0.29        0.21        0.23        0.39
     SA5      0.41        0.33        0.44        0.15        0.14        0.63
     SA7      0.41        0.48        0.44        0.24        0.26        0.51
      S1      0.52        0.61        0.51        0.41        0.43        0.60
      S2      0.45        0.56        0.48        0.34        0.37        0.57
      S3      0.41        0.54        0.47        0.34        0.38        0.59
      S4      0.42        0.55        0.39        0.37        0.35        0.60
      S5      0.47        0.90        0.50        0.41        0.44        0.72
     PM2      0.56        0.63        0.50        0.20        0.19        0.92
     PM3      0.39        0.44        0.36        0.20        0.13        0.55
     PM4      0.32        0.32        0.33        0.22        0.16        0.45
     PM5      0.24        0.21        0.18        0.07       -0.02        0.40
     PM7      0.22        0.18        0.12       -0.02       -0.01        0.44
      R2      0.26        0.38        0.18        0.11        0.06        0.47
      R3      0.32        0.42        0.28        0.18        0.12        0.58

        Covariance Matrix

              P1          P2          P3          V2          V4          Q1
          --------    --------    --------    --------    --------    --------
```

P1	2.06					
P2	1.78	2.74				
P3	1.12	1.47	2.68			
V2	0.76	0.84	0.66	1.78		
V4	0.42	0.59	0.51	1.09	3.01	
Q1	0.64	0.78	0.91	1.03	0.63	2.77
Q2	0.71	0.79	0.98	1.05	0.65	2.31
SA3	0.83	0.79	1.05	0.72	0.36	1.08
SA5	1.05	1.43	0.85	0.88	0.34	0.93
SA7	0.76	0.93	1.12	0.75	0.52	1.15
S1	0.74	0.91	0.73	1.10	0.69	0.97
S2	0.68	0.78	0.58	0.79	0.56	0.77
S3	0.68	0.73	0.58	0.74	0.53	0.72
S4	0.70	0.76	0.58	0.90	0.65	0.68
S5	0.59	0.73	0.58	0.78	0.54	0.74
PM2	0.51	0.74	0.54	0.71	1.25	0.77
PM3	0.34	0.35	0.33	0.72	1.46	0.71
PM4	0.26	0.37	0.38	0.54	1.20	0.71
PM5	0.17	0.25	0.28	0.42	1.29	0.47
PM7	0.25	0.21	0.18	0.28	0.82	0.39
R2	0.09	0.07	0.12	0.30	0.96	0.48
R3	0.33	0.29	0.22	0.53	1.17	0.67

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.44					
SA3	1.12	2.18				
SA5	1.00	1.06	3.07			
SA7	1.17	1.38	1.48	2.45		
S1	0.98	0.82	1.18	0.96	1.73	
S2	0.77	0.64	0.92	0.67	0.93	1.43
S3	0.71	0.60	0.95	0.67	0.96	1.18
S4	0.69	0.57	0.99	0.66	0.95	1.11
S5	0.70	0.57	0.92	0.65	0.97	1.08
PM2	0.85	0.62	0.90	0.85	0.81	0.72
PM3	0.78	0.66	0.67	0.73	0.76	0.59
PM4	0.74	0.58	0.95	0.82	0.59	0.47
PM5	0.59	0.48	0.91	0.78	0.50	0.42
PM7	0.44	0.27	0.85	0.56	0.25	0.35
R2	0.47	0.14	0.51	0.25	0.18	0.22
R3	0.71	0.33	0.89	0.69	0.61	0.55

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.30					
S4	1.13	2.50				
S5	1.11	1.25	1.86			
PM2	0.74	0.76	0.76	3.23		
PM3	0.59	0.56	0.56	2.29	2.95	
PM4	0.53	0.47	0.47	1.78	1.86	2.74
PM5	0.41	0.45	0.41	2.17	2.13	2.20
PM7	0.33	0.35	0.35	1.20	1.10	1.38
R2	0.18	0.64	0.38	1.05	0.95	1.28
R3	0.56	0.64	0.57	1.76	1.82	1.43

Covariance Matrix

	PM5	PM7	R2	R3
PM5	4.21			
PM7	1.70	3.59		
R2	1.51	2.21	4.04	

R3	1.77	1.88	1.96	3.82

Group 2: Health

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.50					
ATT2	0.90	3.15				
ATT3	0.93	0.85	2.54			
INTEN1	0.86	2.32	0.65	2.53		
INTEN2	0.95	0.94	0.99	0.84	1.30	
INTEN3	0.84	0.83	0.98	0.78	1.06	1.27
P1	0.60	0.35	0.51	0.48	0.55	0.39
P2	0.61	0.39	0.56	0.48	0.52	0.39
P3	0.41	0.27	0.43	0.30	0.43	0.34
V2	0.74	0.52	0.43	0.51	0.44	0.36
V4	0.79	0.76	0.34	0.56	0.48	0.35
Q1	0.37	0.17	0.26	0.23	0.17	0.33
Q2	0.51	0.25	0.45	0.31	0.32	0.29
SA3	0.56	0.20	0.53	0.36	0.38	0.38
SA5	0.39	0.13	0.56	0.04	0.18	0.09
SA7	0.62	0.23	0.38	0.08	0.23	0.10
S1	0.54	0.26	0.55	0.32	0.35	0.32
S2	0.58	0.43	0.49	0.40	0.45	0.38
S3	0.54	0.42	0.51	0.38	0.42	0.35
S4	0.42	0.25	0.33	0.26	0.30	0.22
S5	0.59	0.60	0.44	0.44	0.49	0.26
PM2	0.55	0.34	0.35	0.10	0.17	0.10
PM3	0.88	0.66	0.45	0.43	0.46	0.20
PM4	0.61	0.44	0.54	0.30	0.38	0.33
PM5	0.59	0.40	0.40	0.26	0.34	0.23
PM7	0.12	-0.12	0.12	0.00	0.07	-0.06
R2	0.31	0.43	0.01	0.05	0.22	0.11
R3	0.27	0.35	0.18	-0.01	0.18	0.16

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.66					
P2	0.98	1.23				
P3	0.82	0.93	1.35			
V2	0.54	0.52	0.40	1.47		
V4	0.59	0.51	0.56	1.23	2.24	
Q1	-0.06	0.07	0.04	0.94	0.43	4.69
Q2	0.29	0.40	0.30	0.97	0.59	1.71
SA3	0.51	0.54	0.61	0.61	0.55	0.53
SA5	0.41	0.49	0.49	0.44	0.27	0.55
SA7	0.30	0.50	0.32	0.52	0.17	0.37
S1	0.46	0.50	0.32	0.70	0.64	0.59
S2	0.44	0.45	0.45	0.80	0.81	0.83
S3	0.46	0.45	0.46	0.74	0.73	0.65
S4	0.31	0.36	0.33	0.72	0.67	0.47
S5	0.46	0.38	0.58	0.78	0.88	0.92
PM2	0.28	0.34	0.32	0.53	0.87	0.70
PM3	0.55	0.53	0.52	0.68	1.04	0.91
PM4	0.30	0.48	0.44	0.54	0.54	1.08
PM5	0.38	0.50	0.51	0.58	0.76	0.73
PM7	0.02	0.29	0.31	0.42	0.19	1.68
R2	-0.14	0.08	0.13	0.69	0.69	1.43
R3	-0.03	0.03	0.14	0.51	0.43	1.79

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	1.95					
SA3	0.82	1.84				
SA5	0.71	1.03	1.96			
SA7	0.70	1.01	1.27	2.94		
S1	0.66	0.73	0.68	0.81	1.46	
S2	0.84	0.62	0.58	0.52	0.82	1.33
S3	0.73	0.59	0.58	0.54	0.88	1.12
S4	0.46	0.47	0.45	0.39	0.78	0.98
S5	0.73	0.66	0.78	0.55	0.80	1.19
PM2	0.55	0.57	0.81	0.90	0.88	0.65
PM3	0.70	0.57	0.99	1.04	0.99	1.01
PM4	0.96	0.83	0.88	0.97	0.62	0.72
PM5	0.55	0.61	0.67	0.63	0.61	0.67
PM7	0.75	0.40	0.80	0.37	0.51	0.48
R2	0.47	0.11	0.16	0.40	0.46	0.62
R3	0.61	0.24	0.72	0.68	0.76	0.49

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.14					
S4	0.96	2.74				
S5	1.18	1.02	2.73			
PM2	0.66	0.56	0.77	2.32		
PM3	0.99	0.66	2.20	1.57	3.84	
PM4	0.61	0.35	0.86	0.97	1.39	2.00
PM5	0.58	0.64	0.76	1.14	1.35	1.40
PM7	0.36	0.51	0.57	0.72	0.65	0.91
R2	0.63	0.68	0.72	0.63	0.88	0.77
R3	0.56	0.36	0.86	0.95	1.34	0.82

Covariance Matrix

	PM5	PM7	R2	R3
PM5	1.98			
PM7	0.88	4.18		
R2	1.14	1.53	4.22	
R3	0.91	1.85	2.54	4.79

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.53 , R2 = 0.68
(0.037)
14.29

ATT2 = 1.20*Response, Errorvar.= 1.75 , R2 = 0.48
(0.066) (0.10)
18.28 16.98

ATT3 = 1.05*Response, Errorvar.= 1.45 , R2 = 0.46

(0.059) (0.083)
17.75 17.37

INTEN1 = 0.95*Response, Errorvar.= 0.68 , R2 = 0.60
(0.045) (0.045)
21.22 15.24

INTEN2 = 1.02*Response, Errorvar.= 0.72 , R2 = 0.62
(0.047) (0.046)
21.73 15.68

INTEN3 = 1.18*Response, Errorvar.= 1.16 , R2 = 0.58
(0.057) (0.070)
20.57 16.51

P1 = 1.00*Product, Errorvar.= 0.67 , R2 = 0.66
(0.053)
12.77

P2 = 1.31*Product, Errorvar.= 0.42 , R2 = 0.84
(0.055) (0.058)
23.86 7.25

P3 = 0.87*Product, Errorvar.= 1.46 , R2 = 0.40
(0.054) (0.083)
15.97 17.47

V2 = 1.00*Price, Errorvar.= 0.40 , R2 = 0.77
(0.083)
4.80

V4 = 0.83*Price, Errorvar.= 1.88 , R2 = 0.33
(0.071) (0.11)
11.81 16.47

Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.95

Q2 = 0.86*Effectiv, Errorvar.= 0.63 , R2 = 0.78
(0.021) (0.038)
40.75 16.85

SA3 = 1.00*Store, Errorvar.= 1.12 , R2 = 0.47
(0.074)
15.25

SA5 = 1.27*Store, Errorvar.= 1.35 , R2 = 0.54
(0.083) (0.094)
15.21 14.29

SA7 = 1.17*Store, Errorvar.= 1.15 , R2 = 0.54
(0.078) (0.085)
15.15 13.59

S1 = 1.00*Service, Errorvar.= 0.88 , R2 = 0.47
(0.048)
18.16

S2 = 1.20*Service, Errorvar.= 0.25 , R2 = 0.82
(0.055) (0.019)

```
        21.70                    12.96

 S3 = 1.21*Service, Errorvar.= 0.12  , R2 = 0.90
     (0.053)                  (0.015)
      22.64                    8.34

 S4 = 1.17*Service, Errorvar.= 1.51  , R2 = 0.42
     (0.076)                  (0.082)
      15.30                    18.40

 S5 = 1.14*Service, Errorvar.= 0.94  , R2 = 0.52
     (0.066)                  (0.053)
      17.17                    17.82

PM2 = 1.00*Promote, Errorvar.= 1.15  , R2 = 0.62
                              (0.078)
                               14.87

PM3 = 1.01*Promote, Errorvar.= 1.02  , R2 = 0.65
     (0.048)                  (0.075)
      20.92                    13.60

PM4 = 0.94*Promote, Errorvar.= 1.00  , R2 = 0.62
     (0.046)                  (0.067)
      20.37                    15.10

PM5 = 1.12*Promote, Errorvar.= 1.58 , R2 = 0.60
     (0.056)                  (0.10)
      19.86                    15.74

PM7 = 0.95*Refer, Errorvar.= 2.00 , R2 = 0.47
     (0.069)                 (0.14)
      13.81                   14.68

 R2 = 1.00*Refer, Errorvar.= 2.15 , R2 = 0.47
                            (0.15)
                             14.46

 R3 = 1.06*Refer, Errorvar.= 1.67 , R2 = 0.56
     (0.072)                 (0.14)
      14.59                   11.79
```

Structural Equations

```
 Response = 0.18*Product + 0.11*Price + 0.025*Effectiv - 0.12*Store +
0.28*Service + 0.062*Promote - 0.015*Refer,
 r.=       (0.054)        (0.063)      (0.030)          (0.082)      (0.070)
(0.053)         (0.049)
            3.36           1.77         0.84            -1.47         4.00
1.16            -0.30
```

Errorvar.= 0.92 , R2 = 0.19
(0.071)
12.83

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.30					
	(0.10)					
	12.45					
Price	0.65	1.32				
	(0.07)	(0.12)				
	9.84	11.15				
Effectiv	0.54	1.00	3.05			
	(0.08)	(0.09)	(0.17)			
	6.40	10.73	18.28			
Store	0.68	0.60	0.84	0.98		
	(0.07)	(0.06)	(0.09)	(0.10)		
	10.33	9.53	9.61	9.53		
Service	0.50	0.65	0.64	0.53	0.79	
	(0.05)	(0.06)	(0.07)	(0.05)	(0.08)	
	9.69	11.54	9.24	10.12	10.47	
Promote	0.37	0.70	0.74	0.66	0.52	1.88
	(0.07)	(0.08)	(0.10)	(0.07)	(0.06)	(0.15)
	5.31	9.08	7.21	8.97	8.85	12.18
Refer	0.15	0.48	0.76	0.43	0.35	1.27
	(0.07)	(0.08)	(0.11)	(0.07)	(0.06)	(0.12)
	2.09	6.02	6.74	5.88	5.94	10.87

Covariance Matrix of Independent Variables

	Refer
Refer	1.93
	(0.21)
	9.40

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.13					
Product	0.40	1.30				
Price	0.43	0.65	1.32			
Effectiv	0.40	0.54	1.00	3.05		
Store	0.28	0.68	0.60	0.84	0.98	
Service	0.36	0.50	0.65	0.64	0.53	0.79
Promote	0.33	0.37	0.70	0.74	0.66	0.52
Refer	0.20	0.15	0.48	0.76	0.43	0.35

Covariance Matrix of Latent Variables

Promote	Refer

Promote	1.88	
Refer	1.27	1.93

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1351.26
Percentage Contribution to Chi-Square = 52.73

Root Mean Square Residual (RMR) = 0.18
Standardized RMR = 0.068
Goodness of Fit Index (GFI) = 0.85

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P2	Store	12.5	-0.27 IN GROUP 1
P2	Service	8.5	-0.19 IN GROUP 1
P3	Effectiv	21.0	0.15 IN GROUP 1
P3	Store	29.4	0.44 IN GROUP 1
V2	Effectiv	10.4	0.13 IN GROUP 1
V2	Promote	46.4	-0.36 IN GROUP 1
V2	Refer	35.6	-0.31 IN GROUP 1
V4	Store	9.8	-0.34 IN GROUP 1
V4	Promote	112.9	0.63 IN GROUP 1
V4	Refer	74.8	0.48 IN GROUP 1
Q1	Price	18.8	-0.20 IN GROUP 1
Q1	Effectiv	37.6	0.63 IN GROUP 1
Q1	Store	18.4	-0.23 IN GROUP 1
Q1	Service	8.5	-0.15 IN GROUP 1
Q1	Promote	14.2	-0.13 IN GROUP 1
Q1	Refer	12.2	-0.12 IN GROUP 1
Q2	Product	11.1	0.12 IN GROUP 1
Q2	Price	18.1	0.18 IN GROUP 1
Q2	Store	24.2	0.24 IN GROUP 1
Q2	Service	8.7	0.14 IN GROUP 1
Q2	Promote	11.9	0.10 IN GROUP 1
SA3	Effectiv	13.6	0.13 IN GROUP 1
SA5	Product	16.9	0.32 IN GROUP 1
SA5	Effectiv	8.3	-0.12 IN GROUP 1
SA5	Service	19.1	0.43 IN GROUP 1
SA5	Refer	7.9	0.15 IN GROUP 1
S1	Product	30.5	0.24 IN GROUP 1
S1	Price	105.7	0.52 IN GROUP 1
S1	Effectiv	33.4	0.15 IN GROUP 1
S1	Store	74.6	0.49 IN GROUP 1
S1	Promote	15.5	0.14 IN GROUP 1
S3	Price	39.4	-0.20 IN GROUP 1
S3	Effectiv	9.5	-0.04 IN GROUP 1
S3	Store	10.6	-0.11 IN GROUP 1
PM2	Product	21.2	0.23 IN GROUP 1
PM2	Price	8.5	0.16 IN GROUP 1
PM2	Service	18.1	0.28 IN GROUP 1
PM2	Promote	8.2	1.26 IN GROUP 1
PM5	Product	14.5	-0.22 IN GROUP 1
PM5	Price	28.1	-0.35 IN GROUP 1
PM5	Effectiv	13.0	-0.13 IN GROUP 1
PM5	Store	10.7	-0.26 IN GROUP 1
PM5	Service	27.1	-0.40 IN GROUP 1
R2	Store	12.0	-0.30 IN GROUP 1
R2	Service	9.5	-0.27 IN GROUP 1
R2	Promote	15.0	-0.31 IN GROUP 1
R3	Price	8.6	0.21 IN GROUP 1
R3	Service	13.4	0.31 IN GROUP 1
R3	Promote	32.6	0.53 IN GROUP 1

The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	42.0	2.63 IN GROUP 1
Store	Effectiv	17.3	0.94 IN GROUP 1
Refer	Effectiv	10.4	0.63 IN GROUP 1
ATT1	ATT1	8.8	0.48 IN GROUP 1
INTEN1	ATT1	26.1	0.18 IN GROUP 1
INTEN1	INTEN1	58.7	0.53 IN GROUP 1
INTEN2	INTEN1	17.0	0.16 IN GROUP 1
INTEN3	INTEN1	21.5	-0.22 IN GROUP 1
INTEN3	INTEN3	25.6	1.37 IN GROUP 1
P2	INTEN3	12.4	0.17 IN GROUP 1
P2	P2	13.4	0.59 IN GROUP 1
P3	P2	12.1	-0.24 IN GROUP 1
P3	P3	33.7	1.71 IN GROUP 1
V2	V2	9.7	0.49 IN GROUP 1
V4	V2	14.3	-0.46 IN GROUP 1
V4	V4	18.2	2.12 IN GROUP 1
Q1	Q1	31.0	-0.29 IN GROUP 1
Q2	Q1	51.9	0.32 IN GROUP 1
Q2	Q2	109.9	0.40 IN GROUP 1
SA3	P1	9.1	0.14 IN GROUP 1
SA3	P2	36.5	-0.29 IN GROUP 1
SA3	P3	31.2	0.34 IN GROUP 1
SA5	INTEN2	8.4	-0.15 IN GROUP 1
SA5	P2	40.0	0.35 IN GROUP 1
SA5	P3	29.8	-0.38 IN GROUP 1
SA5	V4	16.3	-0.32 IN GROUP 1
SA5	SA3	42.5	-0.50 IN GROUP 1
SA5	SA5	10.3	1.53 IN GROUP 1
SA7	P2	9.6	-0.16 IN GROUP 1
SA7	P3	27.8	0.34 IN GROUP 1
SA7	SA3	32.9	0.41 IN GROUP 1
SA7	SA7	16.8	0.99 IN GROUP 1
S1	V2	63.4	0.31 IN GROUP 1
S2	S1	11.0	-0.08 IN GROUP 1
S3	V2	16.3	-0.08 IN GROUP 1
S3	S1	11.6	-0.08 IN GROUP 1
S3	S3	12.2	0.15 IN GROUP 1
S5	ATT2	25.0	0.29 IN GROUP 1
S5	S4	13.9	0.20 IN GROUP 1
S5	S5	25.9	0.80 IN GROUP 1
PM2	INTEN1	13.5	-0.16 IN GROUP 1
PM2	INTEN2	8.8	-0.14 IN GROUP 1
PM2	INTEN3	24.7	0.29 IN GROUP 1
PM2	P2	11.9	0.17 IN GROUP 1
PM3	V4	16.1	0.28 IN GROUP 1
PM3	SA5	16.0	-0.25 IN GROUP 1
PM3	PM2	55.0	0.50 IN GROUP 1
PM3	PM3	30.0	0.85 IN GROUP 1
PM4	PM2	17.6	-0.27 IN GROUP 1
PM5	V2	8.5	-0.16 IN GROUP 1
PM5	PM3	8.4	-0.22 IN GROUP 1
PM5	PM4	11.7	0.25 IN GROUP 1
PM5	PM5	17.0	1.83 IN GROUP 1
PM7	SA5	8.9	0.26 IN GROUP 1
PM7	PM3	13.2	-0.28 IN GROUP 1
PM7	PM5	10.1	0.29 IN GROUP 1
PM7	PM7	17.5	1.68 IN GROUP 1
R2	S3	8.0	-0.10 IN GROUP 1
R2	S4	21.5	0.40 IN GROUP 1
R2	PM3	19.1	-0.34 IN GROUP 1
R2	PM7	40.9	0.86 IN GROUP 1
R3	PM2	9.9	0.24 IN GROUP 1
R3	PM3	30.0	0.40 IN GROUP 1

R3 PM4 10.9 -0.24 IN GROUP 1

Group 2: Health

Number of Iterations = 25

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.53 , R2 = 0.68
(0.037)
14.29

ATT2 = 1.28*Response, Errorvar.= 1.75 , R2 = 0.51
(0.12) (0.10)
10.85 16.98

ATT3 = 0.87*Response, Errorvar.= 1.45 , R2 = 0.37
(0.10) (0.083)
8.56 17.37

INTEN1 = 1.21*Response, Errorvar.= 0.68 , R2 = 0.71
(0.084) (0.045)
14.38 15.24

INTEN2 = 0.86*Response, Errorvar.= 0.72 , R2 = 0.54
(0.076) (0.046)
11.22 15.68

INTEN3 = 0.78*Response, Errorvar.= 1.16 , R2 = 0.38
(0.091) (0.070)
8.62 16.51

P1 = 1.00*Product, Errorvar.= 0.67 , R2 = 0.66
(0.053)
12.77

P2 = 0.87*Product, Errorvar.= 0.42 , R2 = 0.70
(0.069) (0.058)
12.72 7.25

P3 = 0.75*Product, Errorvar.= 1.46 , R2 = 0.33
(0.097) (0.083)
7.71 17.47

V2 = 1.00*Price, Errorvar.= 0.40 , R2 = 0.77
(0.083)
4.80

V4 = 0.93*Price, Errorvar.= 1.88 , R2 = 0.38
(0.12) (0.11)
7.97 16.47

Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.95

Q2 = 0.41*Effectiv, Errorvar.= 0.63 , R2 = 0.44
(0.037) (0.038)

