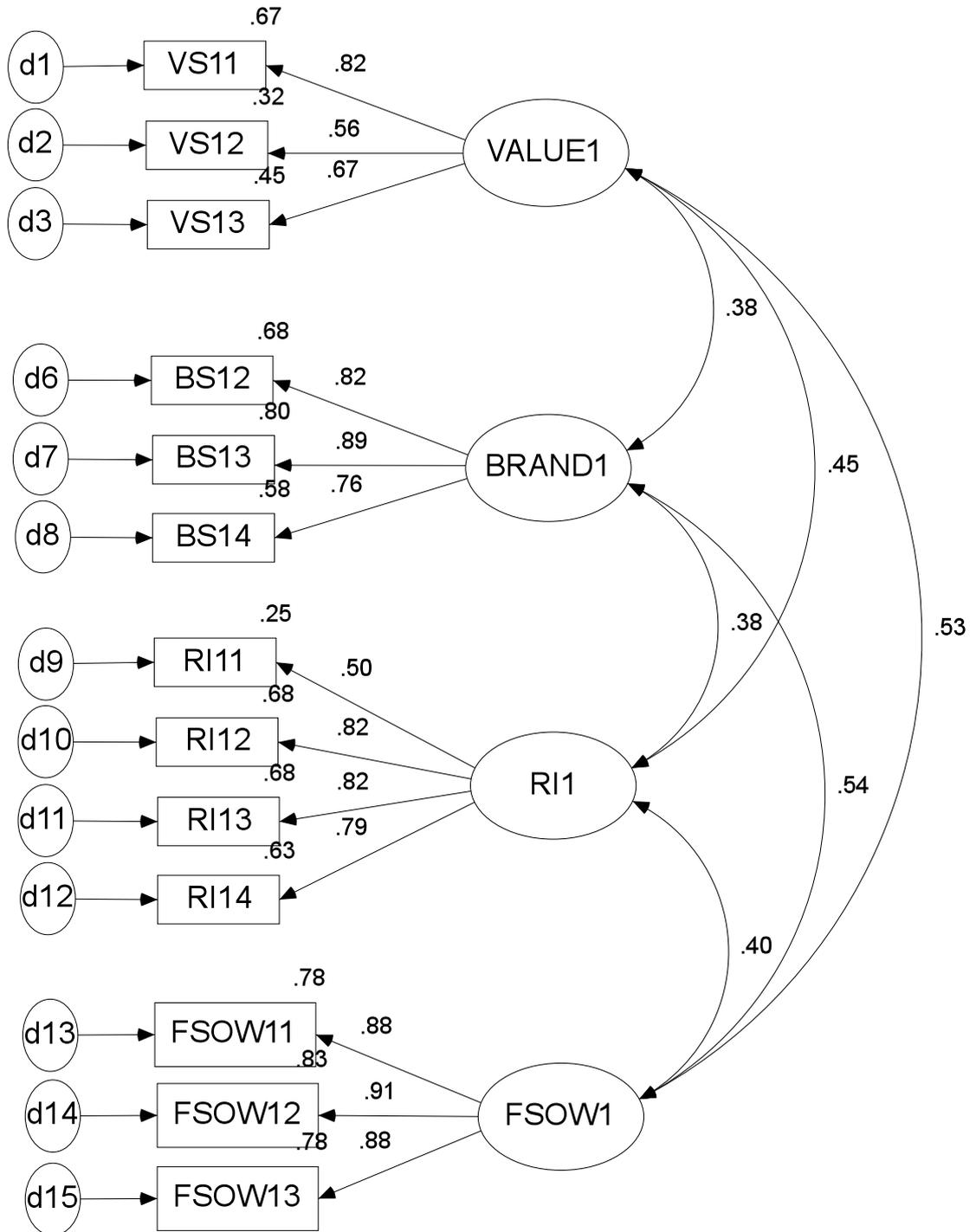


APPENDIX 4

RESULTS OF MEASUREMENT MODEL (GROCERY STORE INDUSTRY)

Measurement Model (Top Brand / Grocery Store Industry)



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	32	104.663	59	.000	1.774
Saturated model	91	.000	0		
Independence model	13	2737.827	78	.000	35.100

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.093	.961	.940	.623
Saturated model	.000	1.000		
Independence model	.763	.370	.265	.317

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.962	.949	.983	.977	.983
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.756	.727	.743
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	45.663	20.992	78.181
Saturated model	.000	.000	.000
Independence model	2659.827	2492.531	2834.451

