

## LIST OF TABLES

Table		Page
1.	Customer Spending Per Month on a Portfolio of Brands in Grocery Category (1 Year Period) .....	5
2.	Customer Spending Per Year on a Portfolio of Brands and SOW .....	6
3.	Key Antecedents of SOW in Three Main Groups .....	18
4.	Key Definitions of Main Constructs in the Model .....	33
5.	Reliability Analysis of Measured Constructs of Pre-test (Cronbach's Alpha) .....	45
6.	Respondents' Profiles .....	48
7.	Descriptive Statistics of Future SOW .....	51
8.	Reliability Analysis of Measured Constructs (Cronbach's Alpha) .....	53
9.	Variable Names in AMOS programming .....	54
10.	Fit Indices for Measurement Models .....	58
11.	Fit Indices for Structural Models .....	62
12.	Summary of Path Coefficients of Separated Models (Credit Card Industry) .....	65
13.	Summary of Path Coefficients of Integrated Models (Credit Card Industry) .....	67
14.	Summary of Path Coefficients of Separated Models (Grocery Store Industry) .....	70
15.	Summary of Path Coefficients of Integrated Models (Grocery Store Industry) .....	72

Table	Page
16. Summary of Hypotheses Testing Results .....	75