```
      10.94                    16.85

SA3 = 1.00*Store, Errorvar.= 1.12  , R2 = 0.47
                           (0.074)
                            15.25

SA5 = 1.03*Store, Errorvar.= 1.35  , R2 = 0.44
     (0.12)                (0.094)
      8.62                  14.29

SA7 = 1.29*Store, Errorvar.= 1.15  , R2 = 0.59
     (0.12)                (0.085)
      10.48                 13.59

 S1 = 1.00*Service, Errorvar.= 0.88  , R2 = 0.47
                             (0.048)
                              18.16

 S2 = 1.22*Service, Errorvar.= 0.25  , R2 = 0.82
     (0.080)                 (0.019)
      15.26                   12.96

 S3 = 1.17*Service, Errorvar.= 0.12  , R2 = 0.90
     (0.071)                 (0.015)
      16.46                   8.34

 S4 = 1.07*Service, Errorvar.= 1.51  , R2 = 0.38
     (0.13)                  (0.082)
      8.57                    18.40

 S5 = 1.34*Service, Errorvar.= 0.94  , R2 = 0.60
     (0.11)                  (0.053)
      11.82                   17.82

PM2 = 1.00*Promote, Errorvar.= 1.15  , R2 = 0.62
                             (0.078)
                              14.87

PM3 = 1.26*Promote, Errorvar.= 1.02  , R2 = 0.75
     (0.086)                 (0.075)
      14.60                   13.60

PM4 = 0.80*Promote, Errorvar.= 1.00  , R2 = 0.54
     (0.072)                 (0.067)
      11.08                   15.10

PM5 = 0.79*Promote, Errorvar.= 1.58 , R2 = 0.42
     (0.085)                 (0.10)
      9.20                    15.74

PM7 = 0.91*Refer, Errorvar.= 2.00 , R2 = 0.45
     (0.11)                 (0.14)
      8.66                   14.68

 R2 = 1.00*Refer, Errorvar.= 2.15 , R2 = 0.47
                            (0.15)
                             14.46

 R3 = 1.28*Refer, Errorvar.= 1.67 , R2 = 0.65
     (0.12)                 (0.14)
      11.09                  11.79
```

Structural Equations

Response = 0.18*Product + 0.11*Price + 0.025*Effectiv - 0.12*Store + 0.28*Service + 0.062*Promote - 0.015*Refer,

r.=	(0.054)	(0.063)	(0.030)	(0.082)	(0.070)	(0.053)
	(0.049)					
	3.36	1.77	0.84	-1.47	4.00	1.16
	-0.30					

Errorvar.= 0.92 , R2 = 0.19
(0.071)
12.83

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.30					
	(0.10)					
	12.45					
Price	0.65	1.32				
	(0.07)	(0.12)				
	9.84	11.15				
Effectiv	0.54	1.00	3.05			
	(0.08)	(0.09)	(0.17)			
	6.40	10.73	18.28			
Store	0.68	0.60	0.84	0.98		
	(0.07)	(0.06)	(0.09)	(0.10)		
	10.33	9.53	9.61	9.53		
Service	0.50	0.65	0.64	0.53	0.79	
	(0.05)	(0.06)	(0.07)	(0.05)	(0.08)	
	9.69	11.54	9.24	10.12	10.47	
Promote	0.37	0.70	0.74	0.66	0.52	1.88
	(0.07)	(0.08)	(0.10)	(0.07)	(0.06)	(0.15)
	5.31	9.08	7.21	8.97	8.85	12.18
Refer	0.15	0.48	0.76	0.43	0.35	1.27
	(0.07)	(0.08)	(0.11)	(0.07)	(0.06)	(0.12)
	2.09	6.02	6.74	5.88	5.94	10.87

Covariance Matrix of Independent Variables

	Refer
Refer	1.93
	(0.21)
	9.40

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service

Response	1.13					
Product	0.40	1.30				
Price	0.43	0.65	1.32			
Effectiv	0.40	0.54	1.00	3.05		
Store	0.28	0.68	0.60	0.84	0.98	
Service	0.36	0.50	0.65	0.64	0.53	0.79
Promote	0.33	0.37	0.70	0.74	0.66	0.52
Refer	0.20	0.15	0.48	0.76	0.43	0.35

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.88	
Refer	1.27	1.93

Global Goodness of Fit Statistics

Degrees of Freedom = 709
Minimum Fit Function Chi-Square = 2562.59 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2628.94 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 1919.94
90 Percent Confidence Interval for NCP = (1766.76 ; 2080.64)

Minimum Fit Function Value = 3.48
Population Discrepancy Function Value (F0) = 2.61
90 Percent Confidence Interval for F0 = (2.40 ; 2.83)
Root Mean Square Error of Approximation (RMSEA) = 0.086
90 Percent Confidence Interval for RMSEA = (0.082 ; 0.089)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.85
90 Percent Confidence Interval for ECVI = (3.64 ; 4.07)
ECVI for Saturated Model = 1.10
ECVI for Independence Model = 38.14

Chi-Square for Independence Model with 756 Degrees of Freedom = 28016.95

Independence AIC = 28128.95
Model AIC = 2834.94
Saturated AIC = 1624.00
Independence CAIC = 28442.78
Model CAIC = 3412.15
Saturated CAIC = 6174.40

Normed Fit Index (NFI) = 0.91
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.85
Comparative Fit Index (CFI) = 0.93
Incremental Fit Index (IFI) = 0.93
Relative Fit Index (RFI) = 0.90

Critical N (CN) = 230.64

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1211.33
Percentage Contribution to Chi-Square = 47.27

Root Mean Square Residual (RMR) = 0.28
Standardized RMR = 0.12
Goodness of Fit Index (GFI) = 0.65

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
V4	Effectiv	9.7	-0.26 IN GROUP 2
Q1	Product	36.8	-0.61 IN GROUP 2
Q1	Price	19.2	-0.47 IN GROUP 2
Q1	Effectiv	37.6	1.37 IN GROUP 2
Q1	Store	33.4	-0.72 IN GROUP 2
Q1	Service	20.6	-0.57 IN GROUP 2
Q1	Refer	11.8	0.29 IN GROUP 2
Q2	Product	34.5	0.37 IN GROUP 2
Q2	Price	73.4	0.62 IN GROUP 2
Q2	Store	67.0	0.70 IN GROUP 2
Q2	Service	57.3	0.62 IN GROUP 2
Q2	Promote	18.1	0.22 IN GROUP 2
SA7	Product	8.2	-0.38 IN GROUP 2
SA7	Price	8.7	-0.37 IN GROUP 2
SA7	Effectiv	16.0	-0.28 IN GROUP 2
SA7	Service	9.2	-0.48 IN GROUP 2
S5	Promote	15.5	0.27 IN GROUP 2
PM2	Promote	8.2	0.74 IN GROUP 2
PM3	Refer	8.5	-0.35 IN GROUP 2
PM4	Effectiv	11.5	0.18 IN GROUP 2
PM4	Store	11.6	0.39 IN GROUP 2

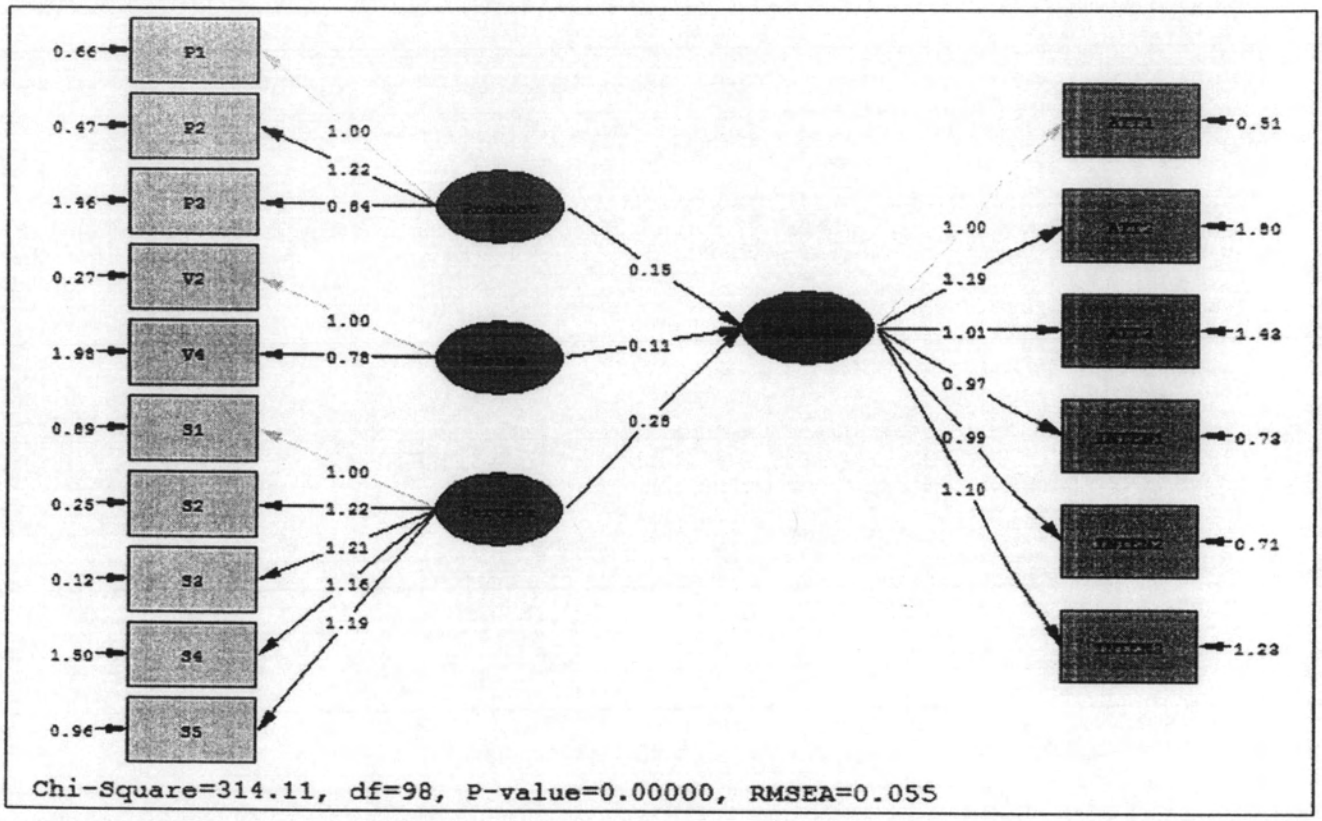
The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	35.7	4.76 IN GROUP 2
Store	Effectiv	16.4	0.45 IN GROUP 2
Refer	Effectiv	9.5	1.22 IN GROUP 2
Response	Response	10.4	0.56 IN GROUP 2
ATT1	ATT1	8.8	0.74 IN GROUP 2
ATT2	ATT1	23.3	-0.45 IN GROUP 2
INTEN1	ATT1	61.7	-0.50 IN GROUP 2
INTEN1	ATT2	123.9	1.21 IN GROUP 2
INTEN1	ATT3	43.6	-0.63 IN GROUP 2
INTEN1	INTEN1	85.8	1.43 IN GROUP 2
INTEN2	ATT1	14.7	0.23 IN GROUP 2
INTEN2	ATT3	10.9	0.30 IN GROUP 2
INTEN2	INTEN1	24.8	-0.35 IN GROUP 2
INTEN3	ATT3	9.5	0.34 IN GROUP 2
INTEN3	INTEN1	10.6	-0.28 IN GROUP 2
INTEN3	INTEN2	35.1	0.48 IN GROUP 2
INTEN3	INTEN3	26.4	0.56 IN GROUP 2
P2	P2	11.9	0.19 IN GROUP 2
P3	P2	16.6	0.36 IN GROUP 2
P3	P3	33.9	0.54 IN GROUP 2
V2	V2	9.7	0.12 IN GROUP 2
V4	V2	15.6	0.50 IN GROUP 2
V4	V4	18.5	0.98 IN GROUP 2
Q1	Q1	199.4	3.27 IN GROUP 2
Q2	V2	19.3	0.26 IN GROUP 2
Q2	Q1	188.9	-1.25 IN GROUP 2
Q2	Q2	54.1	1.28 IN GROUP 2
SA3	Q2	11.7	0.25 IN GROUP 2
SA5	SA5	10.0	0.84 IN GROUP 2
SA7	Q1	10.6	-0.40 IN GROUP 2
SA7	SA7	18.1	1.85 IN GROUP 2
S3	S2	19.3	0.10 IN GROUP 2
S3	S3	12.0	0.04 IN GROUP 2
S5	S5	26.8	1.45 IN GROUP 2
PM2	S5	19.1	-0.41 IN GROUP 2
PM3	S5	104.8	1.02 IN GROUP 2

PM3	PM3	62.5	1.94 IN GROUP 2
PM4	Q2	21.5	0.32 IN GROUP 2
PM4	PM3	9.4	-0.34 IN GROUP 2
PM5	PM4	24.3	0.56 IN GROUP 2
PM5	PM5	17.3	0.89 IN GROUP 2
PM7	PM3	10.2	-0.48 IN GROUP 2
PM7	PM7	17.2	3.00 IN GROUP 2
R3	PM7	8.4	-0.61 IN GROUP 2

Time used: 0.875 Seconds

Reduced Form Structural Equation : Overall data




```
The following lines were read from file D:\Edu\01sep06\sem_all
reduced02.LS8:
RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

 Observed variables: OB1 P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model.cov.

 Sample size 738

 Latent Variables: Product Price Effective Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3 =Product

 V2=1*Price
 V4=Price
```

```
S1=1*Service
S2 S3 S4 S5=Service

ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

Response=Product Price Service

Path Diagram
Admissibility check=off
End of problem

Sample Size =   738
```

Effect of store attributes on attitude and intention to patronage

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.67					
ATT2	1.33	3.44				
ATT3	1.19	1.32	2.61			
INTEN1	1.15	1.53	1.08	1.83		
INTEN2	1.13	1.27	1.17	1.14	1.83	
INTEN3	1.28	1.55	1.36	1.10	1.31	2.63
P1	0.43	0.42	0.32	0.32	0.41	0.41
P2	0.57	0.50	0.46	0.41	0.48	0.71
P3	0.35	0.38	0.35	0.24	0.36	0.44
V2	0.48	0.56	0.39	0.40	0.37	0.46
V4	0.48	0.56	0.42	0.42	0.50	0.50
S1	0.53	0.54	0.51	0.39	0.42	0.55
S2	0.48	0.53	0.48	0.35	0.39	0.53
S3	0.44	0.51	0.48	0.35	0.39	0.53
S4	0.41	0.47	0.38	0.34	0.34	0.50
S5	0.49	0.82	0.49	0.41	0.45	0.60

Covariance Matrix

	P1	P2	P3	V2	V4	S1
P1	1.97					
P2	1.60	2.42				
P3	1.06	1.36	2.40			
V2	0.71	0.78	0.61	1.72		
V4	0.46	0.59	0.54	1.13	2.87	
S1	0.68	0.82	0.64	1.01	0.69	1.67
S2	0.63	0.71	0.55	0.79	0.61	0.90
S3	0.63	0.67	0.55	0.74	0.57	0.94
S4	0.61	0.66	0.52	0.86	0.65	0.91
S5	0.56	0.64	0.57	0.77	0.60	0.93

Covariance Matrix

	S2	S3	S4	S5
S2	1.40			
S3	1.16	1.27		
S4	1.08	1.09	2.56	
S5	1.10	1.13	1.20	2.06

Effect of store attributes on attitude and intention to patronage

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.51 , R^2 = 0.70
(0.037)
13.90

ATT2 = 1.19*Response, Errorvar.= 1.80 , R^2 = 0.48
(0.059) (0.11)
20.23 17.09

ATT3 = 1.01*Response, Errorvar.= 1.43 , R^2 = 0.45
(0.052) (0.083)
19.52 17.30

INTEN1 = 0.97*Response, Errorvar.= 0.73 , R^2 = 0.60
(0.041) (0.047)
23.50 15.71

INTEN2 = 0.99*Response, Errorvar.= 0.71 , R^2 = 0.62
(0.041) (0.046)
23.87 15.49

INTEN3 = 1.10*Response, Errorvar.= 1.23 , R^2 = 0.53
(0.051) (0.074)
21.70 16.57

P1 = 1.00*Product, Errorvar.= 0.66 , R^2 = 0.67
(0.056)
11.81

P2 = 1.22*Product, Errorvar.= 0.47 , R^2 = 0.80
(0.054) (0.069)
22.58 6.85

P3 = 0.84*Product, Errorvar.= 1.46 , R^2 = 0.39
(0.049) (0.085)
17.12 17.33

V2 = 1.00*Price, Errorvar.= 0.27 , R^2 = 0.84
(0.11)
2.53

V4 = 0.78*Price, Errorvar.= 1.98 , R^2 = 0.31
(0.071) (0.12)
11.10 16.20

S1 = 1.00*Service, Errorvar.= 0.89 , R^2 = 0.47
(0.049)
18.21

S2 = 1.22*Service, Errorvar.= 0.25 , R^2 = 0.82
(0.054) (0.019)
22.49 12.75

S3 = 1.21*Service, Errorvar.= 0.12 , R^2 = 0.90
(0.052) (0.015)
23.21 7.91

S4 = 1.16*Service, Errorvar.= 1.50 , R^2 = 0.41
(0.071) (0.082)
16.42 18.41

S5 = 1.19*Service, Errorvar.= 0.96 , R^2 = 0.54
(0.064) (0.053)
18.55 17.87

Structural Equations

Response = 0.15*Product + 0.11*Price + 0.28*Service, Errorvar.= 0.95 , R^2 = 0.18
(0.045) (0.050) (0.064) (0.072)
3.27 2.24 4.34 13.11

Covariance Matrix of Independent Variables

	Product	Price	Service
Product	1.31		
	(0.11)		
	12.34		
Price	0.67	1.45	
	(0.07)	(0.14)	
	9.96	10.46	
Service	0.49	0.65	0.78
	(0.05)	(0.06)	(0.08)
	9.64	11.52	10.36

Covariance Matrix of Latent Variables

	Response	Product	Price	Service
Response	1.16			
Product	0.41	1.31		
Price	0.44	0.67	1.45	
Service	0.36	0.49	0.65	0.78

Goodness of Fit Statistics

Degrees of Freedom = 98
Minimum Fit Function Chi-Square = 331.63 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 314.11 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 216.11
90 Percent Confidence Interval for NCP = (166.31 ; 273.53)

Minimum Fit Function Value = 0.45
Population Discrepancy Function Value (F0) = 0.29
90 Percent Confidence Interval for F0 = (0.23 ; 0.37)
Root Mean Square Error of Approximation (RMSEA) = 0.055

90 Percent Confidence Interval for RMSEA = (0.048 ; 0.062)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.12

Expected Cross-Validation Index (ECVI) = 0.53
90 Percent Confidence Interval for ECVI = (0.46 ; 0.61)
ECVI for Saturated Model = 0.37
ECVI for Independence Model = 16.66

Chi-Square for Independence Model with 120 Degrees of Freedom = 12245.53

Independence AIC = 12277.53
Model AIC = 390.11
Saturated AIC = 272.00
Independence CAIC = 12367.19
Model CAIC = 603.06
Saturated CAIC = 1034.14

Normed Fit Index (NFI) = 0.97
Non-Normed Fit Index (NNFI) = 0.98
Parsimony Normed Fit Index (PNFI) = 0.79
Comparative Fit Index (CFI) = 0.98
Incremental Fit Index (IFI) = 0.98
Relative Fit Index (RFI) = 0.97

Critical N (CN) = 297.64

Root Mean Square Residual (RMR) = 0.082
Standardized RMR = 0.039
Goodness of Fit Index (GFI) = 0.95
Adjusted Goodness of Fit Index (AGFI) = 0.93
Parsimony Goodness of Fit Index (PGFI) = 0.68

The Modification Indices Suggest to Add the

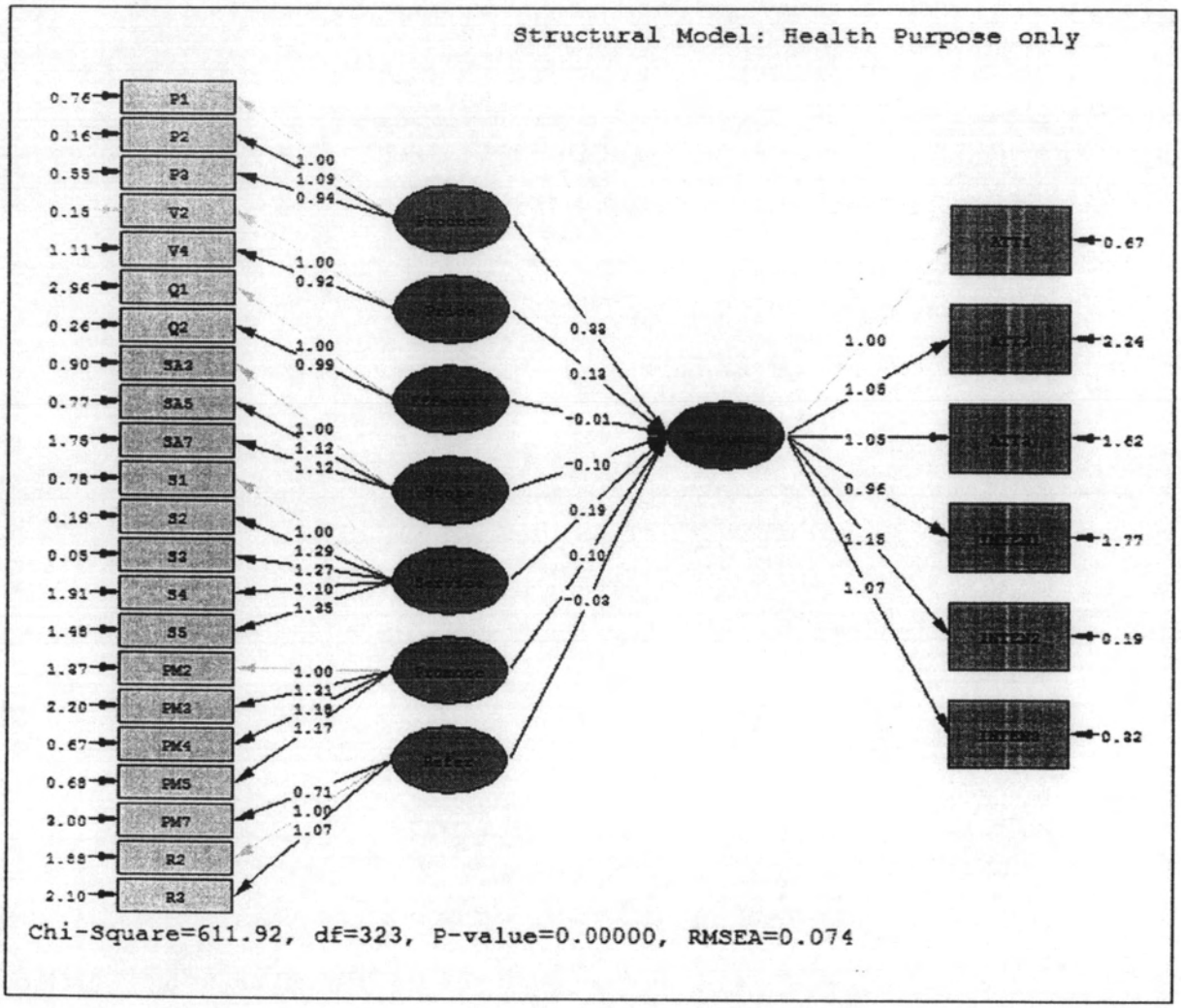
Path to	from	Decrease in Chi-Square	New Estimate
S1	Product	31.9	0.22
S1	Price	103.5	0.44
S3	Price	33.8	-0.14

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
INTEN1	ATT2	29.3	0.28
INTEN3	INTEN1	27.4	-0.23
P1	INTEN3	9.1	-0.12
P2	INTEN3	14.1	0.16
S1	V2	73.2	0.30
S2	S1	12.2	-0.08
S3	V2	21.0	-0.09
S3	S2	42.1	0.16
S5	ATT2	24.3	0.26
S5	S4	8.7	0.14

Time used: 0.063 Seconds

Structural Equation Model: Health purpose only: Full Model



Structural Equation Model: Health purpose only: Full Model