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.263	.115	.053	.196
Saturated model	.000	.000	.000	.000
Independence model	6.879	6.683	6.263	7.122

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.044	.030	.058	.749
Independence model	.293	.283	.302	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	168.663	170.996	296.309	328.309
Saturated model	182.000	188.635	544.995	635.995
Independence model	2763.827	2764.775	2815.684	2828.684

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.424	.362	.505	.430
Saturated model	.457	.457	.457	.474
Independence model	6.944	6.524	7.383	6.947

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	297	332
Independence model	15	16

Estimates (Group number 1 - Default model)**Scalar Estimates (Group number 1 - Default model)****Maximum Likelihood Estimates****Regression Weights: (Group number 1 - Default model)**

		Estimate	S.E.	C.R.	P	Label
VS13	<--- VALUE1	1.000				
VS11	<--- VALUE1	1.075	.100	10.784	***	
BS12	<--- BRAND1	1.015	.062	16.349	***	
BS14	<--- BRAND1	1.000				
RI13	<--- RI1	1.101	.067	16.506	***	
RI11	<--- RI1	.833	.086	9.678	***	
RI12	<--- RI1	1.134	.069	16.494	***	
RI14	<--- RI1	1.000				
FSOW13	<--- FSOW1	1.012	.042	24.286	***	
FSOW12	<--- FSOW1	1.028	.040	25.540	***	
FSOW11	<--- FSOW1	1.000				
VS12	<--- VALUE1	.790	.086	9.200	***	
BS13	<--- BRAND1	1.106	.065	17.114	***	

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
VS13	<--- VALUE1	.670
VS11	<--- VALUE1	.820
BS12	<--- BRAND1	.822
BS14	<--- BRAND1	.758
RI13	<--- RI1	.824
RI11	<--- RI1	.502
RI12	<--- RI1	.823
RI14	<--- RI1	.791
FSOW13	<--- FSOW1	.883
FSOW12	<--- FSOW1	.911
FSOW11	<--- FSOW1	.881
VS12	<--- VALUE1	.562
BS13	<--- BRAND1	.894

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BRAND1 <--> RI1	.520	.089	5.838	***	
VALUE1 <--> RI1	.477	.079	6.056	***	
VALUE1 <--> BRAND1	.391	.073	5.356	***	
RI1 <--> FSOW1	.609	.095	6.415	***	
BRAND1 <--> FSOW1	.805	.100	8.032	***	
VALUE1 <--> FSOW1	.607	.086	7.086	***	

Correlations: (Group number 1 - Default model)

	Estimate
BRAND1 <--> RI1	.376
VALUE1 <--> RI1	.447
VALUE1 <--> BRAND1	.377
RI1 <--> FSOW1	.401
BRAND1 <--> FSOW1	.544
VALUE1 <--> FSOW1	.533