```
RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_health.cov.

 Sample size 164
```

```
 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response
 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA3=1*Store
 SA5 SA7=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Set the error of V2 to 0.15

 Path Diagram
 Admissibility check=off
 End of problem

 Sample Size =   164

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR
```

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.50					
ATT2	0.90	3.15				
ATT3	0.93	0.85	2.54			
INTEN1	0.86	2.32	0.65	2.53		
INTEN2	0.95	0.94	0.99	0.84	1.30	
INTEN3	0.84	0.83	0.98	0.78	1.06	1.27
P1	0.60	0.35	0.51	0.48	0.55	0.39
P2	0.61	0.39	0.56	0.48	0.52	0.39
P3	0.41	0.27	0.43	0.30	0.43	0.34
V2	0.74	0.52	0.43	0.51	0.44	0.36
V4	0.79	0.76	0.34	0.56	0.48	0.35
Q1	0.37	0.17	0.26	0.23	0.17	0.33
Q2	0.51	0.25	0.45	0.31	0.32	0.29
SA3	0.56	0.20	0.53	0.36	0.38	0.38
SA5	0.39	0.13	0.56	0.04	0.18	0.09
SA7	0.62	0.23	0.38	0.08	0.23	0.10
S1	0.54	0.26	0.55	0.32	0.35	0.32
S2	0.58	0.43	0.49	0.40	0.45	0.38
S3	0.54	0.42	0.51	0.38	0.42	0.35
S4	0.42	0.25	0.33	0.26	0.30	0.22
S5	0.59	0.60	0.44	0.44	0.49	0.26
PM2	0.55	0.34	0.35	0.10	0.17	0.10
PM3	0.88	0.66	0.45	0.43	0.46	0.20
PM4	0.61	0.44	0.54	0.30	0.38	0.33
PM5	0.59	0.40	0.40	0.26	0.34	0.23
PM7	0.12	-0.12	0.12	0.00	0.07	-0.06

R2	0.31	0.43	0.01	0.05	0.22	0.11
R3	0.27	0.35	0.18	-0.01	0.18	0.16

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.66					
P2	0.98	1.23				
P3	0.82	0.93	1.35			
V2	0.54	0.52	0.40	1.47		
V4	0.59	0.51	0.56	1.23	2.24	
Q1	-0.06	0.07	0.04	0.94	0.43	4.69
Q2	0.29	0.40	0.30	0.97	0.59	1.71
SA3	0.51	0.54	0.61	0.61	0.55	0.53
SA5	0.41	0.49	0.49	0.44	0.27	0.55
SA7	0.30	0.50	0.32	0.52	0.17	0.37
S1	0.46	0.50	0.32	0.70	0.64	0.59
S2	0.44	0.45	0.45	0.80	0.81	0.83
S3	0.46	0.45	0.46	0.74	0.73	0.65
S4	0.31	0.36	0.33	0.72	0.67	0.47
S5	0.46	0.38	0.58	0.78	0.88	0.92
PM2	0.28	0.34	0.32	0.53	0.87	0.70
PM3	0.55	0.53	0.52	0.68	1.04	0.91
PM4	0.30	0.48	0.44	0.54	0.54	1.08
PM5	0.38	0.50	0.51	0.58	0.76	0.73
PM7	0.02	0.29	0.31	0.42	0.19	1.68
R2	-0.14	0.08	0.13	0.69	0.69	1.43
R3	-0.03	0.03	0.14	0.51	0.43	1.79

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	1.95					
SA3	0.82	1.84				
SA5	0.71	1.03	1.96			
SA7	0.70	1.01	1.27	2.94		
S1	0.66	0.73	0.68	0.81	1.46	
S2	0.84	0.62	0.58	0.52	0.82	1.33
S3	0.73	0.59	0.58	0.54	0.88	1.12
S4	0.46	0.47	0.45	0.39	0.78	0.98
S5	0.73	0.66	0.78	0.55	0.80	1.19
PM2	0.55	0.57	0.81	0.90	0.88	0.65
PM3	0.70	0.57	0.99	1.04	0.99	1.01
PM4	0.96	0.83	0.88	0.97	0.62	0.72
PM5	0.55	0.61	0.67	0.63	0.61	0.67
PM7	0.75	0.40	0.80	0.37	0.51	0.48
R2	0.47	0.11	0.16	0.40	0.46	0.62
R3	0.61	0.24	0.72	0.68	0.76	0.49

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.14					
S4	0.96	2.74				
S5	1.18	1.02	2.73			
PM2	0.66	0.56	0.77	2.32		
PM3	0.99	0.66	2.20	1.57	3.84	
PM4	0.61	0.35	0.86	0.97	1.39	2.00
PM5	0.58	0.64	0.76	1.14	1.35	1.40
PM7	0.36	0.51	0.57	0.72	0.65	0.91
R2	0.63	0.68	0.72	0.63	0.88	0.77
R3	0.56	0.36	0.86	0.95	1.34	0.82

Covariance Matrix

	PM5	PM7	R2	R3
PM5	1.98			
PM7	0.88	4.18		
R2	1.14	1.53	4.22	
R3	0.91	1.85	2.54	4.79

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 26

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.67 , R2 = 0.56
(0.083)
8.02

ATT2 = 1.05*Response, Errorvar.= 2.24 , R2 = 0.29
(0.15) (0.26)
6.78 8.71

ATT3 = 1.05*Response, Errorvar.= 1.62 , R2 = 0.36
(0.14) (0.19)
7.64 8.58

INTEN1 = 0.96*Response, Errorvar.= 1.77 , R2 = 0.30
(0.14) (0.20)
6.90 8.69

INTEN2 = 1.15*Response, Errorvar.= 0.19 , R2 = 0.85
(0.097) (0.044)
11.94 4.32

INTEN3 = 1.07*Response, Errorvar.= 0.32 , R2 = 0.75
(0.094) (0.050)
11.29 6.38

P1 = 1.00*Product, Errorvar.= 0.76 , R2 = 0.54
(0.100)
7.60

P2 = 1.09*Product, Errorvar.= 0.16 , R2 = 0.87
(0.10) (0.061)
10.77 2.57

P3 = 0.94*Product, Errorvar.= 0.55 , R2 = 0.59
(0.097) (0.077)
9.67 7.22

V2 = 1.00*Price, Errorvar.= 0.15, R2 = 0.90

V4 = 0.92*Price, Errorvar.= 1.11 , R2 = 0.50

```
      (0.080)                  (0.14)
       11.56                    8.19

 Q1 = 1.00*Effectiv, Errorvar.= 2.96 , R2 = 0.37
                               (0.39)
                                7.62

 Q2 = 0.99*Effectiv, Errorvar.= 0.26 , R2 = 0.87
      (0.15)                   (0.21)
       6.42                     1.27

SA3 = 1.00*Store, Errorvar.= 0.90 , R2 = 0.51
                             (0.14)
                              6.68

SA5 = 1.12*Store, Errorvar.= 0.77 , R2 = 0.61
      (0.14)                 (0.14)
       7.99                   5.57

SA7 = 1.12*Store, Errorvar.= 1.75 , R2 = 0.40
      (0.16)                 (0.23)
       6.95                   7.54

 S1 = 1.00*Service, Errorvar.= 0.78  , R2 = 0.47
                               (0.089)
                                8.76

 S2 = 1.29*Service, Errorvar.= 0.19  , R2 = 0.86
      (0.12)                   (0.031)
       10.99                    5.95

 S3 = 1.27*Service, Errorvar.= 0.047 , R2 = 0.96
      (0.11)                   (0.023)
       11.38                    2.11

 S4 = 1.10*Service, Errorvar.= 1.91 , R2 = 0.30
      (0.16)                   (0.21)
       6.79                     8.90

 S5 = 1.35*Service, Errorvar.= 1.48 , R2 = 0.46
      (0.16)                   (0.17)
       8.24                     8.77

PM2 = 1.00*Promote, Errorvar.= 1.37 , R2 = 0.41
                               (0.17)
                                8.04

PM3 = 1.31*Promote, Errorvar.= 2.20 , R2 = 0.43
      (0.19)                   (0.28)
       7.00                     7.97

PM4 = 1.18*Promote, Errorvar.= 0.67 , R2 = 0.66
      (0.14)                   (0.11)
       8.23                     6.13

PM5 = 1.17*Promote, Errorvar.= 0.68 , R2 = 0.66
      (0.14)                   (0.11)
       8.19                     6.24

PM7 = 0.71*Refer, Errorvar.= 3.00 , R2 = 0.28
      (0.13)                 (0.38)
```

5.62 7.93

R2 = 1.00*Refer, Errorvar.= 1.88 , R2 = 0.56
(0.36)
5.25

R3 = 1.07*Refer, Errorvar.= 2.10 , R2 = 0.56
(0.16) (0.41)
6.81 5.16

Structural Equations

Response = 0.33*Product + 0.13*Price - 0.0065*Effectiv - 0.10*Store +
0.19*Service + 0.10*Promote - 0.034*Refer,
r.= (0.10) (0.097) (0.083) (0.13) (0.12)
(0.14) (0.067)
3.22 1.35 -0.078 -0.77 1.55
0.75 -0.51

Errorvar.= 0.59 , R2 = 0.30
(0.11)
5.28

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	0.90					
	(0.17)					
	5.24					
Price	0.49	1.33				
	(0.11)	(0.16)				
	4.47	8.11				
Effectiv	0.33	0.94	1.73			
	(0.12)	(0.20)	(0.45)			
	2.63	4.64	3.82			
Store	0.44	0.46	0.68	0.94		
	(0.10)	(0.12)	(0.17)	(0.20)		
	4.16	3.96	3.92	4.71		
Service	0.34	0.60	0.59	0.43	0.68	
	(0.08)	(0.11)	(0.14)	(0.09)	(0.14)	
	4.21	5.68	4.15	4.55	4.92	
Promote	0.37	0.51	0.64	0.61	0.46	0.95
	(0.10)	(0.12)	(0.17)	(0.13)	(0.10)	(0.22)
	3.73	4.27	3.79	4.75	4.67	4.30
Refer	0.08	0.58	0.69	0.38	0.45	0.79
	(0.14)	(0.18)	(0.23)	(0.16)	(0.13)	(0.19)
	0.60	3.24	2.97	2.35	3.42	4.22

Covariance Matrix of Independent Variables

	Refer
Refer	2.34
	(0.51)
	4.59

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	0.83					
Product	0.41	0.90				
Price	0.43	0.49	1.33			
Effectiv	0.31	0.33	0.94	1.73		
Store	0.23	0.44	0.46	0.68	0.94	
Service	0.30	0.34	0.60	0.59	0.43	0.68
Promote	0.28	0.37	0.51	0.64	0.61	0.46
Refer	0.15	0.08	0.58	0.69	0.38	0.45

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	0.95	
Refer	0.79	2.34

Goodness of Fit Statistics

Degrees of Freedom = 323
Minimum Fit Function Chi-Square = 696.29 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 611.92 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 288.92
90 Percent Confidence Interval for NCP = (222.97 ; 362.67)

Minimum Fit Function Value = 4.27
Population Discrepancy Function Value (F0) = 1.77
90 Percent Confidence Interval for F0 = (1.37 ; 2.22)
Root Mean Square Error of Approximation (RMSEA) = 0.074
90 Percent Confidence Interval for RMSEA = (0.065 ; 0.083)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 4.77
90 Percent Confidence Interval for ECVI = (4.37 ; 5.22)
ECVI for Saturated Model = 4.98
ECVI for Independence Model = 37.87

Chi-Square for Independence Model with 378 Degrees of Freedom = 6116.72
Independence AIC = 6172.72
Model AIC = 777.92
Saturated AIC = 812.00
Independence CAIC = 6287.52
Model CAIC = 1118.21
Saturated CAIC = 2476.55

Normed Fit Index (NFI) = 0.89
Non-Normed Fit Index (NNFI) = 0.92
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.93
Incremental Fit Index (IFI) = 0.94
Relative Fit Index (RFI) = 0.87

Critical N (CN) = 91.14

Root Mean Square Residual (RMR) = 0.19
Standardized RMR = 0.074
Goodness of Fit Index (GFI) = 0.79
Adjusted Goodness of Fit Index (AGFI) = 0.73
Parsimony Goodness of Fit Index (PGFI) = 0.63

The Modification Indices Suggest to Add the

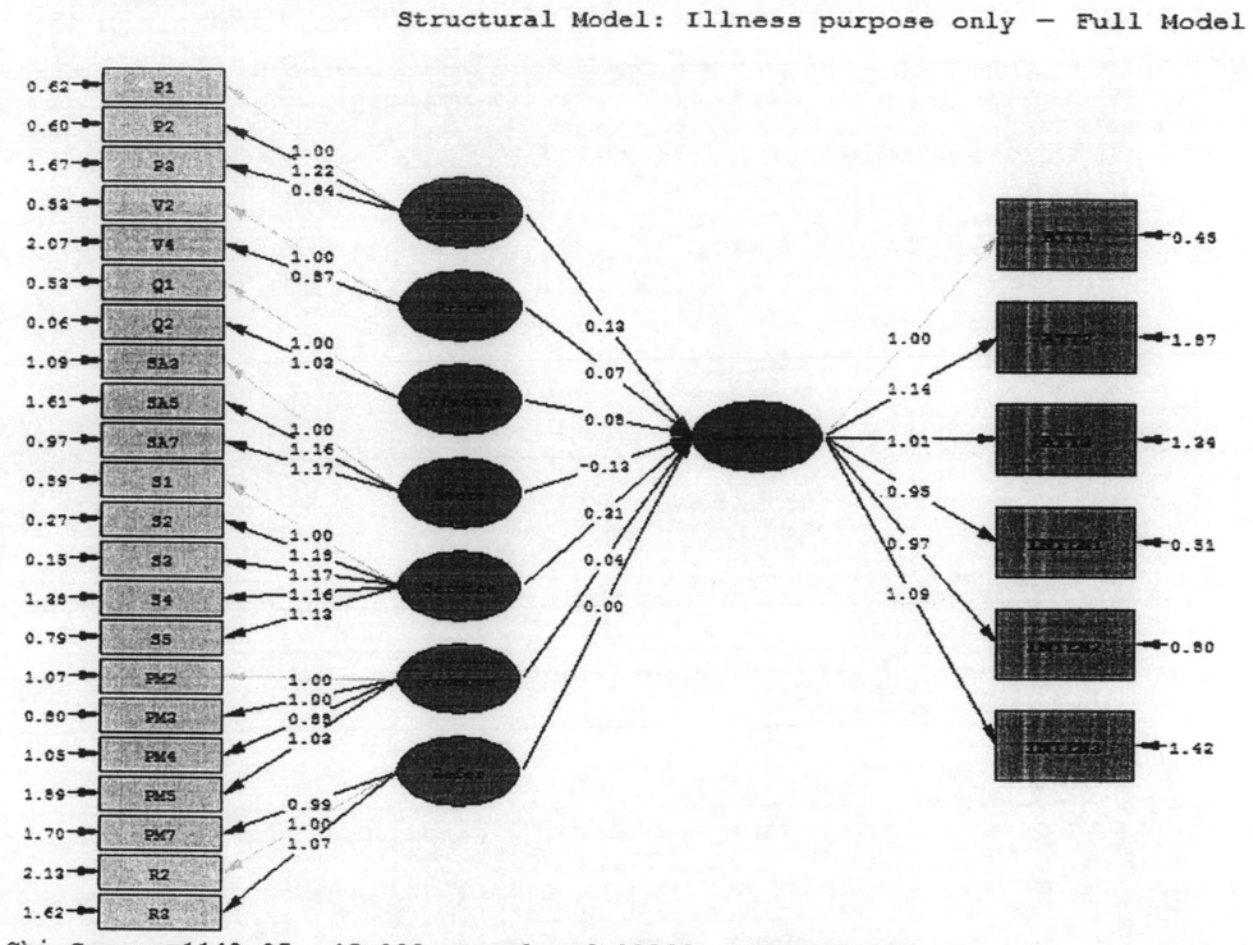
Path to	from	Decrease in Chi-Square	New Estimate
V2	Effectiv	10.3	0.34
V4	Effectiv	10.3	-0.31
Q1	Refer	23.5	0.60
Q2	Refer	23.5	-0.60
S1	Store	14.0	0.38
S3	Promote	8.1	-0.14
PM3	Service	8.3	0.57
PM4	Effectiv	12.5	0.29
PM5	Store	9.6	-0.46

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
INTEN1	ATT2	97.9	1.60
INTEN3	INTEN2	30.3	0.32
S2	S1	7.9	-0.11
PM2	V4	8.2	0.30
PM2	S1	8.4	0.25
PM3	S5	47.1	1.04
PM4	Q2	14.4	0.29
PM4	PM2	9.3	-0.33
PM5	PM4	9.4	0.34
R2	PM5	9.4	0.39

Time used: 0.344 Seconds

Structural Equation Model: Illness Purpose Only – Full Model



Structural Equation Model: Illness Purpose Only – Full Model

```
 The following lines were read from file D:\Edu\01sep06\sem_ill 02.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_ill.cov.

 Sample size 574
```

Latent Variables: Product Price Effectiv Store Service Promote Refer Response

Relationships:

P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA3=1*Store
SA5 SA7=Store
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

Response=Product Price Effectiv Store Service Promote Refer

Path Diagram
Admissibility check=off
End of problem

Sample Size = 574

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.71					
ATT2	1.45	3.52				
ATT3	1.26	1.46	2.63			
INTEN1	1.23	1.31	1.21	1.63		
INTEN2	1.18	1.36	1.23	1.23	1.98	
INTEN3	1.39	1.72	1.48	1.17	1.37	2.93
P1	0.38	0.44	0.27	0.27	0.38	0.41
P2	0.56	0.51	0.44	0.38	0.47	0.76
P3	0.32	0.39	0.33	0.22	0.34	0.43
V2	0.40	0.56	0.39	0.37	0.35	0.46
V4	0.39	0.48	0.44	0.38	0.50	0.49
Q1	0.47	0.50	0.48	0.35	0.37	0.50
Q2	0.48	0.56	0.48	0.40	0.38	0.54
SA3	0.31	0.38	0.29	0.21	0.23	0.39
SA5	0.41	0.33	0.44	0.15	0.14	0.63
SA7	0.41	0.48	0.44	0.24	0.26	0.51
S1	0.52	0.61	0.51	0.41	0.43	0.60
S2	0.45	0.56	0.48	0.34	0.37	0.57
S3	0.41	0.54	0.47	0.34	0.38	0.59
S4	0.42	0.55	0.39	0.37	0.35	0.60
S5	0.47	0.90	0.50	0.41	0.44	0.72
PM2	0.56	0.63	0.50	0.20	0.19	0.92
PM3	0.39	0.44	0.36	0.20	0.13	0.55
PM4	0.32	0.32	0.33	0.22	0.16	0.45
PM5	0.24	0.21	0.18	0.07	-0.02	0.40
PM7	0.22	0.18	0.12	-0.02	-0.01	0.44
R2	0.26	0.38	0.18	0.11	0.06	0.47

R3	0.32	0.42	0.28	0.18	0.12	0.58

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	2.06					
P2	1.78	2.74				
P3	1.12	1.47	2.68			
V2	0.76	0.84	0.66	1.78		
V4	0.42	0.59	0.51	1.09	3.01	
Q1	0.64	0.78	0.91	1.03	0.63	2.77
Q2	0.71	0.79	0.98	1.05	0.65	2.31
SA3	0.83	0.79	1.05	0.72	0.36	1.08
SA5	1.05	1.43	0.85	0.88	0.34	0.93
SA7	0.76	0.93	1.12	0.75	0.52	1.15
S1	0.74	0.91	0.73	1.10	0.69	0.97
S2	0.68	0.78	0.58	0.79	0.56	0.77
S3	0.68	0.73	0.58	0.74	0.53	0.72
S4	0.70	0.76	0.58	0.90	0.65	0.68
S5	0.59	0.73	0.58	0.78	0.54	0.74
PM2	0.51	0.74	0.54	0.71	1.25	0.77
PM3	0.34	0.35	0.33	0.72	1.46	0.71
PM4	0.26	0.37	0.38	0.54	1.20	0.71
PM5	0.17	0.25	0.28	0.42	1.29	0.47
PM7	0.25	0.21	0.18	0.28	0.82	0.39
R2	0.09	0.07	0.12	0.30	0.96	0.48
R3	0.33	0.29	0.22	0.53	1.17	0.67

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.44					
SA3	1.12	2.18				
SA5	1.00	1.06	3.07			
SA7	1.17	1.38	1.48	2.45		
S1	0.98	0.82	1.18	0.96	1.73	
S2	0.77	0.64	0.92	0.67	0.93	1.43
S3	0.71	0.60	0.95	0.67	0.96	1.18
S4	0.69	0.57	0.99	0.66	0.95	1.11
S5	0.70	0.57	0.92	0.65	0.97	1.08
PM2	0.85	0.62	0.90	0.85	0.81	0.72
PM3	0.78	0.66	0.67	0.73	0.76	0.59
PM4	0.74	0.58	0.95	0.82	0.59	0.47
PM5	0.59	0.48	0.91	0.78	0.50	0.42
PM7	0.44	0.27	0.85	0.56	0.25	0.35
R2	0.47	0.14	0.51	0.25	0.18	0.22
R3	0.71	0.33	0.89	0.69	0.61	0.55

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.30					
S4	1.13	2.50				
S5	1.11	1.25	1.86			
PM2	0.74	0.76	0.76	3.23		
PM3	0.59	0.56	0.56	2.29	2.95	
PM4	0.53	0.47	0.47	1.78	1.86	2.74
PM5	0.41	0.45	0.41	2.17	2.13	2.20
PM7	0.33	0.35	0.35	1.20	1.10	1.38
R2	0.18	0.64	0.38	1.05	0.95	1.28
R3	0.56	0.64	0.57	1.76	1.82	1.43

Covariance Matrix

	PM5	PM7	R2	R3
PM5	4.21			
PM7	1.70	3.59		
R2	1.51	2.21	4.04	
R3	1.77	1.88	1.96	3.82

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 21

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.45 , R2 = 0.74
(0.038)
11.84

ATT2 = 1.14*Response, Errorvar.= 1.87 , R2 = 0.47
(0.063) (0.12)
18.25 15.36

ATT3 = 1.01*Response, Errorvar.= 1.34 , R2 = 0.49
(0.054) (0.088)
18.89 15.20

INTEN1 = 0.95*Response, Errorvar.= 0.51 , R2 = 0.69
(0.039) (0.039)
24.22 12.87

INTEN2 = 0.97*Response, Errorvar.= 0.80 , R2 = 0.60
(0.045) (0.056)
21.75 14.24

INTEN3 = 1.09*Response, Errorvar.= 1.42 , R2 = 0.52
(0.056) (0.094)
19.53 15.02

P1 = 1.00*Product, Errorvar.= 0.62 , R2 = 0.70
(0.062)
10.11

P2 = 1.22*Product, Errorvar.= 0.60 , R2 = 0.78
(0.057) (0.081)
21.33 7.42

P3 = 0.84*Product, Errorvar.= 1.67 , R2 = 0.38
(0.056) (0.11)
15.06 15.43

V2 = 1.00*Price, Errorvar.= 0.53 , R2 = 0.71
(0.095)
5.53

```
V4 = 0.87*Price, Errorvar.= 2.07 , R2 = 0.31
     (0.078)                (0.14)
      11.14                  14.81

Q1 = 1.00*Effectiv, Errorvar.= 0.53  , R2 = 0.81
                               (0.067)
                                7.86

Q2 = 1.03*Effectiv, Errorvar.= 0.064 , R2 = 0.97
     (0.035)                (0.064)
      29.40                  1.00

SA3 = 1.00*Store, Errorvar.= 1.09  , R2 = 0.50
                             (0.081)
                              13.38

SA5 = 1.16*Store, Errorvar.= 1.61 , R2 = 0.47
     (0.081)                (0.12)
      14.30                  13.74

SA7 = 1.17*Store, Errorvar.= 0.97  , R2 = 0.61
     (0.074)                (0.085)
      15.70                  11.39

S1 = 1.00*Service, Errorvar.= 0.89  , R2 = 0.48
                              (0.056)
                               15.90

S2 = 1.18*Service, Errorvar.= 0.27  , R2 = 0.81
     (0.058)                (0.023)
      20.15                  11.66

S3 = 1.17*Service, Errorvar.= 0.15  , R2 = 0.88
     (0.056)                (0.018)
      20.84                  8.22

S4 = 1.16*Service, Errorvar.= 1.38  , R2 = 0.45
     (0.076)                (0.086)
      15.28                  16.04

S5 = 1.13*Service, Errorvar.= 0.79  , R2 = 0.58
     (0.066)                (0.051)
      17.21                  15.42

PM2 = 1.00*Promote, Errorvar.= 1.07  , R2 = 0.67
                               (0.084)
                                12.68

PM3 = 1.00*Promote, Errorvar.= 0.80  , R2 = 0.73
     (0.043)                (0.070)
      22.91                  11.31

PM4 = 0.88*Promote, Errorvar.= 1.05  , R2 = 0.62
     (0.043)                (0.077)
      20.63                  13.61

PM5 = 1.03*Promote, Errorvar.= 1.89 , R2 = 0.55
     (0.054)                (0.13)
      19.19                  14.42

PM7 = 0.99*Refer, Errorvar.= 1.70 , R2 = 0.53
```

(0.072) (0.14)
13.86 12.09

R2 = 1.00*Refer, Errorvar.= 2.13 , R2 = 0.47
(0.16)
13.04

R3 = 1.07*Refer, Errorvar.= 1.62 , R2 = 0.58
(0.075) (0.15)
14.19 11.01

Structural Equations

Response = 0.13*Product + 0.074*Price + 0.079*Effectiv - 0.13*Store +
0.31*Service + 0.038*Promote + 0.0021*Refer,
var.= (0.065) (0.088) (0.048) (0.10)
(0.084) (0.061) (0.060)
2.04 0.84 1.64 -1.30 3.73
0.63 0.035

Errorvar.= 1.05 , R2 = 0.17
(0.087)
12.18

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.44					
	(0.13)					
	11.41					
Price	0.70	1.26				
	(0.08)	(0.13)				
	8.78	9.32				
Effectiv	0.70	0.97	2.24			
	(0.09)	(0.10)	(0.17)			
	7.63	9.95	13.08			
Store	0.79	0.66	0.97	1.09		
	(0.08)	(0.08)	(0.10)	(0.12)		
	9.61	8.67	9.83	8.91		
Service	0.56	0.66	0.63	0.57	0.84	
	(0.06)	(0.07)	(0.07)	(0.06)	(0.09)	
	8.89	10.08	8.54	9.12	9.33	
Promote	0.37	0.79	0.75	0.68	0.52	2.17
	(0.09)	(0.09)	(0.11)	(0.09)	(0.07)	(0.19)
	4.29	8.36	6.91	7.65	7.34	11.48
Refer	0.19	0.49	0.52	0.44	0.33	1.41
	(0.09)	(0.09)	(0.11)	(0.08)	(0.07)	(0.14)
	2.22	5.38	4.93	5.20	4.97	9.99

Covariance Matrix of Independent Variables

	Refer
Refer	1.91
	(0.23)
	8.38

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.26					
Product	0.38	1.44				
Price	0.41	0.70	1.26			
Effectiv	0.44	0.70	0.97	2.24		
Store	0.29	0.79	0.66	0.97	1.09	
Service	0.38	0.56	0.66	0.63	0.57	0.84
Promote	0.33	0.37	0.79	0.75	0.68	0.52
Refer	0.21	0.19	0.49	0.52	0.44	0.33

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	2.17	
Refer	1.41	1.91

Goodness of Fit Statistics

Degrees of Freedom = 322
Minimum Fit Function Chi-Square = 1163.04 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 1149.85 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 827.85
90 Percent Confidence Interval for NCP = (728.14 ; 935.11)

Minimum Fit Function Value = 2.03
Population Discrepancy Function Value (F0) = 1.44
90 Percent Confidence Interval for F0 = (1.27 ; 1.63)
Root Mean Square Error of Approximation (RMSEA) = 0.067
90 Percent Confidence Interval for RMSEA = (0.063 ; 0.071)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.30
90 Percent Confidence Interval for ECVI = (2.13 ; 2.49)
ECVI for Saturated Model = 1.42
ECVI for Independence Model = 38.32

Chi-Square for Independence Model with 378 Degrees of Freedom = 21900.23

Independence AIC = 21956.23
Model AIC = 1317.85
Saturated AIC = 812.00
Independence CAIC = 22106.10
Model CAIC = 1767.47
Saturated CAIC = 2985.17

Normed Fit Index (NFI) = 0.95
Non-Normed Fit Index (NNFI) = 0.95
Parsimony Normed Fit Index (PNFI) = 0.81
Comparative Fit Index (CFI) = 0.96
Incremental Fit Index (IFI) = 0.96
Relative Fit Index (RFI) = 0.94

Critical N (CN) = 190.17

Root Mean Square Residual (RMR) = 0.16
Standardized RMR = 0.059
Goodness of Fit Index (GFI) = 0.87
Adjusted Goodness of Fit Index (AGFI) = 0.84
Parsimony Goodness of Fit Index (PGFI) = 0.69

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P2	Store	11.3	-0.29
P3	Effectiv	26.6	0.22
P3	Store	33.1	0.50
V2	Product	9.3	0.29
V2	Effectiv	15.5	0.32
V2	Store	17.2	0.58
V2	Service	11.5	0.56
V2	Promote	94.7	-0.69
V2	Refer	63.1	-0.55
V4	Product	9.3	-0.25
V4	Effectiv	15.5	-0.27
V4	Store	17.2	-0.50
V4	Service	11.5	-0.49
V4	Promote	94.7	0.60
V4	Refer	63.1	0.48
SA3	Effectiv	9.5	0.16
SA3	Refer	10.5	-0.15
SA5	Product	22.9	0.39
SA5	Effectiv	10.7	-0.20
SA5	Service	28.1	0.52
SA5	Refer	10.5	0.18
SA7	Product	14.9	-0.29
SA7	Service	12.3	-0.32
S1	Product	28.5	0.23
S1	Price	105.8	0.62
S1	Effectiv	42.1	0.20
S1	Store	73.9	0.50
S1	Promote	14.0	0.12
S3	Price	28.4	-0.19
S3	Effectiv	9.1	-0.06
PM2	Product	19.4	0.20
PM2	Service	14.8	0.24
PM5	Product	8.9	-0.17
PM5	Price	19.6	-0.33
PM5	Effectiv	8.7	-0.13
PM5	Service	15.8	-0.31
PM5	Refer	8.8	0.25
R2	Store	11.2	-0.27
R2	Service	8.2	-0.24
R2	Promote	23.5	-0.45
R3	Price	12.4	0.27
R3	Service	13.6	0.31
R3	Promote	45.7	0.66

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
INTEN1	ATT1	8.0	0.10
INTEN2	ATT1	8.6	-0.11
INTEN2	INTEN1	13.4	0.13
INTEN3	INTEN1	23.6	-0.22
P2	INTEN3	10.8	0.18
P2	P1	18.8	0.56
P3	P1	10.2	-0.22

SA3	P2	24.2	-0.25
SA3	P3	17.7	0.27
SA5	P2	37.1	0.37
SA5	P3	21.3	-0.36
SA5	V4	11.2	-0.29
SA5	SA3	24.7	-0.39
SA7	P3	19.0	0.28
SA7	SA3	19.5	0.34
S1	V2	54.9	0.30
S2	S1	11.5	-0.09
S3	V2	12.7	-0.08
S3	S2	56.7	0.20
S5	ATT2	28.2	0.29
S5	S4	13.5	0.17
PM2	INTEN1	17.1	-0.16
PM2	INTEN3	22.3	0.29
PM2	P2	14.6	0.19
PM3	V4	14.5	0.25
PM3	SA3	8.5	0.15
PM3	SA5	15.0	-0.24
PM3	PM2	38.3	0.44
PM4	PM2	21.4	-0.31
PM5	PM3	9.8	-0.25
PM5	PM4	24.6	0.38
PM7	SA5	8.1	0.24
PM7	PM3	20.4	-0.30
PM7	PM4	10.2	0.22
PM7	PM5	11.9	0.32
R2	S3	9.3	-0.11
R2	S4	23.4	0.39
R2	PM3	22.9	-0.35
R2	PM4	8.8	0.23
R2	PM7	46.4	0.95
R3	PM3	31.4	0.38
R3	PM4	11.7	-0.24
R3	PM7	23.0	-0.73

Time used: 0.344 Seconds

Structural Equation Model : Equal Sample Overall data

```
 The following lines were read from file D:\Edu\01sep06\sem_equal.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

 Observed variables: OB1 P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\mode_equal.cov.

 Sample size 328

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA3=1*Store
 SA5 SA7=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Path Diagram
 Admissibility check=off
 End of problem

 Sample Size =   328

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR

        Covariance Matrix
```

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.48					
ATT2	0.99	3.68				
ATT3	0.94	0.94	2.46			
INTEN1	0.86	1.55	0.74	1.85		
INTEN2	0.80	0.75	0.78	0.76	1.86	
INTEN3	0.99	1.21	1.13	0.67	0.88	2.22
P1	0.59	0.40	0.49	0.39	0.53	0.53

P2	0.74	0.51	0.65	0.35	0.60	1.09
P3	0.42	0.33	0.37	0.22	0.35	0.47
V2	0.66	0.61	0.44	0.42	0.36	0.47
V4	0.70	0.64	0.42	0.47	0.60	0.50
Q1	0.49	0.33	0.43	0.28	0.15	0.36
Q2	0.52	0.39	0.46	0.29	0.21	0.40
SA3	0.39	0.21	0.40	0.25	0.19	0.39
SA5	0.60	0.49	0.78	0.13	0.13	0.79
SA7	0.46	0.22	0.41	0.08	0.08	0.22
S1	0.47	0.48	0.53	0.26	0.31	0.49
S2	0.57	0.47	0.54	0.34	0.37	0.53
S3	0.50	0.44	0.52	0.30	0.34	0.55
S4	0.48	0.41	0.43	0.25	0.28	0.48
S5	0.45	0.54	0.40	0.28	0.31	0.42
PM2	0.71	0.69	0.52	0.08	0.01	0.98
PM3	0.69	0.65	0.39	0.27	0.18	0.45
PM4	0.55	0.48	0.47	0.26	0.17	0.56
PM5	0.45	0.30	0.16	0.13	-0.03	0.39
PM7	0.26	0.11	0.21	0.04	-0.01	0.26
R2	0.42	0.45	0.09	0.04	-0.01	0.32
R3	0.36	0.41	0.24	0.09	0.01	0.36

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	2.39					
P2	2.07	3.49				
P3	1.15	1.63	2.21			
V2	0.88	0.98	0.63	1.72		
V4	0.50	0.70	0.57	1.17	2.24	
Q1	0.54	0.73	0.98	1.13	0.45	4.22
Q2	0.79	0.95	1.20	1.14	0.50	2.47
SA3	0.94	0.98	1.36	0.79	0.35	1.36
SA5	1.40	1.96	0.89	0.97	0.32	1.05
SA7	0.78	1.16	1.29	0.80	0.21	1.38
S1	0.79	0.96	0.59	0.98	0.56	0.87
S2	0.70	0.84	0.56	0.85	0.64	0.85
S3	0.68	0.73	0.51	0.77	0.52	0.74
S4	0.49	0.65	0.42	0.83	0.60	0.68
S5	0.49	0.62	0.47	0.82	0.66	0.91
PM2	0.44	1.08	0.64	0.86	1.04	0.91
PM3	0.42	0.57	0.55	0.84	1.07	0.94
PM4	0.38	0.64	0.56	0.62	0.65	0.87
PM5	0.25	0.54	0.53	0.55	0.79	0.56
PM7	0.20	0.43	0.30	0.41	0.25	0.99
R2	0.00	0.11	0.18	0.52	0.56	0.93
R3	0.06	0.19	0.13	0.51	0.60	1.17

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	2.64					
SA3	1.56	2.66				
SA5	1.19	1.36	3.21			
SA7	1.58	1.80	1.70	3.14		
S1	0.95	0.92	1.17	0.98	1.74	
S2	0.84	0.71	1.10	0.74	0.95	1.53
S3	0.80	0.66	1.01	0.70	1.02	1.26
S4	0.63	0.61	0.98	0.65	0.92	1.13
S5	0.72	0.56	1.01	0.63	0.94	1.17
PM2	0.84	0.72	1.34	1.07	1.02	0.81
PM3	0.80	0.73	0.90	0.94	0.95	0.84
PM4	0.89	0.82	0.89	0.96	0.59	0.71
PM5	0.58	0.57	0.71	0.74	0.47	0.56

PM7	0.54	0.32	0.75	0.47	0.39	0.53
R2	0.43	0.04	0.14	0.25	0.26	0.42
R3	0.57	0.10	0.63	0.53	0.67	0.47

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.35					
S4	1.11	2.18				
S5	1.14	1.18	2.21			
PM2	0.83	0.84	0.94	3.23		
PM3	0.81	0.69	1.45	2.05	3.38	
PM4	0.63	0.46	0.61	1.40	1.55	2.13
PM5	0.46	0.51	0.53	1.70	1.67	1.56
PM7	0.49	0.55	0.51	1.07	0.81	0.89
R2	0.44	0.48	0.53	0.99	0.97	0.87
R3	0.56	0.49	0.73	1.42	1.53	1.06

Covariance Matrix

	PM5	PM7	R2	R3
PM5	3.43			
PM7	1.18	3.39		
R2	1.19	1.26	3.40	
R3	1.30	1.60	2.22	4.39

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 22

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.52 , R2 = 0.65
(0.062)
8.34

ATT2 = 1.15*Response, Errorvar.= 2.40 , R2 = 0.35
(0.11) (0.21)
10.27 11.52

ATT3 = 0.97*Response, Errorvar.= 1.56 , R2 = 0.37
(0.092) (0.14)
10.55 11.41

INTEN1 = 0.88*Response, Errorvar.= 1.11 , R2 = 0.40
(0.079) (0.099)
11.07 11.20

INTEN2 = 0.82*Response, Errorvar.= 1.20 , R2 = 0.35
(0.080) (0.10)
10.34 11.49

INTEN3 = 1.04*Response, Errorvar.= 1.18 , R2 = 0.47
(0.086) (0.11)
12.07 10.66

P1 = 1.00*Product, Errorvar.= 0.83 , R2 = 0.65
(0.096)
8.64

P2 = 1.30*Product, Errorvar.= 0.86 , R2 = 0.75
(0.084) (0.13)
15.56 6.40

P3 = 0.80*Product, Errorvar.= 1.20 , R2 = 0.46
(0.065) (0.11)
12.36 11.09

V2 = 1.00*Price, Errorvar.= 0.074, R2 = 0.96
(0.13)
0.58

V4 = 0.71*Price, Errorvar.= 1.40 , R2 = 0.37
(0.075) (0.13)
9.54 11.04

Q1 = 1.00*Effectiv, Errorvar.= 1.89 , R2 = 0.55
(0.19)
9.87

Q2 = 1.06*Effectiv, Errorvar.= 0.031, R2 = 0.99
(0.076) (0.14)
13.90 0.23

SA3 = 1.00*Store, Errorvar.= 1.14 , R2 = 0.57
(0.12)
9.78

SA5 = 1.02*Store, Errorvar.= 1.64 , R2 = 0.49
(0.084) (0.15)
12.03 10.67

SA7 = 1.09*Store, Errorvar.= 1.32 , R2 = 0.58
(0.084) (0.14)
13.07 9.70

S1 = 1.00*Service, Errorvar.= 0.92 , R2 = 0.47
(0.075)
12.15

S2 = 1.24*Service, Errorvar.= 0.25 , R2 = 0.84
(0.081) (0.029)
15.35 8.32

S3 = 1.22*Service, Errorvar.= 0.12 , R2 = 0.91
(0.077) (0.023)
15.79 5.38

S4 = 1.11*Service, Errorvar.= 1.16 , R2 = 0.47
(0.095) (0.095)
11.74 12.17

S5 = 1.14*Service, Errorvar.= 1.13 , R2 = 0.49
(0.095) (0.093)