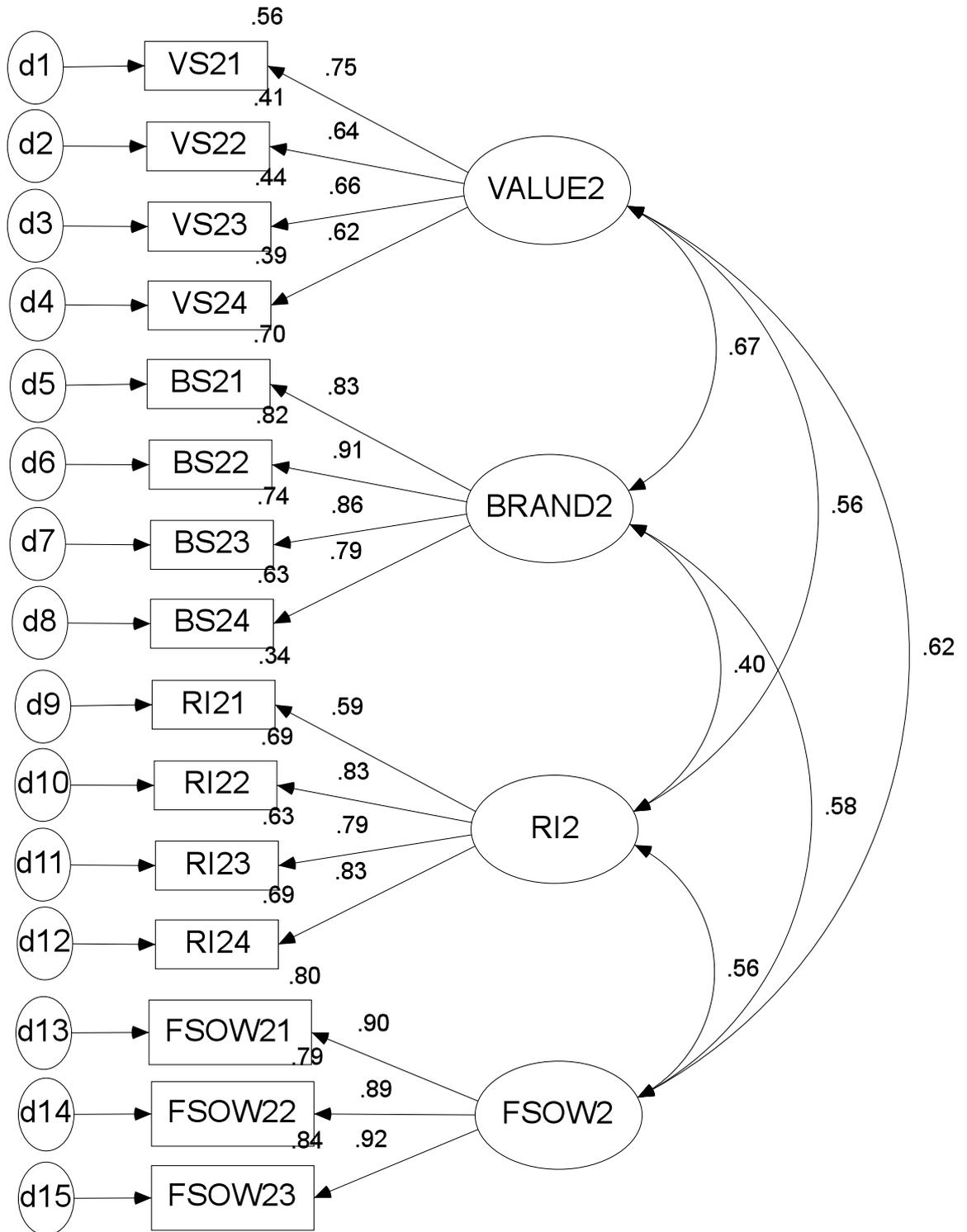
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VALUE1	.799	.122	6.545	***	
BRAND1	1.347	.159	8.484	***	
RI1	1.424	.160	8.890	***	
FSOW1	1.625	.149	10.936	***	
d1	.449	.075	6.025	***	
d3	.979	.093	10.524	***	
d2	1.083	.088	12.245	***	
d7	.412	.065	6.319	***	
d6	.665	.069	9.630	***	
d8	.995	.087	11.416	***	
d9	2.930	.219	13.369	***	
d11	.815	.089	9.201	***	
d10	.870	.094	9.227	***	
d12	.854	.083	10.272	***	
d15	.471	.048	9.757	***	
d14	.350	.043	8.103	***	
d13	.468	.048	9.838	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
FSOW11	.776
FSOW12	.831
FSOW13	.779
RI14	.625
RI12	.678
RI11	.252
RI13	.679
BS14	.575
BS12	.676
BS13	.800
VS12	.316
VS11	.673
VS13	.449

Measurement Model (Adjacent Brand / Grocery Store Industry)



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	219.047	84	.000	2.608
Saturated model	120	.000	0		
Independence model	15	3746.384	105	.000	35.680

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.084	.931	.902	.652
Saturated model	.000	1.000		
Independence model	.729	.279	.176	.244

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.942	.927	.963	.954	.963
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.800	.753	.770
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	135.047	95.058	182.712
Saturated model	.000	.000	.000
Independence model	3641.384	3445.013	3845.041

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.557	.344	.242	.465
Saturated model	.000	.000	.000	.000
Independence model	9.533	9.266	8.766	9.784

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.064	.054	.074	.014
Independence model	.297	.289	.305	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	291.047	294.103	434.196	470.196
Saturated model	240.000	250.186	717.162	837.162
Independence model	3776.384	3777.657	3836.029	3851.029

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.741	.639	.862	.748
Saturated model	.611	.611	.611	.637
Independence model	9.609	9.109	10.127	9.612

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	191	211
Independence model	14	15