```
          12.00                    12.11

PM2 = 1.00*Promote, Errorvar.= 1.33 , R2 = 0.59
                               (0.14)
                                9.74

PM3 = 1.02*Promote, Errorvar.= 1.40 , R2 = 0.58
      (0.077)                  (0.14)
       13.34                    9.76

PM4 = 0.81*Promote, Errorvar.= 0.88  , R2 = 0.58
      (0.061)                  (0.091)
       13.34                    9.76

PM5 = 0.90*Promote, Errorvar.= 1.88 , R2 = 0.45
      (0.077)                  (0.17)
       11.68                    11.04

PM7 = 0.75*Refer, Errorvar.= 2.40 , R2 = 0.29
      (0.091)                (0.21)
       8.24                   11.29

 R2 = 1.00*Refer, Errorvar.= 1.66 , R2 = 0.51
                            (0.19)
                             8.62

 R3 = 1.25*Refer, Errorvar.= 1.66 , R2 = 0.62
      (0.12)                (0.25)
       10.21                 6.61
```

Structural Equations

```
 Response = 0.29*Product + 0.11*Price + 0.052*Effectiv - 0.28*Store +
0.25*Service + 0.20*Promote - 0.067*Refer,
 .=        (0.082)         (0.065)       (0.066)          (0.13)        (0.089)
(0.086)       (0.074)
           3.55             1.75          0.80            -2.07          2.78
2.28         -0.91

            Errorvar.= 0.65  , R2 = 0.33
                      (0.089)
                       7.30
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.56					
	(0.19)					
	8.25					
Price	0.80	1.64				
	(0.11)	(0.18)				
	7.10	8.91				
Effectiv	0.81	1.07	2.34			
	(0.14)	(0.15)	(0.32)			
	5.79	7.27	7.32			

Store	1.04	0.80	1.34	1.52		
	(0.13)	(0.12)	(0.18)	(0.20)		
	7.76	6.93	7.50	7.52		
Service	0.52	0.67	0.64	0.63	0.83	
	(0.08)	(0.09)	(0.10)	(0.09)	(0.12)	
	6.16	7.77	6.07	6.87	6.99	
Promote	0.56	0.80	0.82	0.91	0.65	1.89
	(0.12)	(0.12)	(0.15)	(0.14)	(0.10)	(0.25)
	4.61	6.47	5.37	6.55	6.61	7.69
Refer	0.13	0.47	0.46	0.29	0.39	1.14
	(0.11)	(0.12)	(0.14)	(0.12)	(0.09)	(0.17)
	1.13	4.02	3.35	2.40	4.42	6.89

Covariance Matrix of Independent Variables

	Refer
Refer	1.75
	(0.27)
	6.41

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	0.96					
Product	0.53	1.56				
Price	0.55	0.80	1.64			
Effectiv	0.40	0.81	1.07	2.34		
Store	0.36	1.04	0.80	1.34	1.52	
Service	0.39	0.52	0.67	0.64	0.63	0.83
Promote	0.50	0.56	0.80	0.82	0.91	0.65
Refer	0.24	0.13	0.47	0.46	0.29	0.39

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.89	
Refer	1.14	1.75

Goodness of Fit Statistics

Degrees of Freedom = 322
Minimum Fit Function Chi-Square = 1002.21 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 962.04 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 640.04
90 Percent Confidence Interval for NCP = (550.71 ; 736.99)

Minimum Fit Function Value = 3.06
Population Discrepancy Function Value (F0) = 1.96
90 Percent Confidence Interval for F0 = (1.68 ; 2.25)
Root Mean Square Error of Approximation (RMSEA) = 0.078
90 Percent Confidence Interval for RMSEA = (0.072 ; 0.084)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 3.46
90 Percent Confidence Interval for ECVI = (3.18 ; 3.75)
ECVI for Saturated Model = 2.48
ECVI for Independence Model = 36.58

Chi-Square for Independence Model with 378 Degrees of Freedom = 11905.40

Independence AIC = 11961.40
Model AIC = 1130.04
Saturated AIC = 812.00
Independence CAIC = 12095.61
Model CAIC = 1532.65
Saturated CAIC = 2757.96

Normed Fit Index (NFI) = 0.92
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.78
Comparative Fit Index (CFI) = 0.94
Incremental Fit Index (IFI) = 0.94
Relative Fit Index (RFI) = 0.90

Critical N (CN) = 126.28

Root Mean Square Residual (RMR) = 0.18
Standardized RMR = 0.067
Goodness of Fit Index (GFI) = 0.83
Adjusted Goodness of Fit Index (AGFI) = 0.78
Parsimony Goodness of Fit Index (PGFI) = 0.66

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P2	Effectiv	11.6	-0.20
P2	Store	10.3	-0.36
P3	Effectiv	39.8	0.31
P3	Store	43.4	0.59
V2	Effectiv	22.1	0.47
V2	Store	18.6	0.60
V2	Promote	20.2	-0.44
V4	Effectiv	22.1	-0.33
V4	Store	18.6	-0.43
V4	Promote	20.2	0.32
Q1	Store	8.2	-0.53
Q1	Refer	20.1	0.31
Q2	Store	8.2	0.56
Q2	Refer	20.1	-0.33
SA3	Effectiv	10.0	0.26
SA5	Product	38.5	0.68
SA5	Effectiv	16.4	-0.36
SA5	Service	25.4	0.61
SA7	Product	14.1	-0.41
S1	Product	19.1	0.24
S1	Price	31.3	0.30
S1	Effectiv	14.4	0.15
S1	Store	32.9	0.35
S1	Promote	10.2	0.17
S3	Price	17.1	-0.13
S5	Promote	8.0	0.16
PM4	Effectiv	8.4	0.13
PM5	Service	10.8	-0.38

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
ATT2	ATT1	8.5	-0.26

INTEN1	ATT2	54.4	0.77
INTEN3	INTEN1	17.6	-0.33
P1	INTEN3	9.1	-0.21
P2	INTEN3	28.6	0.42
P2	P1	11.8	0.55
P3	P1	9.3	-0.27
V2	P1	8.4	0.15
V2	P3	10.2	-0.18
V4	INTEN2	7.9	0.21
Q2	P3	16.1	0.24
SA3	P2	31.8	-0.46
SA3	P3	32.9	0.44
SA5	P2	40.9	0.60
SA5	P3	46.4	-0.61
SA5	Q2	9.8	-0.24
SA5	SA3	12.9	-0.39
SA7	P1	11.2	-0.26
SA7	P3	11.0	0.28
SA7	SA3	11.3	0.38
S1	V2	19.8	0.21
S2	S1	18.0	-0.15
S3	S2	19.4	0.17
PM2	INTEN1	14.0	-0.30
PM2	INTEN2	10.4	-0.26
PM2	INTEN3	26.2	0.43
PM2	P2	17.6	0.36
PM2	SA5	12.2	0.35
PM3	INTEN3	9.5	-0.26
PM3	S5	58.8	0.61
PM4	S5	8.4	-0.18
PM4	PM2	12.1	-0.32
PM5	PM4	10.2	0.31

Time used: 0.328 Seconds

Two Groups SEM: Equal Sample - Free Estimation

```
 The following lines were read from file D:\Edu\01sep06\2groups_equal1.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR
 Group 1: Illness

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_ill_eq.cov.

 Sample size 164

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

 Relationships:

 P1=1*Product
 P2 P3=Product
 V2=1*Price
 V4=Price
 Q1=1*Effectiv
 Q2=Effectiv
 SA7=1*Store
 SA3 SA5=Store
 PM2=1*Promote
 PM3 PM4 PM5=Promote
 S1=1*Service
 S2 S3 S4 S5=Service
 R2=1*Refer
 R3 PM7=Refer
 ATT1=1*Response
 ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

 Response=Product Price Effectiv Store Service Promote Refer

 Set the error of V2 to 0.15
 Set the error of Q1 to 0.15

 Group 2: Health

 Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
 SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
 PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
 ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

 Covariance Matrix from file D:\Edu\01sep06\model_health_eq.cov.

 Sample size 164

 Latent Variables: Product Price Effectiv Store Service Promote Refer
Response
```

Relationships:

P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA7=1*Store
SA3 SA5=Store
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

Response=Product Price Effectiv Store Service Promote Refer

Path Diagram
Admissibility check=off
End of problem

Sample Size = 328

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.46					
ATT2	1.05	4.16				
ATT3	0.96	1.05	2.40			
INTEN1	0.85	0.77	0.83	1.18		
INTEN2	0.65	0.55	0.58	0.67	2.41	
INTEN3	1.09	1.48	1.30	0.52	0.64	2.98
P1	0.55	0.39	0.48	0.28	0.49	0.58
P2	0.83	0.50	0.76	0.19	0.62	1.59
P3	0.40	0.31	0.32	0.12	0.25	0.48
V2	0.57	0.67	0.46	0.32	0.28	0.52
V4	0.57	0.44	0.51	0.37	0.71	0.53
Q1	0.64	0.54	0.59	0.35	0.14	0.47
Q2	0.53	0.50	0.48	0.27	0.09	0.46
SA3	0.21	0.16	0.27	0.12	-0.02	0.30
SA5	0.81	0.85	1.00	0.22	0.07	1.49
SA7	0.30	0.21	0.44	0.08	-0.08	0.33
S1	0.40	0.69	0.51	0.20	0.26	0.63
S2	0.56	0.50	0.60	0.28	0.28	0.67
S3	0.45	0.46	0.53	0.22	0.27	0.75
S4	0.56	0.62	0.51	0.25	0.28	0.82
S5	0.33	0.53	0.35	0.13	0.15	0.66
PM2	0.83	0.95	0.71	0.02	-0.20	1.69
PM3	0.47	0.55	0.34	0.09	-0.14	0.55
PM4	0.45	0.42	0.41	0.19	-0.07	0.64
PM5	0.26	0.07	-0.05	-0.03	-0.46	0.31
PM7	0.40	0.34	0.31	0.08	-0.08	0.60
R2	0.52	0.44	0.18	0.03	-0.25	0.48
R3	0.46	0.48	0.30	0.18	-0.16	0.58

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	3.08					
P2	3.08	5.57				
P3	1.43	2.23	3.02			
V2	1.19	1.39	0.83	1.96		
V4	0.35	0.77	0.52	1.08	2.18	
Q1	1.19	1.46	1.96	1.34	0.52	3.77
Q2	1.26	1.47	2.07	1.30	0.39	3.26
SA3	1.32	1.34	2.07	0.94	0.09	2.24
SA5	2.39	3.43	1.30	1.52	0.36	1.56
SA7	1.28	1.82	2.26	1.08	0.25	2.41
S1	1.12	1.39	0.85	1.26	0.47	1.17
S2	0.96	1.21	0.65	0.90	0.46	0.89
S3	0.90	1.00	0.55	0.81	0.32	0.83
S4	0.72	1.02	0.57	0.96	0.58	0.86
S5	0.55	0.94	0.40	0.89	0.49	0.89
PM2	0.54	1.64	0.86	1.15	1.11	1.20
PM3	0.23	0.44	0.50	0.97	1.01	1.02
PM4	0.39	0.63	0.60	0.66	0.69	0.72
PM5	0.02	0.35	0.43	0.46	0.69	0.47
PM7	0.39	0.59	0.29	0.41	0.33	0.29
R2	0.12	0.09	0.19	0.34	0.41	0.45
R3	0.17	0.37	0.14	0.51	0.78	0.55

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	3.33					
SA3	2.29	3.45				
SA5	1.68	1.68	4.48			
SA7	2.46	2.60	2.14	3.36		
S1	1.24	1.11	1.66	1.15	2.03	
S2	0.84	0.80	1.62	0.96	1.08	1.73
S3	0.87	0.72	1.44	0.86	1.16	1.41
S4	0.82	0.79	1.51	0.92	1.07	1.30
S5	0.72	0.49	1.25	0.72	1.10	1.16
PM2	1.10	0.80	1.86	1.24	1.15	0.95
PM3	0.86	0.82	0.81	0.85	0.90	0.65
PM4	0.78	0.75	0.89	0.97	0.55	0.70
PM5	0.56	0.43	0.75	0.85	0.31	0.43
PM7	0.35	0.24	0.70	0.58	0.29	0.58
R2	0.38	-0.06	0.12	0.10	0.04	0.22
R3	0.54	-0.03	0.54	0.37	0.59	0.47

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.56					
S4	1.27	1.59				
S5	1.12	1.31	1.67			
PM2	1.00	1.20	1.18	4.01		
PM3	0.63	0.80	0.75	2.42	2.83	
PM4	0.66	0.65	0.42	1.72	1.61	2.16
PM5	0.35	0.47	0.37	2.08	1.81	1.56
PM7	0.62	0.59	0.45	1.44	0.99	0.89
R2	0.25	0.31	0.36	1.32	1.02	0.93
R3	0.55	0.62	0.60	1.91	1.75	1.33

Covariance Matrix

	PM5	PM7	R2	R3

PM5	4.64			
PM7	1.50	2.62		
R2	1.18	1.01	2.59	
R3	1.70	1.35	1.93	4.01

Group 2: Health

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.50					
ATT2	0.90	3.15				
ATT3	0.93	0.85	2.54			
INTEN1	0.86	2.32	0.65	2.53		
INTEN2	0.95	0.94	0.99	0.84	1.30	
INTEN3	0.84	0.83	0.98	0.78	1.06	1.27
P1	0.60	0.35	0.51	0.48	0.55	0.39
P2	0.61	0.39	0.56	0.48	0.52	0.39
P3	0.41	0.27	0.43	0.30	0.43	0.34
V2	0.74	0.52	0.43	0.51	0.44	0.36
V4	0.79	0.76	0.34	0.56	0.48	0.35
Q1	0.37	0.17	0.26	0.23	0.17	0.33
Q2	0.51	0.25	0.45	0.31	0.32	0.29
SA3	0.56	0.20	0.53	0.36	0.38	0.38
SA5	0.39	0.13	0.56	0.04	0.18	0.09
SA7	0.62	0.23	0.38	0.08	0.23	0.10
S1	0.54	0.26	0.55	0.32	0.35	0.32
S2	0.58	0.43	0.49	0.40	0.45	0.38
S3	0.54	0.42	0.51	0.38	0.42	0.35
S4	0.42	0.25	0.33	0.26	0.30	0.22
S5	0.59	0.60	0.44	0.44	0.49	0.26
PM2	0.55	0.34	0.35	0.10	0.17	0.10
PM3	0.88	0.66	0.45	0.43	0.46	0.20
PM4	0.61	0.44	0.54	0.30	0.38	0.33
PM5	0.59	0.40	0.40	0.26	0.34	0.23
PM7	0.12	-0.12	0.12	0.00	0.07	-0.06
R2	0.31	0.43	0.01	0.05	0.22	0.11
R3	0.27	0.35	0.18	-0.01	0.18	0.16

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.66					
P2	0.98	1.23				
P3	0.82	0.93	1.35			
V2	0.54	0.52	0.40	1.47		
V4	0.59	0.51	0.56	1.23	2.24	
Q1	-0.06	0.07	0.04	0.94	0.43	4.69
Q2	0.29	0.40	0.30	0.97	0.59	1.71
SA3	0.51	0.54	0.61	0.61	0.55	0.53
SA5	0.41	0.49	0.49	0.44	0.27	0.55
SA7	0.30	0.50	0.32	0.52	0.17	0.37
S1	0.46	0.50	0.32	0.70	0.64	0.59
S2	0.44	0.45	0.45	0.80	0.81	0.83
S3	0.46	0.45	0.46	0.74	0.73	0.65
S4	0.31	0.36	0.33	0.72	0.67	0.47
S5	0.46	0.38	0.58	0.78	0.88	0.92
PM2	0.28	0.34	0.32	0.53	0.87	0.70
PM3	0.55	0.53	0.52	0.68	1.04	0.91
PM4	0.30	0.48	0.44	0.54	0.54	1.08
PM5	0.38	0.50	0.51	0.58	0.76	0.73
PM7	0.02	0.29	0.31	0.42	0.19	1.68
R2	-0.14	0.08	0.13	0.69	0.69	1.43

R3	-0.03	0.03	0.14	0.51	0.43	1.79

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	1.95					
SA3	0.82	1.84				
SA5	0.71	1.03	1.96			
SA7	0.70	1.01	1.27	2.94		
S1	0.66	0.73	0.68	0.81	1.46	
S2	0.84	0.62	0.58	0.52	0.82	1.33
S3	0.73	0.59	0.58	0.54	0.88	1.12
S4	0.46	0.47	0.45	0.39	0.78	0.98
S5	0.73	0.66	0.78	0.55	0.80	1.19
PM2	0.55	0.57	0.81	0.90	0.88	0.65
PM3	0.70	0.57	0.99	1.04	0.99	1.01
PM4	0.96	0.83	0.88	0.97	0.62	0.72
PM5	0.55	0.61	0.67	0.63	0.61	0.67
PM7	0.75	0.40	0.80	0.37	0.51	0.48
R2	0.47	0.11	0.16	0.40	0.46	0.62
R3	0.61	0.24	0.72	0.68	0.76	0.49

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.14					
S4	0.96	2.74				
S5	1.18	1.02	2.73			
PM2	0.66	0.56	0.77	2.32		
PM3	0.99	0.66	2.20	1.57	3.84	
PM4	0.61	0.35	0.86	0.97	1.39	2.00
PM5	0.58	0.64	0.76	1.14	1.35	1.40
PM7	0.36	0.51	0.57	0.72	0.65	0.91
R2	0.63	0.68	0.72	0.63	0.88	0.77
R3	0.56	0.36	0.86	0.95	1.34	0.82

Covariance Matrix

	PM5	PM7	R2	R3
PM5	1.98			
PM7	0.88	4.18		
R2	1.14	1.53	4.22	
R3	0.91	1.85	2.54	4.79

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 29

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.57 , R2 = 0.60
(0.063)
9.09

ATT2 = 1.21*Response, Errorvar.= 2.34 , R2 = 0.35
(0.16) (0.20)