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
VS23	<--- VALUE2	1.117	.109	10.242	***	
VS21	<--- VALUE2	1.105	.100	11.070	***	
VS22	<--- VALUE2	.999	.100	9.983	***	
VS24	<--- VALUE2	1.000				
BS23	<--- BRAND2	1.055	.055	19.230	***	
BS21	<--- BRAND2	1.034	.056	18.474	***	
BS22	<--- BRAND2	1.108	.054	20.522	***	
BS24	<--- BRAND2	1.000				
RI23	<--- RI2	.963	.057	17.027	***	
RI21	<--- RI2	.859	.073	11.804	***	
RI22	<--- RI2	1.046	.058	17.892	***	
RI24	<--- RI2	1.000				
FSOW23	<--- FSOW2	1.022	.037	27.310	***	
FSOW22	<--- FSOW2	1.004	.039	25.806	***	
FSOW21	<--- FSOW2	1.000				

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
VS23 <--- VALUE2	.664
VS21 <--- VALUE2	.750
VS22 <--- VALUE2	.641
VS24 <--- VALUE2	.622
BS23 <--- BRAND2	.860
BS21 <--- BRAND2	.834
BS22 <--- BRAND2	.907
BS24 <--- BRAND2	.793
RI23 <--- RI2	.795
RI21 <--- RI2	.587
RI22 <--- RI2	.832
RI24 <--- RI2	.828
FSOW23 <--- FSOW2	.917
FSOW22 <--- FSOW2	.890
FSOW21 <--- FSOW2	.896

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BRAND2 <--> RI2	.503	.080	6.313	***	
VALUE2 <--> RI2	.505	.072	7.042	***	
VALUE2 <--> BRAND2	.544	.069	7.835	***	
RI2 <--> FSOW2	.797	.095	8.412	***	
BRAND2 <--> FSOW2	.743	.085	8.696	***	
VALUE2 <--> FSOW2	.566	.073	7.753	***	

Correlations: (Group number 1 - Default model)

	Estimate
BRAND2 <--> RI2	.398
VALUE2 <--> RI2	.556
VALUE2 <--> BRAND2	.670
RI2 <--> FSOW2	.560
BRAND2 <--> FSOW2	.584
VALUE2 <--> FSOW2	.618