7.57 11.48

ATT3 = 1.05*Response, Errorvar.= 1.56 , R2 = 0.38
(0.13) (0.14)
7.91 11.44

INTEN1 = 0.68*Response, Errorvar.= 1.06 , R2 = 0.27
(0.10) (0.096)
6.55 11.09

INTEN2 = 0.72*Response, Errorvar.= 1.25 , R2 = 0.26
(0.11) (0.11)
6.42 11.68

INTEN3 = 1.39*Response, Errorvar.= 0.95 , R2 = 0.64
(0.13) (0.095)
10.92 10.02

P1 = 1.00*Product, Errorvar.= 1.03 , R2 = 0.57
(0.097)
10.60

P2 = 1.85*Product, Errorvar.= 0.21 , R2 = 0.96
(0.12) (0.079)
15.82 2.68

P3 = 0.80*Product, Errorvar.= 1.33 , R2 = 0.40
(0.092) (0.11)
8.73 11.93

V2 = 1.00*Price, Errorvar.= 0.15, R2 = 0.91

V4 = 0.61*Price, Errorvar.= 1.33 , R2 = 0.30
(0.077) (0.11)
7.95 12.04

Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.96

Q2 = 0.88*Effectiv, Errorvar.= 0.88 , R2 = 0.78
(0.039) (0.074)
22.37 11.89

SA3 = 0.96*Store, Errorvar.= 1.27 , R2 = 0.57
(0.094) (0.13)
10.22 10.11

SA5 = 1.11*Store, Errorvar.= 1.48 , R2 = 0.60
(0.10) (0.15)
10.56 9.96

SA7 = 1.00*Store, Errorvar.= 1.33 , R2 = 0.58
(0.15)
9.08

S1 = 1.00*Service, Errorvar.= 0.92 , R2 = 0.47
(0.076)
12.14

S2 = 1.28*Service, Errorvar.= 0.25 , R2 = 0.85

(0.097) (0.029)
13.27 8.43

S3 = 1.28*Service, Errorvar.= 0.12 , R2 = 0.92
(0.092) (0.022)
13.94 5.45

S4 = 1.14*Service, Errorvar.= 1.14 , R2 = 0.48
(0.12) (0.094)
9.39 12.14

S5 = 1.03*Service, Errorvar.= 1.08 , R2 = 0.45
(0.11) (0.090)
8.96 12.01

PM2 = 1.00*Promote, Errorvar.= 1.32 , R2 = 0.58
(0.14)
9.79

PM3 = 0.92*Promote, Errorvar.= 1.33 , R2 = 0.54
(0.093) (0.14)
9.96 9.47

PM4 = 0.78*Promote, Errorvar.= 0.91 , R2 = 0.55
(0.077) (0.091)
10.06 10.01

PM5 = 0.97*Promote, Errorvar.= 1.83 , R2 = 0.49
(0.10) (0.16)
9.36 11.08

PM7 = 0.67*Refer, Errorvar.= 2.34 , R2 = 0.25
(0.12) (0.21)
5.73 11.22

R2 = 1.00*Refer, Errorvar.= 1.71 , R2 = 0.50
(0.19)
9.03

R3 = 1.23*Refer, Errorvar.= 1.67 , R2 = 0.60
(0.14) (0.24)
8.71 6.88

Structural Equations

Response = 0.27*Product + 0.060*Price + 0.071*Effectiv - 0.24*Store +
0.31*Service + 0.12*Promote + 0.016*Refer,
r.= (0.090) (0.084) (0.051) (0.12) (0.12)
(0.12) (0.11)
2.95 0.71 1.38 -1.97 2.57
1.00 0.14

Errorvar.= 0.60 , R2 = 0.31
(0.082)
7.28

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.35					
	(0.18)					
	7.65					
Price	0.66	1.57				
	(0.10)	(0.13)				
	6.54	11.65				
Effectiv	0.48	1.14	4.08			
	(0.14)	(0.16)	(0.33)			
	3.35	7.05	12.31			
Store	0.93	0.87	1.38	1.82		
	(0.13)	(0.13)	(0.20)	(0.25)		
	7.07	6.87	6.91	7.39		
Service	0.45	0.67	0.67	0.71	0.82	
	(0.08)	(0.09)	(0.12)	(0.10)	(0.12)	
	5.86	7.75	5.63	6.94	6.96	
Promote	0.48	0.78	0.95	1.00	0.65	1.84
	(0.11)	(0.12)	(0.18)	(0.15)	(0.10)	(0.24)
	4.47	6.44	5.23	6.61	6.67	7.63
Refer	0.12	0.46	0.97	0.34	0.38	1.13
	(0.10)	(0.12)	(0.19)	(0.13)	(0.09)	(0.16)
	1.19	4.03	5.15	2.59	4.41	6.94

Covariance Matrix of Independent Variables

	Refer
Refer	1.70
	(0.27)
	6.37

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	0.86					
Product	0.40	1.35				
Price	0.45	0.66	1.57			
Effectiv	0.49	0.48	1.14	4.08		
Store	0.30	0.93	0.87	1.38	1.82	
Service	0.37	0.45	0.67	0.67	0.71	0.82
Promote	0.44	0.48	0.78	0.95	1.00	0.65
Refer	0.33	0.12	0.46	0.97	0.34	0.38

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.84	
Refer	1.13	1.70

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1250.73
Percentage Contribution to Chi-Square = 53.02

Root Mean Square Residual (RMR) = 0.38
Standardized RMR = 0.13
Goodness of Fit Index (GFI) = 0.64

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P1	Price	18.1	0.32 IN GROUP 1
P1	Store	16.8	0.32 IN GROUP 1
P1	Service	13.2	0.36 IN GROUP 1
P2	Price	19.4	-0.45 IN GROUP 1
P2	Effectiv	26.6	-0.29 IN GROUP 1
P2	Store	37.6	-0.70 IN GROUP 1
P2	Service	11.9	-0.47 IN GROUP 1
P3	Effectiv	54.5	0.35 IN GROUP 1
P3	Store	64.9	0.78 IN GROUP 1
V4	Store	12.4	-0.32 IN GROUP 1
V4	Promote	8.6	0.25 IN GROUP 1
Q2	Store	9.8	0.24 IN GROUP 1
SA3	Product	22.9	-0.58 IN GROUP 1
SA3	Effectiv	13.7	0.23 IN GROUP 1
SA3	Service	9.0	-0.46 IN GROUP 1
SA5	Product	65.1	1.08 IN GROUP 1
SA5	Price	13.0	0.42 IN GROUP 1
SA5	Effectiv	11.6	-0.24 IN GROUP 1
SA5	Service	32.4	0.96 IN GROUP 1
SA7	Effectiv	16.3	0.24 IN GROUP 1
S1	Product	13.0	0.26 IN GROUP 1
S1	Price	40.3	0.47 IN GROUP 1
S1	Effectiv	11.3	0.14 IN GROUP 1
S1	Store	23.9	0.35 IN GROUP 1
S3	Product	10.2	-0.13 IN GROUP 1
S3	Price	29.1	-0.24 IN GROUP 1
S3	Store	13.9	-0.16 IN GROUP 1
PM2	Product	16.6	0.39 IN GROUP 1
PM2	Price	9.2	0.29 IN GROUP 1
PM2	Store	8.2	0.27 IN GROUP 1
PM2	Service	8.6	0.39 IN GROUP 1
PM2	Promote	14.7	1.46 IN GROUP 1
PM5	Product	8.9	-0.33 IN GROUP 1
PM5	Price	15.5	-0.45 IN GROUP 1
PM5	Store	11.6	-0.41 IN GROUP 1
PM5	Service	19.9	-0.72 IN GROUP 1
PM7	Promote	8.8	0.44 IN GROUP 1

The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	11.7	3.30 IN GROUP 1
Store	Effectiv	28.0	1.87 IN GROUP 1
Service	Service	8.2	0.98 IN GROUP 1
Refer	Promote	10.0	1.36 IN GROUP 1
Refer	Refer	10.2	1.21 IN GROUP 1
ATT2	ATT2	10.5	2.99 IN GROUP 1
INTEN1	ATT1	25.5	0.38 IN GROUP 1
INTEN1	INTEN1	15.6	0.73 IN GROUP 1
INTEN2	INTEN1	7.9	0.27 IN GROUP 1
INTEN2	INTEN2	61.3	2.05 IN GROUP 1
INTEN3	ATT1	12.3	-0.30 IN GROUP 1
INTEN3	INTEN1	25.3	-0.51 IN GROUP 1
INTEN3	INTEN2	12.2	-0.38 IN GROUP 1
INTEN3	INTEN3	34.3	1.68 IN GROUP 1
P1	INTEN3	18.8	-0.40 IN GROUP 1
P1	P1	11.7	1.28 IN GROUP 1

P2	INTEN1	8.0	-0.29 IN GROUP 1
P2	INTEN3	34.2	0.65 IN GROUP 1
P2	P1	13.9	-0.42 IN GROUP 1
P2	P2	48.2	1.82 IN GROUP 1
P3	P2	44.3	-0.88 IN GROUP 1
P3	P3	47.0	2.04 IN GROUP 1
V2	P1	16.6	0.30 IN GROUP 1
V2	P2	9.6	-0.30 IN GROUP 1
V4	INTEN2	17.1	0.44 IN GROUP 1
V4	P1	10.6	-0.31 IN GROUP 1
Q1	Q1	19.0	-0.50 IN GROUP 1
Q2	P3	10.3	0.29 IN GROUP 1
Q2	Q1	23.8	0.39 IN GROUP 1
Q2	Q2	37.4	0.38 IN GROUP 1
SA3	P2	62.3	-0.98 IN GROUP 1
SA3	P3	71.5	0.97 IN GROUP 1
SA3	SA3	8.0	1.65 IN GROUP 1
SA5	INTEN3	14.0	0.47 IN GROUP 1
SA5	P2	47.8	0.94 IN GROUP 1
SA5	P3	93.6	-1.22 IN GROUP 1
SA5	SA3	54.0	-1.12 IN GROUP 1
SA5	SA5	21.6	2.25 IN GROUP 1
SA7	P2	12.4	-0.45 IN GROUP 1
SA7	P3	65.0	0.95 IN GROUP 1
SA7	SA3	46.9	0.97 IN GROUP 1
SA7	SA5	12.7	-0.56 IN GROUP 1
SA7	SA7	8.4	0.98 IN GROUP 1
S1	V2	29.7	0.38 IN GROUP 1
S2	INTEN3	9.2	-0.16 IN GROUP 1
S2	S1	12.8	-0.17 IN GROUP 1
S2	S2	10.6	0.34 IN GROUP 1
S3	S3	19.7	0.22 IN GROUP 1
S4	S4	63.9	0.39 IN GROUP 1
S5	S4	12.5	0.32 IN GROUP 1
S5	S5	16.3	0.73 IN GROUP 1
PM2	INTEN1	14.2	-0.40 IN GROUP 1
PM2	INTEN2	10.6	-0.38 IN GROUP 1
PM2	INTEN3	42.1	0.75 IN GROUP 1
PM2	P1	14.5	-0.40 IN GROUP 1
PM2	P2	21.2	0.58 IN GROUP 1
PM2	SA3	10.3	-0.41 IN GROUP 1
PM2	SA5	15.0	0.54 IN GROUP 1
PM2	S5	8.4	0.31 IN GROUP 1
PM3	PM2	9.2	0.42 IN GROUP 1
PM3	PM3	14.9	0.86 IN GROUP 1
PM5	PM5	44.8	3.01 IN GROUP 1
PM7	PM7	8.5	1.77 IN GROUP 1
R2	R2	13.4	1.05 IN GROUP 1

Group 2: Health

Number of Iterations = 29

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.57 , R2 = 0.64
(0.063)
9.09

ATT2 = 1.20*Response, Errorvar.= 2.34 , R2 = 0.38
(0.15) (0.20)

```
          8.07                          11.48

ATT3 = 0.95*Response, Errorvar.= 1.56 , R2 = 0.37
       (0.12)                        (0.14)
        7.90                          11.44

INTEN1 = 1.12*Response, Errorvar.= 1.06  , R2 = 0.54
       (0.11)                        (0.096)
        10.13                         11.09

INTEN2 = 0.89*Response, Errorvar.= 1.25 , R2 = 0.39
       (0.11)                        (0.11)
        8.18                          11.68

INTEN3 = 0.83*Response, Errorvar.= 0.95  , R2 = 0.42
       (0.097)                       (0.095)
        8.51                          10.02


   P1 = 1.00*Product, Errorvar.= 1.03  , R2 = 0.57
                                 (0.097)
                                  10.60

   P2 = 0.95*Product, Errorvar.= 0.21  , R2 = 0.85
       (0.078)                   (0.079)
        12.15                     2.68

   P3 = 0.78*Product, Errorvar.= 1.33 , R2 = 0.38
       (0.095)                   (0.11)
        8.23                      11.93

   V2 = 1.00*Price, Errorvar.= 0.15, R2 = 0.91

   V4 = 0.90*Price, Errorvar.= 1.33 , R2 = 0.49
       (0.078)                (0.11)
        11.53                  12.04

   Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.96

   Q2 = 0.39*Effectiv, Errorvar.= 0.88  , R2 = 0.42
       (0.037)                    (0.074)
        10.45                      11.89

  SA3 = 0.72*Store, Errorvar.= 1.27 , R2 = 0.43
       (0.088)                (0.13)
        8.24                   10.11

  SA5 = 0.77*Store, Errorvar.= 1.48 , R2 = 0.42
       (0.094)                (0.15)
        8.13                   9.96

  SA7 = 1.00*Store, Errorvar.= 1.33 , R2 = 0.58
                             (0.15)
                              9.08

   S1 = 1.00*Service, Errorvar.= 0.92  , R2 = 0.47
                                (0.076)
                                 12.14

   S2 = 1.20*Service, Errorvar.= 0.25  , R2 = 0.83
```

```
          (0.092)                    (0.029)
           13.05                      8.43

S3 = 1.16*Service, Errorvar.= 0.12  , R2 = 0.90
          (0.084)                    (0.022)
           13.72                      5.45

S4 = 1.09*Service, Errorvar.= 1.14  , R2 = 0.46
          (0.12)                     (0.094)
           9.11                       12.14

S5 = 1.31*Service, Errorvar.= 1.08  , R2 = 0.57
          (0.13)                     (0.090)
           10.30                      12.01

PM2 = 1.00*Promote, Errorvar.= 1.32 , R2 = 0.58
                                     (0.14)
                                      9.79

PM3 = 1.18*Promote, Errorvar.= 1.33 , R2 = 0.66
          (0.10)                     (0.14)
           11.52                      9.47

PM4 = 0.82*Promote, Errorvar.= 0.91  , R2 = 0.58
          (0.078)                    (0.091)
           10.52                      10.01

PM5 = 0.79*Promote, Errorvar.= 1.83 , R2 = 0.39
          (0.097)                    (0.16)
           8.16                       11.08

PM7 = 0.88*Refer, Errorvar.= 2.34 , R2 = 0.36
          (0.12)                    (0.21)
           7.13                      11.22

 R2 = 1.00*Refer, Errorvar.= 1.71 , R2 = 0.50
                                    (0.19)
                                     9.03

 R3 = 1.30*Refer, Errorvar.= 1.67 , R2 = 0.63
          (0.14)                    (0.24)
           9.16                      6.88
```

Structural Equations

```
 Response = 0.32*Product + 0.21*Price + 0.011*Effectiv - 0.087*Store +
0.14*Service + 0.15*Promote - 0.095*Refer,
 r.=        (0.099)          (0.086)        (0.053)          (0.13)          (0.12)
(0.12)          (0.11)
            3.23             2.40           0.22            -0.66            1.20
1.26          -0.88

             Errorvar.= 0.60  , R2 = 0.40
                       (0.082)
                        7.28
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.35					
	(0.18)					
	7.65					
Price	0.66	1.57				
	(0.10)	(0.13)				
	6.54	11.65				
Effectiv	0.48	1.14	4.08			
	(0.14)	(0.16)	(0.33)			
	3.35	7.05	12.31			
Store	0.93	0.87	1.38	1.82		
	(0.13)	(0.13)	(0.20)	(0.25)		
	7.07	6.87	6.91	7.39		
Service	0.45	0.67	0.67	0.71	0.82	
	(0.08)	(0.09)	(0.12)	(0.10)	(0.12)	
	5.86	7.75	5.63	6.94	6.96	
Promote	0.48	0.78	0.95	1.00	0.65	1.84
	(0.11)	(0.12)	(0.18)	(0.15)	(0.10)	(0.24)
	4.47	6.44	5.23	6.61	6.67	7.63
Refer	0.12	0.46	0.97	0.34	0.38	1.13
	(0.10)	(0.12)	(0.19)	(0.13)	(0.09)	(0.16)
	1.19	4.03	5.15	2.59	4.41	6.94

Covariance Matrix of Independent Variables

	Refer
Refer	1.70
	(0.27)
	6.37

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	1.00					
Product	0.62	1.35				
Price	0.64	0.66	1.57			
Effectiv	0.46	0.48	1.14	4.08		
Store	0.55	0.93	0.87	1.38	1.82	
Service	0.41	0.45	0.67	0.67	0.71	0.82
Promote	0.50	0.48	0.78	0.95	1.00	0.65
Refer	0.18	0.12	0.46	0.97	0.34	0.38

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.84	
Refer	1.13	1.70

Global Goodness of Fit Statistics

Degrees of Freedom = 703
Minimum Fit Function Chi-Square = 2359.10 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2303.31 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 1600.31
90 Percent Confidence Interval for NCP = (1458.71 ; 1749.47)

Minimum Fit Function Value = 7.24
Population Discrepancy Function Value (F0) = 4.91
90 Percent Confidence Interval for F0 = (4.47 ; 5.37)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 7.73
90 Percent Confidence Interval for ECVI = (7.30 ; 8.19)
ECVI for Saturated Model = 2.49
ECVI for Independence Model = 39.87

Chi-Square for Independence Model with 756 Degrees of Freedom = 12941.63

Independence AIC = 13053.63
Model AIC = 2521.31
Saturated AIC = 1624.00
Independence CAIC = 13322.04
Model CAIC = 3043.75
Saturated CAIC = 5515.93

Normed Fit Index (NFI) = 0.82
Non-Normed Fit Index (NNFI) = 0.85
Parsimony Normed Fit Index (PNFI) = 0.76
Comparative Fit Index (CFI) = 0.86
Incremental Fit Index (IFI) = 0.86
Relative Fit Index (RFI) = 0.80

Critical N (CN) = 110.61

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1108.37
Percentage Contribution to Chi-Square = 46.98

Root Mean Square Residual (RMR) = 0.26
Standardized RMR = 0.10
Goodness of Fit Index (GFI) = 0.70

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Q1	Product	24.3	-0.61 IN GROUP 2
Q1	Price	22.4	-0.57 IN GROUP 2
Q1	Store	44.0	-0.80 IN GROUP 2
Q1	Service	19.1	-0.70 IN GROUP 2
Q2	Product	21.8	0.32 IN GROUP 2
Q2	Price	49.0	0.49 IN GROUP 2
Q2	Store	49.2	0.52 IN GROUP 2
Q2	Service	40.6	0.58 IN GROUP 2
Q2	Promote	18.2	0.27 IN GROUP 2
SA7	Effectiv	12.5	-0.22 IN GROUP 2
S5	Promote	12.5	0.29 IN GROUP 2
PM2	Promote	14.7	0.54 IN GROUP 2
PM2	Refer	7.9	-0.30 IN GROUP 2
PM4	Store	9.0	0.27 IN GROUP 2

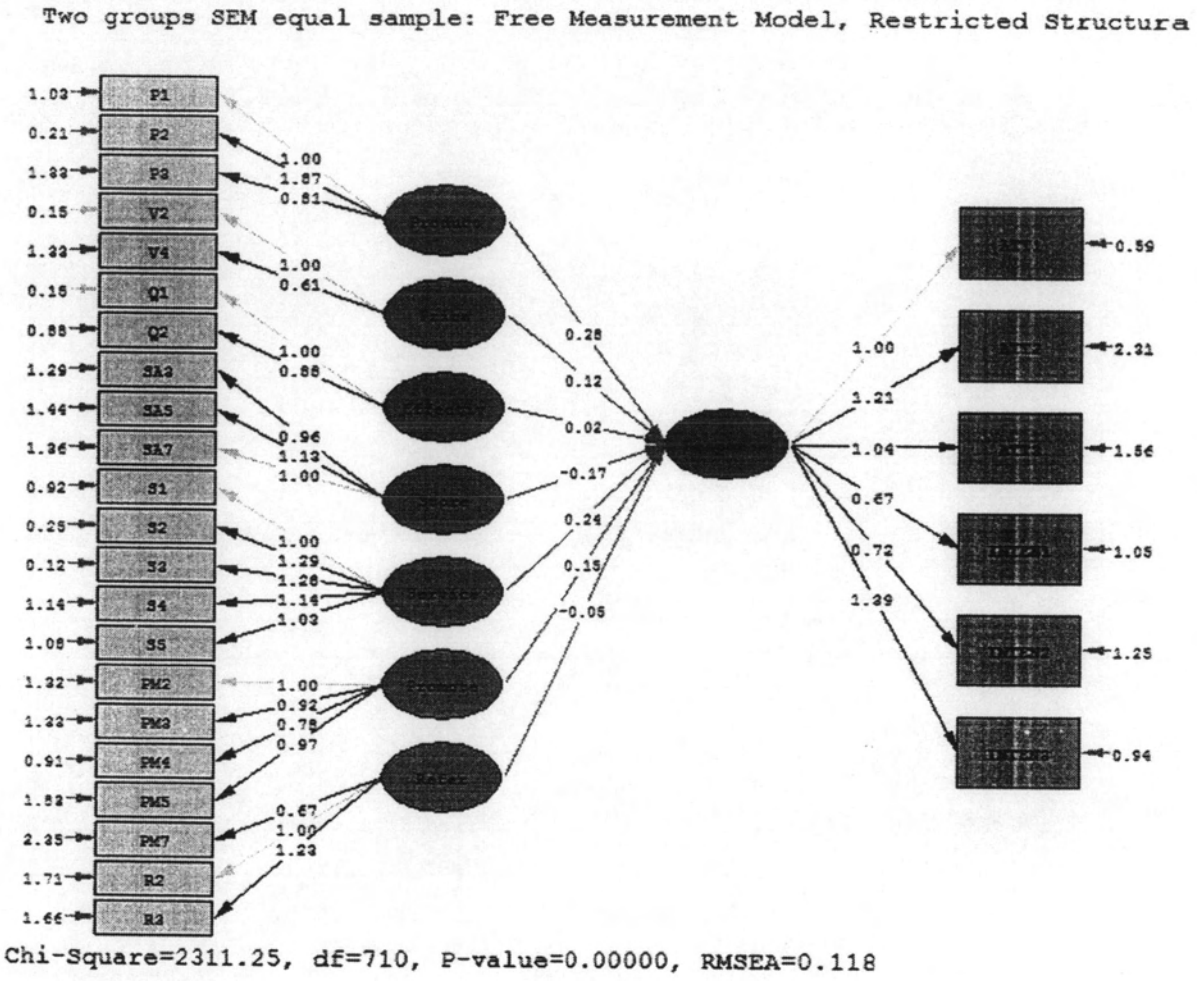
The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Store	Effectiv	27.8	0.77 IN GROUP 2
Service	Service	9.2	0.67 IN GROUP 2
ATT2	ATT1	9.7	-0.36 IN GROUP 2
ATT2	ATT2	10.8	1.68 IN GROUP 2
INTEN1	ATT1	19.5	-0.37 IN GROUP 2
INTEN1	ATT2	103.3	1.50 IN GROUP 2
INTEN1	ATT3	17.9	-0.51 IN GROUP 2
INTEN1	INTEN1	-64.1	1.50 IN GROUP 2
INTEN2	INTEN2	71.0	0.38 IN GROUP 2
INTEN3	ATT3	8.0	0.31 IN GROUP 2
INTEN3	INTEN2	23.6	0.47 IN GROUP 2
INTEN3	INTEN3	38.4	0.52 IN GROUP 2
P1	P1	69.8	2.04 IN GROUP 2
P2	P2	44.6	0.05 IN GROUP 2
P3	P2	20.0	0.42 IN GROUP 2
P3	P3	55.1	0.55 IN GROUP 2
Q1	Q1	75.1	3.08 IN GROUP 2
Q2	V2	14.8	0.24 IN GROUP 2
Q2	Q1	82.7	-1.32 IN GROUP 2
SA3	Q2	8.6	0.26 IN GROUP 2
SA5	SA5	20.5	0.87 IN GROUP 2
SA7	Q1	11.1	-0.53 IN GROUP 2
SA7	SA7	8.9	1.72 IN GROUP 2
S2	S2	10.6	0.16 IN GROUP 2
S3	S2	26.6	0.13 IN GROUP 2
S3	S3	18.6	0.04 IN GROUP 2
S4	S4	64.0	1.89 IN GROUP 2
S5	S5	19.3	1.45 IN GROUP 2
PM2	S5	10.1	-0.34 IN GROUP 2
PM3	S5	82.7	1.03 IN GROUP 2
PM3	PM3	21.2	1.94 IN GROUP 2
PM4	Q2	14.0	0.29 IN GROUP 2
PM5	PM4	19.3	0.54 IN GROUP 2
PM5	PM5	43.8	0.81 IN GROUP 2
PM7	PM7	9.4	2.99 IN GROUP 2
R2	R2	13.3	2.32 IN GROUP 2

Time used: 0.953 Seconds

Two groups SEM: Equal sample

Free measurement model, Restricted Structual Model - Best Fit



Two groups SEM: Equal sample – Free measurement model, Restricted Structural Model

```
 The following lines were read from file D:\Edu\01sep06\2groups_equal3.LS8:

 RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING
PUR
 Group 1: Illness
```

```
Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

Covariance Matrix from file D:\Edu\01sep06\model_ill_eq.cov.

Sample size 164

Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

Relationships:

P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA7=1*Store
SA3 SA5=Store
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response

Response=Product Price Effectiv Store Service Promote Refer

Set the error of V2 to 0.15
Set the error of Q1 to 0.15

Group 2: Health

Observed variables: P1 P2 P3 P4 P5 V1 V2 V3 V4 Q1 Q2 C1 C2
SA1 SA2 SA3 SA4 SA5 SA6 SA7 S1 S2 S3 S4 S5 S6
PM1 PM2 PM3 PM4 PM5 PM6 PM7 R1 R2 R3
ATT1 ATT2 ATT3 INTEN1 INTEN2 INTEN3

Covariance Matrix from file D:\Edu\01sep06\model_health_eq.cov.

Sample size 164

Latent Variables: Product Price Effectiv Store Service Promote Refer
Response

Relationships:

P1=1*Product
P2 P3=Product
V2=1*Price
V4=Price
Q1=1*Effectiv
Q2=Effectiv
SA7=1*Store
SA3 SA5=Store
```

```
PM2=1*Promote
PM3 PM4 PM5=Promote
S1=1*Service
S2 S3 S4 S5=Service
R2=1*Refer
R3 PM7=Refer
ATT1=1*Response
ATT2 ATT3 INTEN1 INTEN2 INTEN3=Response



Path Diagram
Admissibility check=off
End of problem

Sample Size =   328
```

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3
ATT1	1.46					
ATT2	1.05	4.16				
ATT3	0.96	1.05	2.40			
INTEN1	0.85	0.77	0.83	1.18		
INTEN2	0.65	0.55	0.58	0.67	2.41	
INTEN3	1.09	1.48	1.30	0.52	0.64	2.98
P1	0.55	0.39	0.48	0.28	0.49	0.58
P2	0.83	0.50	0.76	0.19	0.62	1.59
P3	0.40	0.31	0.32	0.12	0.25	0.48
V2	0.57	0.67	0.46	0.32	0.28	0.52
V4	0.57	0.44	0.51	0.37	0.71	0.53
Q1	0.64	0.54	0.59	0.35	0.14	0.47
Q2	0.53	0.50	0.48	0.27	0.09	0.46
SA3	0.21	0.16	0.27	0.12	-0.02	0.30
SA5	0.81	0.85	1.00	0.22	0.07	1.49
SA7	0.30	0.21	0.44	0.08	-0.08	0.33
S1	0.40	0.69	0.51	0.20	0.26	0.63
S2	0.56	0.50	0.60	0.28	0.28	0.67
S3	0.45	0.46	0.53	0.22	0.27	0.75
S4	0.56	0.62	0.51	0.25	0.28	0.82
S5	0.33	0.53	0.35	0.13	0.15	0.66
PM2	0.83	0.95	0.71	0.02	-0.20	1.69
PM3	0.47	0.55	0.34	0.09	-0.14	0.55
PM4	0.45	0.42	0.41	0.19	-0.07	0.64
PM5	0.26	0.07	-0.05	-0.03	-0.46	0.31
PM7	0.40	0.34	0.31	0.08	-0.08	0.60
R2	0.52	0.44	0.18	0.03	-0.25	0.48
R3	0.46	0.48	0.30	0.18	-0.16	0.58

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	3.08					
P2	3.08	5.57				
P3	1.43	2.23	3.02			
V2	1.19	1.39	0.83	1.96		
V4	0.35	0.77	0.52	1.08	2.18	
Q1	1.19	1.46	1.96	1.34	0.52	3.77
Q2	1.26	1.47	2.07	1.30	0.39	3.26
SA3	1.32	1.34	2.07	0.94	0.09	2.24

SA5	2.39	3.43	1.30	1.52	0.36	1.56
SA7	1.28	1.82	2.26	1.08	0.25	2.41
S1	1.12	1.39	0.85	1.26	0.47	1.17
S2	0.96	1.21	0.65	0.90	0.46	0.89
S3	0.90	1.00	0.55	0.81	0.32	0.83
S4	0.72	1.02	0.57	0.96	0.58	0.86
S5	0.55	0.94	0.40	0.89	0.49	0.89
PM2	0.54	1.64	0.86	1.15	1.11	1.20
PM3	0.23	0.44	0.50	0.97	1.01	1.02
PM4	0.39	0.63	0.60	0.66	0.69	0.72
PM5	0.02	0.35	0.43	0.46	0.69	0.47
PM7	0.39	0.59	0.29	0.41	0.33	0.29
R2	0.12	0.09	0.19	0.34	0.41	0.45
R3	0.17	0.37	0.14	0.51	0.78	0.55

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	3.33					
SA3	2.29	3.45				
SA5	1.68	1.68	4.48			
SA7	2.46	2.60	2.14	3.36		
S1	1.24	1.11	1.66	1.15	2.03	
S2	0.84	0.80	1.62	0.96	1.08	1.73
S3	0.87	0.72	1.44	0.86	1.16	1.41
S4	0.82	0.79	1.51	0.92	1.07	1.30
S5	0.72	0.49	1.25	0.72	1.10	1.16
PM2	1.10	0.80	1.86	1.24	1.15	0.95
PM3	0.86	0.82	0.81	0.85	0.90	0.65
PM4	0.78	0.75	0.89	0.97	0.55	0.70
PM5	0.56	0.43	0.75	0.85	0.31	0.43
PM7	0.35	0.24	0.70	0.58	0.29	0.58
R2	0.38	-0.06	0.12	0.10	0.04	0.22
R3	0.54	-0.03	0.54	0.37	0.59	0.47

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.56					
S4	1.27	1.59				
S5	1.12	1.31	1.67			
PM2	1.00	1.20	1.18	4.01		
PM3	0.63	0.80	0.75	2.42	2.83	
PM4	0.66	0.65	0.42	1.72	1.61	2.16
PM5	0.35	0.47	0.37	2.08	1.81	1.56
PM7	0.62	0.59	0.45	1.44	0.99	0.89
R2	0.25	0.31	0.36	1.32	1.02	0.93
R3	0.55	0.62	0.60	1.91	1.75	1.33

Covariance Matrix

	PM5	PM7	R2	R3
PM5	4.64			
PM7	1.50	2.62		
R2	1.18	1.01	2.59	
R3	1.70	1.35	1.93	4.01

Group 2: Health

Covariance Matrix

	ATT1	ATT2	ATT3	INTEN1	INTEN2	INTEN3

ATT1	1.50					
ATT2	0.90	3.15				
ATT3	0.93	0.85	2.54			
INTEN1	0.86	2.32	0.65	2.53		
INTEN2	0.95	0.94	0.99	0.84	1.30	
INTEN3	0.84	0.83	0.98	0.78	1.06	1.27
P1	0.60	0.35	0.51	0.48	0.55	0.39
P2	0.61	0.39	0.56	0.48	0.52	0.39
P3	0.41	0.27	0.43	0.30	0.43	0.34
V2	0.74	0.52	0.43	0.51	0.44	0.36
V4	0.79	0.76	0.34	0.56	0.48	0.35
Q1	0.37	0.17	0.26	0.23	0.17	0.33
Q2	0.51	0.25	0.45	0.31	0.32	0.29
SA3	0.56	0.20	0.53	0.36	0.38	0.38
SA5	0.39	0.13	0.56	0.04	0.18	0.09
SA7	0.62	0.23	0.38	0.08	0.23	0.10
S1	0.54	0.26	0.55	0.32	0.35	0.32
S2	0.58	0.43	0.49	0.40	0.45	0.38
S3	0.54	0.42	0.51	0.38	0.42	0.35
S4	0.42	0.25	0.33	0.26	0.30	0.22
S5	0.59	0.60	0.44	0.44	0.49	0.26
PM2	0.55	0.34	0.35	0.10	0.17	0.10
PM3	0.88	0.66	0.45	0.43	0.46	0.20
PM4	0.61	0.44	0.54	0.30	0.38	0.33
PM5	0.59	0.40	0.40	0.26	0.34	0.23
PM7	0.12	-0.12	0.12	0.00	0.07	-0.06
R2	0.31	0.43	0.01	0.05	0.22	0.11
R3	0.27	0.35	0.18	-0.01	0.18	0.16

Covariance Matrix

	P1	P2	P3	V2	V4	Q1
P1	1.66					
P2	0.98	1.23				
P3	0.82	0.93	1.35			
V2	0.54	0.52	0.40	1.47		
V4	0.59	0.51	0.56	1.23	2.24	
Q1	-0.06	0.07	0.04	0.94	0.43	4.69
Q2	0.29	0.40	0.30	0.97	0.59	1.71
SA3	0.51	0.54	0.61	0.61	0.55	0.53
SA5	0.41	0.49	0.49	0.44	0.27	0.55
SA7	0.30	0.50	0.32	0.52	0.17	0.37
S1	0.46	0.50	0.32	0.70	0.64	0.59
S2	0.44	0.45	0.45	0.80	0.81	0.83
S3	0.46	0.45	0.46	0.74	0.73	0.65
S4	0.31	0.36	0.33	0.72	0.67	0.47
S5	0.46	0.38	0.58	0.78	0.88	0.92
PM2	0.28	0.34	0.32	0.53	0.87	0.70
PM3	0.55	0.53	0.52	0.68	1.04	0.91
PM4	0.30	0.48	0.44	0.54	0.54	1.08
PM5	0.38	0.50	0.51	0.58	0.76	0.73
PM7	0.02	0.29	0.31	0.42	0.19	1.68
R2	-0.14	0.08	0.13	0.69	0.69	1.43
R3	-0.03	0.03	0.14	0.51	0.43	1.79

Covariance Matrix

	Q2	SA3	SA5	SA7	S1	S2
Q2	1.95					
SA3	0.82	1.84				
SA5	0.71	1.03	1.96			
SA7	0.70	1.01	1.27	2.94		
S1	0.66	0.73	0.68	0.81	1.46	
S2	0.84	0.62	0.58	0.52	0.82	1.33

S3	0.73	0.59	0.58	0.54	0.88	1.12
S4	0.46	0.47	0.45	0.39	0.78	0.98
S5	0.73	0.66	0.78	0.55	0.80	1.19
PM2	0.55	0.57	0.81	0.90	0.88	0.65
PM3	0.70	0.57	0.99	1.04	0.99	1.01
PM4	0.96	0.83	0.88	0.97	0.62	0.72
PM5	0.55	0.61	0.67	0.63	0.61	0.67
PM7	0.75	0.40	0.80	0.37	0.51	0.48
R2	0.47	0.11	0.16	0.40	0.46	0.62
R3	0.61	0.24	0.72	0.68	0.76	0.49

Covariance Matrix

	S3	S4	S5	PM2	PM3	PM4
S3	1.14					
S4	0.96	2.74				
S5	1.18	1.02	2.73			
PM2	0.66	0.56	0.77	2.32		
PM3	0.99	0.66	2.20	1.57	3.84	
PM4	0.61	0.35	0.86	0.97	1.39	2.00
PM5	0.58	0.64	0.76	1.14	1.35	1.40
PM7	0.36	0.51	0.57	0.72	0.65	0.91
R2	0.63	0.68	0.72	0.63	0.88	0.77
R3	0.56	0.36	0.86	0.95	1.34	0.82

Covariance Matrix

	PM5	PM7	R2	R3
PM5	1.98			
PM7	0.88	4.18		
R2	1.14	1.53	4.22	
R3	0.91	1.85	2.54	4.79

RELATIVE IMPORTANCE OF STORE ATTRIBUTE TOWARDS RESPONSE - MOD EFF OF BUYING PUR

Number of Iterations = 29

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.59 , R2 = 0.60
(0.064)
9.24

ATT2 = 1.21*Response, Errorvar.= 2.31 , R2 = 0.36
(0.16) (0.20)
7.74 11.43

ATT3 = 1.04*Response, Errorvar.= 1.56 , R2 = 0.38
(0.13) (0.14)
8.04 11.43

INTEN1 = 0.67*Response, Errorvar.= 1.05 , R2 = 0.28
(0.10) (0.095)
6.65 11.00

INTEN2 = 0.72*Response, Errorvar.= 1.25 , R2 = 0.27

```
          (0.11)                    (0.11)
           6.52                      11.66

INTEN3 = 1.39*Response, Errorvar.= 0.94   , R2 = 0.65
          (0.12)                    (0.095)
           11.26                     9.93


    P1 = 1.00*Product, Errorvar.= 1.03   , R2 = 0.57
                                  (0.097)
                                   10.59

    P2 = 1.87*Product, Errorvar.= 0.21   , R2 = 0.96
         (0.12)                   (0.079)
          15.84                    2.61

    P3 = 0.81*Product, Errorvar.= 1.33 , R2 = 0.40
         (0.092)                  (0.11)
          8.76                     11.94

    V2 = 1.00*Price, Errorvar.= 0.15, R2 = 0.91

    V4 = 0.61*Price, Errorvar.= 1.33 , R2 = 0.31
         (0.077)                 (0.11)
          7.97                    12.03

    Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.96

    Q2 = 0.88*Effectiv, Errorvar.= 0.88   , R2 = 0.78
         (0.039)                  (0.074)
          22.37                    11.89

   SA3 = 0.96*Store, Errorvar.= 1.29 , R2 = 0.56
         (0.096)                 (0.13)
          10.05                   10.19

   SA5 = 1.13*Store, Errorvar.= 1.44 , R2 = 0.61
         (0.11)                  (0.15)
          10.62                   9.82

   SA7 = 1.00*Store, Errorvar.= 1.36 , R2 = 0.57
                                 (0.15)
                                  9.22

    S1 = 1.00*Service, Errorvar.= 0.92   , R2 = 0.47
                                  (0.076)
                                   12.14

    S2 = 1.29*Service, Errorvar.= 0.25   , R2 = 0.85
         (0.097)                  (0.029)
          13.28                    8.45

    S3 = 1.28*Service, Errorvar.= 0.12   , R2 = 0.92
         (0.092)                  (0.022)
          13.96                    5.43

    S4 = 1.14*Service, Errorvar.= 1.14   , R2 = 0.48
         (0.12)                   (0.094)
          9.40                     12.14
```

```
S5 = 1.03*Service, Errorvar.= 1.08  , R2 = 0.45
     (0.11)                  (0.090)
      8.97                    12.01

PM2 = 1.00*Promote, Errorvar.= 1.32 , R2 = 0.58
                               (0.14)
                                9.78

PM3 = 0.92*Promote, Errorvar.= 1.33 , R2 = 0.54
     (0.093)                 (0.14)
      9.97                    9.49

PM4 = 0.78*Promote, Errorvar.= 0.91  , R2 = 0.55
     (0.077)                 (0.091)
      10.07                   10.02

PM5 = 0.97*Promote, Errorvar.= 1.83 , R2 = 0.49
     (0.10)                  (0.16)
      9.36                    11.09

PM7 = 0.67*Refer, Errorvar.= 2.35 , R2 = 0.24
     (0.12)                 (0.21)
      5.71                   11.24

 R2 = 1.00*Refer, Errorvar.= 1.71 , R2 = 0.50
                            (0.19)
                             9.05

 R3 = 1.23*Refer, Errorvar.= 1.66 , R2 = 0.61
     (0.14)                 (0.24)
      8.71                   6.79
```

Structural Equations

```
 Response = 0.28*Product + 0.12*Price + 0.020*Effectiv - 0.17*Store +
0.24*Service + 0.15*Promote - 0.053*Refer,
 .=        (0.068)        (0.061)       (0.037)          (0.093)       (0.086)
(0.085)        (0.077)
            4.10            1.98          0.54           -1.83          2.82
1.80          -0.68

              Errorvar.= 0.60  , R2 = 0.32
                        (0.084)
                         7.20
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.34					
	(0.18)					
	7.63					
Price	0.66	1.57				
	(0.10)	(0.13)				
	6.54	11.65				
Effectiv	0.47	1.14	4.08			

	(0.14)	(0.16)	(0.33)			
	3.33	7.05	12.31			
Store	0.93	0.87	1.37	1.79		
	(0.13)	(0.13)	(0.20)	(0.24)		
	7.08	6.87	6.88	7.31		
Service	0.44	0.67	0.67	0.71	0.82	
	(0.08)	(0.09)	(0.12)	(0.10)	(0.12)	
	5.85	7.75	5.63	6.95	6.96	
Promote	0.48	0.78	0.95	1.00	0.65	1.84
	(0.11)	(0.12)	(0.18)	(0.15)	(0.10)	(0.24)
	4.47	6.45	5.23	6.61	6.67	7.63
Refer	0.12	0.46	0.97	0.34	0.38	1.13
	(0.10)	(0.11)	(0.19)	(0.13)	(0.09)	(0.16)
	1.18	4.02	5.15	2.61	4.41	6.94

Covariance Matrix of Independent Variables

	Refer
Refer	1.69
	(0.27)
	6.36

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	0.89					
Product	0.48	1.34				
Price	0.51	0.66	1.57			
Effectiv	0.38	0.47	1.14	4.08		
Store	0.40	0.93	0.87	1.37	1.79	
Service	0.38	0.44	0.67	0.67	0.71	0.82
Promote	0.46	0.48	0.78	0.95	1.00	0.65
Refer	0.23	0.12	0.46	0.97	0.34	0.38

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.84	
Refer	1.13	1.69

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1255.86
Percentage Contribution to Chi-Square = 53.10

Root Mean Square Residual (RMR) = 0.38
Standardized RMR = 0.13
Goodness of Fit Index (GFI) = 0.64

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
P1	Price	18.6	0.32 IN GROUP 1
P1	Store	17.8	0.33 IN GROUP 1

P1	Service	13.6	0.37 IN GROUP 1
P2	Price	18.4	-0.44 IN GROUP 1
P2	Effectiv	27.0	-0.29 IN GROUP 1
P2	Store	35.3	-0.69 IN GROUP 1
P2	Service	12.0	-0.47 IN GROUP 1
P3	Effectiv	54.5	0.35 IN GROUP 1
P3	Store	62.6	0.78 IN GROUP 1
V4	Store	12.1	-0.32 IN GROUP 1
V4	Promote	8.6	0.25 IN GROUP 1
Q2	Store	9.7	0.24 IN GROUP 1
SA3	Product	22.5	-0.58 IN GROUP 1
SA3	Effectiv	14.9	0.24 IN GROUP 1
SA3	Service	8.6	-0.45 IN GROUP 1
SA5	Product	61.8	1.06 IN GROUP 1
SA5	Price	11.7	0.40 IN GROUP 1
SA5	Effectiv	12.8	-0.25 IN GROUP 1
SA5	Service	30.5	0.94 IN GROUP 1
SA7	Effectiv	17.2	0.25 IN GROUP 1
S1	Product	12.9	0.26 IN GROUP 1
S1	Price	40.4	0.47 IN GROUP 1
S1	Effectiv	11.4	0.14 IN GROUP 1
S1	Store	24.2	0.36 IN GROUP 1
S3	Product	9.8	-0.13 IN GROUP 1
S3	Price	28.6	-0.24 IN GROUP 1
S3	Store	14.1	-0.17 IN GROUP 1
PM2	Product	16.7	0.39 IN GROUP 1
PM2	Price	9.4	0.29 IN GROUP 1
PM2	Store	9.2	0.29 IN GROUP 1
PM2	Service	8.5	0.39 IN GROUP 1
PM2	Promote	14.9	1.46 IN GROUP 1
PM5	Product	8.7	-0.32 IN GROUP 1
PM5	Price	15.3	-0.44 IN GROUP 1
PM5	Store	12.0	-0.42 IN GROUP 1
PM5	Service	19.6	-0.72 IN GROUP 1
PM7	Promote	8.8	0.44 IN GROUP 1

The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Effectiv	Effectiv	11.1	3.32 IN GROUP 1
Store	Effectiv	25.6	1.83 IN GROUP 1
Refer	Promote	10.3	1.36 IN GROUP 1
Refer	Refer	10.6	1.20 IN GROUP 1
ATT2	ATT2	11.7	3.00 IN GROUP 1
INTEN1	ATT1	26.5	0.39 IN GROUP 1
INTEN1	INTEN1	14.1	0.74 IN GROUP 1
INTEN2	INTEN1	8.3	0.28 IN GROUP 1
INTEN2	INTEN2	61.5	2.06 IN GROUP 1
INTEN3	ATT1	11.8	-0.30 IN GROUP 1
INTEN3	INTEN1	26.0	-0.51 IN GROUP 1
INTEN3	INTEN2	12.9	-0.39 IN GROUP 1
INTEN3	INTEN3	34.2	1.66 IN GROUP 1
P1	INTEN3	19.3	-0.41 IN GROUP 1
P1	P1	11.8	1.28 IN GROUP 1
P2	INTEN1	8.3	-0.29 IN GROUP 1
P2	INTEN3	32.9	0.63 IN GROUP 1
P2	P1	13.1	-0.41 IN GROUP 1
P2	P2	45.6	1.76 IN GROUP 1
P3	P2	43.9	-0.87 IN GROUP 1
P3	P3	47.2	2.04 IN GROUP 1
V2	P1	17.2	0.31 IN GROUP 1
V2	P2	8.7	-0.28 IN GROUP 1
V4	INTEN2	17.3	0.44 IN GROUP 1
V4	P1	10.6	-0.31 IN GROUP 1
Q1	Q1	18.8	-0.50 IN GROUP 1
Q2	P3	10.3	0.29 IN GROUP 1
Q2	Q1	23.8	0.39 IN GROUP 1

Q2	Q2	37.5	0.38 IN GROUP 1
SA3	P2	62.2	-0.98 IN GROUP 1
SA3	P3	74.5	1.00 IN GROUP 1
SA3	SA3	8.6	1.69 IN GROUP 1
SA5	INTEN3	12.5	0.44 IN GROUP 1
SA5	P2	47.4	0.94 IN GROUP 1
SA5	P3	94.8	-1.22 IN GROUP 1
SA5	SA3	56.3	-1.14 IN GROUP 1
SA5	SA5	20.6	2.20 IN GROUP 1
SA7	P2	13.0	-0.46 IN GROUP 1
SA7	P3	67.4	0.98 IN GROUP 1
SA7	SA3	50.2	1.01 IN GROUP 1
SA7	SA5	14.0	-0.59 IN GROUP 1
S1	V2	30.5	0.39 IN GROUP 1
S2	INTEN3	9.5	-0.16 IN GROUP 1
S2	S1	12.5	-0.16 IN GROUP 1
S2	S2	10.7	0.34 IN GROUP 1
S3	S3	19.3	0.22 IN GROUP 1
S4	S4	63.7	0.39 IN GROUP 1
S5	S4	12.6	0.32 IN GROUP 1
S5	S5	16.3	0.73 IN GROUP 1
PM2	INTEN1	14.5	-0.41 IN GROUP 1
PM2	INTEN2	10.8	-0.38 IN GROUP 1
PM2	INTEN3	41.2	0.74 IN GROUP 1
PM2	P1	14.2	-0.40 IN GROUP 1
PM2	P2	20.4	0.56 IN GROUP 1
PM2	SA3	10.5	-0.42 IN GROUP 1
PM2	SA5	14.1	0.52 IN GROUP 1
PM2	S5	8.4	0.31 IN GROUP 1
PM3	PM2	9.1	0.42 IN GROUP 1
PM3	PM3	14.9	0.86 IN GROUP 1
PM5	PM5	44.9	3.02 IN GROUP 1
PM7	PM7	8.6	1.78 IN GROUP 1
R2	R2	13.2	1.06 IN GROUP 1

Group 2: Health

Number of Iterations = 29

LISREL Estimates (Maximum Likelihood)

Measurement Equations

ATT1 = 1.00*Response, Errorvar.= 0.59 , R2 = 0.60
(0.064)
9.24

ATT2 = 1.25*Response, Errorvar.= 2.31 , R2 = 0.38
(0.16) (0.20)
7.92 11.43

ATT3 = 0.97*Response, Errorvar.= 1.56 , R2 = 0.35
(0.13) (0.14)
7.62 11.43

INTEN1 = 1.17*Response, Errorvar.= 1.05 , R2 = 0.54
(0.12) (0.095)
9.93 11.00

INTEN2 = 0.92*Response, Errorvar.= 1.25 , R2 = 0.37
(0.12) (0.11)
7.90 11.66

```
INTEN3 = 0.85*Response, Errorvar.= 0.94   , R2 = 0.41
        (0.10)                    (0.095)
         8.28                      9.93


   P1 = 1.00*Product, Errorvar.= 1.03   , R2 = 0.57
                                (0.097)
                                 10.59

   P2 = 0.95*Product, Errorvar.= 0.21   , R2 = 0.85
       (0.078)                  (0.079)
        12.06                    2.61

   P3 = 0.77*Product, Errorvar.= 1.33 , R2 = 0.38
       (0.095)                  (0.11)
        8.18                     11.94

   V2 = 1.00*Price, Errorvar.= 0.15, R2 = 0.91

   V4 = 0.90*Price, Errorvar.= 1.33 , R2 = 0.49
       (0.078)                (0.11)
        11.51                  12.03

   Q1 = 1.00*Effectiv, Errorvar.= 0.15, R2 = 0.96

   Q2 = 0.39*Effectiv, Errorvar.= 0.88   , R2 = 0.42
       (0.037)                  (0.074)
        10.45                    11.89

  SA3 = 0.73*Store, Errorvar.= 1.29 , R2 = 0.42
       (0.089)                (0.13)
        8.15                   10.19

  SA5 = 0.78*Store, Errorvar.= 1.44 , R2 = 0.43
       (0.095)                (0.15)
        8.21                   9.82

  SA7 = 1.00*Store, Errorvar.= 1.36 , R2 = 0.57
                              (0.15)
                               9.22

   S1 = 1.00*Service, Errorvar.= 0.92   , R2 = 0.47
                                (0.076)
                                 12.14

   S2 = 1.20*Service, Errorvar.= 0.25   , R2 = 0.83
       (0.092)                  (0.029)
        13.06                    8.45

   S3 = 1.16*Service, Errorvar.= 0.12   , R² = 0.90
       (0.084)                  (0.022)
        13.74                    5.43

   S4 = 1.09*Service, Errorvar.= 1.14   , R2 = 0.46
       (0.12)                   (0.094)
        9.10                     12.14

   S5 = 1.31*Service, Errorvar.= 1.08   , R2 = 0.57
       (0.13)                   (0.090)
```

```
        10.30                    12.01

PM2 = 1.00*Promote, Errorvar.= 1.32 , R2 = 0.58
                               (0.14)
                                9.78

PM3 = 1.18*Promote, Errorvar.= 1.33 , R2 = 0.66
      (0.10)                   (0.14)
       11.52                    9.49

PM4 = 0.82*Promote, Errorvar.= 0.91  , R2 = 0.58
      (0.078)                  (0.091)
       10.53                    10.02

PM5 = 0.79*Promote, Errorvar.= 1.83 , R2 = 0.39
      (0.097)                  (0.16)
       8.15                     11.09

PM7 = 0.88*Refer, Errorvar.= 2.35 , R2 = 0.36
      (0.12)                 (0.21)
       7.10                   11.24

 R2 = 1.00*Refer, Errorvar.= 1.71 , R2 = 0.50
                            (0.19)
                             9.05

 R3 = 1.31*Refer, Errorvar.= 1.66 , R2 = 0.64
      (0.14)                (0.24)
       9.16                  6.79
```

Structural Equations

```
 Response = 0.28*Product + 0.12*Price + 0.020*Effectiv - 0.17*Store +
0.24*Service + 0.15*Promote - 0.053*Refer,
  .=        (0.068)        (0.061)       (0.037)          (0.093)       (0.086)
(0.085)        (0.077)
            4.10            1.98          0.54            -1.83          2.82
1.80          -0.68

             Errorvar.= 0.60  , R2 = 0.32
                       (0.084)
                        7.20
```

Covariance Matrix of Independent Variables

	Product	Price	Effectiv	Store	Service	Promote
Product	1.34					
	(0.18)					
	7.63					
Price	0.66	1.57				
	(0.10)	(0.13)				
	6.54	11.65				
Effectiv	0.47	1.14	4.08			
	(0.14)	(0.16)	(0.33)			
	3.33	7.05	12.31			

Store	0.93	0.87	1.37	1.79		
	(0.13)	(0.13)	(0.20)	(0.24)		
	7.08	6.87	6.88	7.31		
Service	0.44	0.67	0.67	0.71	0.82	
	(0.08)	(0.09)	(0.12)	(0.10)	(0.12)	
	5.85	7.75	5.63	6.95	6.96	
Promote	0.48	0.78	0.95	1.00	0.65	1.84
	(0.11)	(0.12)	(0.18)	(0.15)	(0.10)	(0.24)
	4.47	6.45	5.23	6.61	6.67	7.63
Refer	0.12	0.46	0.97	0.34	0.38	1.13
	(0.10)	(0.11)	(0.19)	(0.13)	(0.09)	(0.16)
	1.18	4.02	5.15	2.61	4.41	6.94

Covariance Matrix of Independent Variables

	Refer
Refer	1.69
	(0.27)
	6.36

Covariance Matrix of Latent Variables

	Response	Product	Price	Effectiv	Store	Service
Response	0.89					
Product	0.48	1.34				
Price	0.51	0.66	1.57			
Effectiv	0.38	0.47	1.14	4.08		
Store	0.40	0.93	0.87	1.37	1.79	
Service	0.38	0.44	0.67	0.67	0.71	0.82
Promote	0.46	0.48	0.78	0.95	1.00	0.65
Refer	0.23	0.12	0.46	0.97	0.34	0.38

Covariance Matrix of Latent Variables

	Promote	Refer
Promote	1.84	
Refer	1.13	1.69

Global Goodness of Fit Statistics

Degrees of Freedom = 710
Minimum Fit Function Chi-Square = 2365.26 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2311.25 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 1601.25
90 Percent Confidence Interval for NCP = (1459.49 ; 1750.58)

Minimum Fit Function Value = 7.26
Population Discrepancy Function Value (F0) = 4.91
90 Percent Confidence Interval for F0 = (4.48 ; 5.37)
Root Mean Square Error of Approximation (RMSEA) = 0.12
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 7.72
90 Percent Confidence Interval for ECVI = (7.28 ; 8.17)
ECVI for Saturated Model = 2.49
ECVI for Independence Model = 39.87

Chi-Square for Independence Model with 756 Degrees of Freedom = 12941.63

Independence AIC = 13053.63
Model AIC = 2515.25
Saturated AIC = 1624.00
Independence CAIC = 13322.04
Model CAIC = 3004.14
Saturated CAIC = 5515.93

Normed Fit Index (NFI) = 0.82
Non-Normed Fit Index (NNFI) = 0.86
Parsimony Normed Fit Index (PNFI) = 0.77
Comparative Fit Index (CFI) = 0.86
Incremental Fit Index (IFI) = 0.86
Relative Fit Index (RFI) = 0.81

Critical N (CN) = 111.35

Group Goodness of Fit Statistics

Contribution to Chi-Square = 1109.39
Percentage Contribution to Chi-Square = 46.90

Root Mean Square Residual (RMR) = 0.26
Standardized RMR = 0.10
Goodness of Fit Index (GFI) = 0.70

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Q1	Product	24.7	-0.62 IN GROUP 2
Q1	Price	22.6	-0.57 IN GROUP 2
Q1	Store	43.0	-0.80 IN GROUP 2
Q1	Service	19.2	-0.70 IN GROUP 2
Q2	Product	22.3	0.33 IN GROUP 2
Q2	Price	49.3	0.49 IN GROUP 2
Q2	Store	49.0	0.52 IN GROUP 2
Q2	Service	40.8	0.58 IN GROUP 2
Q2	Promote	18.4	0.27 IN GROUP 2
SA7	Effectiv	12.0	-0.22 IN GROUP 2
S5	Promote	12.5	0.29 IN GROUP 2
PM2	Promote	14.9	0.54 IN GROUP 2
PM2	Refer	8.0	-0.30 IN GROUP 2
PM4	Store	8.4	0.26 IN GROUP 2

The Modification Indices Suggest to Add a Covariance

between	and	Decrease in Chi-Square	New Estimate
Store	Effectiv	25.6	0.83 IN GROUP 2
Service	Service	9.1	0.68 IN GROUP 2
Refer	Promote	8.9	0.91 IN GROUP 2
Refer	Refer	11.5	1.73 IN GROUP 2
ATT2	ATT1	9.5	-0.36 IN GROUP 2
ATT2	ATT2	12.1	1.61 IN GROUP 2
INTEN1	ATT1	18.7	-0.37 IN GROUP 2
INTEN1	ATT2	101.2	1.49 IN GROUP 2
INTEN1	ATT3	19.8	-0.54 IN GROUP 2
INTEN1	INTEN1	172.0	1.54 IN GROUP 2
INTEN2	INTEN2	69.1	0.37 IN GROUP 2

INTEN3	ATT3	8.1	0.31 IN GROUP 2
INTEN3	INTEN2	23.9	0.48 IN GROUP 2
INTEN3	INTEN3	36.4	0.51 IN GROUP 2
P1	P1	345.0	8.79 IN GROUP 2
P2	P2	40.1	0.05 IN GROUP 2
P3	P2	19.9	0.43 IN GROUP 2
P3	P3	55.2	0.55 IN GROUP 2
Q1	Q1	74.4	3.07 IN GROUP 2
Q2	V2	14.2	0.23 IN GROUP 2
Q2	Q1	82.6	-1.32 IN GROUP 2
SA3	Q2	8.5	0.27 IN GROUP 2
SA3	SA3	8.3	0.95 IN GROUP 2
SA5	SA5	19.4	0.87 IN GROUP 2
SA7	Q1	11.1	-0.53 IN GROUP 2
SA7	SA7	8.0	1.74 IN GROUP 2
S2	S2	10.6	0.16 IN GROUP 2
S3	S2	26.5	0.13 IN GROUP 2
S3	S3	18.3	0.04 IN GROUP 2
S4	S4	63.8	1.89 IN GROUP 2
S5	S5	19.3	1.45 IN GROUP 2
PM2	S5	10.1	-0.34 IN GROUP 2
PM3	S5	82.8	1.03 IN GROUP 2
PM3	PM3	21.0	1.94 IN GROUP 2
PM4	Q2	13.8	0.29 IN GROUP 2
PM5	PM4	19.2	0.54 IN GROUP 2
PM5	PM5	43.9	0.81 IN GROUP 2
PM7	PM7	9.5	3.00 IN GROUP 2
R2	R2	13.1	2.32 IN GROUP 2

Time used: 0.891 Seconds

Chi-square Different Test : Table

Chi-square Test of the Multiple group analysis (Full model, Overall data)

	χ^2	*df*	*p*	*p*(Dc²)	D*df*	χ^2 Diff	
ModelA 1 reference full model	2555.05	702	0.000				
ModelA 2 Restricted Measurement	2775.12	722	0.000	0.000	20	220	sign. worse than reference model
ModelA 3 Restricted Structural	2562.59	709	0.000	0.375	7	8	**consider to prefer this model!**

Chi-square Test of the Multiple group analysis (Equal Sample size)

	χ^2	*df*	*p*	*p*(Dc²)	D*df*	χ^2 Diff	
ModelA 1 reference full model	2359.10	703	0.000				
ModelA 2 Restricted Measurement	2775.12	722	0.000	0.000	19	416	sign. worse than reference model
ModelA 3 Restricted Structural	2365.26	710	0.000	0.521	7	6	**consider to prefer this model!**
			*	*	*		

APPENDIX D: Summary of Structural Models

Structural Equation Model : Overall data – Full Model

Response = 0.18*Product + 0.10*Price + 0.058*Effectiv - 0.14*Store
(0.056) (0.067) (0.041) (0.086)
3.25 1.55 1.40 -1.60

+0.28*Service + 0.073*Promote - 0.020*Refer,
(0.070) (0.054) (0.049)
3.91 1.35 -0.40

Errorvar.= 0.93 , R^2 = 0.20
(0.072)
13.02

Two groups SEM: Free Measurement Model, Restricted Structural Model Best Fit

Structural Equations

Response = 0.18*Product + 0.11*Price + 0.025*Effectiv - 0.12*Store +
(0.054) (0.063) (0.030) (0.082)
3.36 1.77 0.84 -1.47

+0.28*Service + 0.062*Promote - 0.015*Refer,
(0.070) (0.053) (0.049)
4.00 1.16 -0.30

Errorvar.= 0.92 , R^2 = 0.19
(0.071)
12.83

SEM Health purpose only

Response = 0.33*Product + 0.13*Price - 0.0065*Effectiv - 0.10*Store
(0.10) (0.097) (0.083) (0.13)
3.22 1.35 -0.078 -0.77

+ 0.19*Service + 0.10*Promote - 0.034*Refer,
(0.12) (0.14) (0.067)
1.55 0.75 -0.51

Errorvar.= 0.59 , R^2 = 0.30
(0.11)
5.28

SEM Health purpose only-Reduced Model

Response = 0.32*Product + 0.13*Price + 0.17*Service, Errorvar.=0.59, R^2=0.29
(0.090) (0.081) (0.11) (0.11)
3.63 1.55 1.59 5.30

SEM Illness purpose only

```
Response = 0.13*Product + 0.074*Price + 0.079*Effectiv - 0.13*Store +
            (0.065)       (0.088)       (0.048)          (0.10)
             2.04          0.84          1.64            -1.30

            +0.31*Service +  0.038*Promote + 0.0021*Refer,
                 (0.084)      (0.061)         (0.060)
                  3.73         0.63            0.035

           Errorvar.= 1.05   , R² = 0.17
                     (0.087)
                      12.18
```

SEM Equal sample : Overall data – Full Model

```
Response = 0.29*Product + 0.11*Price + 0.052*Effectiv - 0.28*Store +
            (0.082)       (0.065)      (0.066)          (0.13)
             3.55          1.75         0.80            -2.07
           0.25*Service + 0.20*Promote - 0.067*Refer,
            (0.089) (0.086)        (0.074)
            2.78  2.28          -0.91

           Errorvar.= 0.65   , R² = 0.33
                     (0.089)
                      7.30
```

Two groups SEM equal sample:
Free Measurement Model, Restricted Structural Model
Best Fit

```
Response = 0.28*Product + 0.12*Price + 0.020*Effectiv - 0.17*Store +
            (0.068)       (0.061)      (0.037)          (0.093)

            4.10          1.98         0.54            -1.83

           + 0.24*Service  + 0.15*Promote - 0.053*Refer,
                (0.086)       (0.085)        (0.077)
                 2.82          1.80          -0.68

           Errorvar.= 0.60   , R² = 0.32
                     (0.084)
                      7.20
```

BIOGRAPHY

Mr. Karnt Wongsuphasawat was born on September 17th, 1960 in Bangkok, Thailand. He got his first degree as a Pharmacist with honor from Chulalongkorn University, and continued his master degree in Business Administration from Thammasart University. He had experienced working in the pharmaceutical industry, health supplement industry and retail drug store industry. He was regularly invited as guest lecturer for pharmacy students in various universities around Thailand, teaching in the area of marketing and pharmacy administration. He was also invited as guest speakers in various seminar and meeting among the three industries, both domestic and international level. Having accumulated years of working experience, he decided to continue his study, in the area of Social pharmacy & Administration. After finishing his PhD study, he returned to focus on his work and dedicated himself more to the retail drug store industry, working with societies and associations as well as the academic institutes through his regular teaching and consultation.