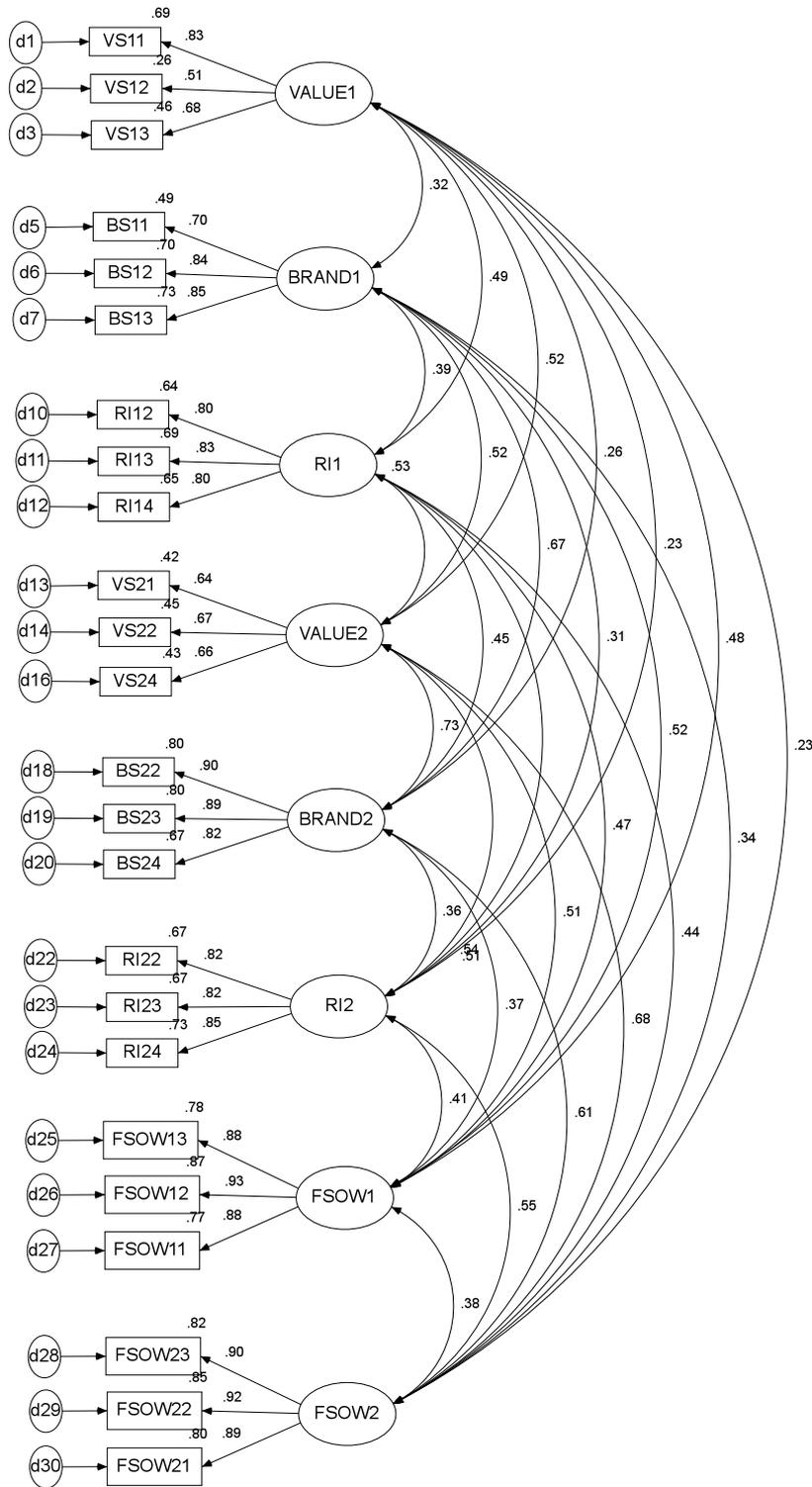
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VALUE2	.585	.094	6.237	***	
BRAND2	1.128	.122	9.224	***	
RI2	1.412	.148	9.531	***	
FSOW2	1.433	.128	11.231	***	
d1	.556	.056	9.948	***	
d3	.926	.080	11.545	***	
d2	.839	.071	11.842	***	
d4	.925	.077	12.046	***	
d5	.526	.047	11.263	***	
d7	.441	.042	10.552	***	
d6	.300	.035	8.457	***	
d8	.667	.056	12.013	***	
d9	1.983	.153	12.981	***	
d11	.765	.073	10.513	***	
d10	.686	.073	9.375	***	
d12	.648	.068	9.523	***	
d15	.284	.034	8.306	***	
d14	.380	.038	9.902	***	
d13	.351	.037	9.571	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
FSOW21	.803
FSOW22	.792
FSOW23	.841
RI24	.686
RI22	.693
RI21	.344
RI23	.631
BS24	.628
BS22	.822
BS21	.696
BS23	.740
VS24	.387
VS22	.410
VS21	.562
VS23	.441

Measurement Model (Top Two Brands / Grocery Store Industry)



Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	76	311.041	224	.000	1.389
Saturated model	300	.000	0		
Independence model	24	4978.609	276	.000	18.038

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.079	.925	.900	.691
Saturated model	.000	1.000		
Independence model	.669	.249	.184	.229

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.938	.923	.982	.977	.981
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.812	.761	.797
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	87.041	44.612	137.516
Saturated model	.000	.000	.000
Independence model	4702.609	4477.259	4935.210

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.978	.274	.140	.432
Saturated model	.000	.000	.000	.000
Independence model	15.656	14.788	14.079	15.520

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.035	.025	.044	.998
Independence model	.231	.226	.237	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	463.041	476.011	749.196	825.196
Saturated model	600.000	651.195	1729.557	2029.557
Independence model	5026.609	5030.705	5116.974	5140.974

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.456	1.323	1.615	1.497
Saturated model	1.887	1.887	1.887	2.048
Independence model	15.807	15.098	16.538	15.820

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	266	283
Independence model	21	22

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
VS13	<--- VALUE1	1.000				
VS11	<--- VALUE1	1.119	.114	9.835	***	
VS12	<--- VALUE1	.699	.091	7.689	***	
BS13	<--- BRAND1	1.000				
BS11	<--- BRAND1	.879	.066	13.291	***	
BS12	<--- BRAND1	.986	.061	16.264	***	
RI13	<--- RI1	1.064	.070	15.195	***	
RI12	<--- RI1	1.079	.073	14.705	***	
RI14	<--- RI1	1.000				
FSOW11	<--- FSOW1	.986	.045	21.874	***	
FSOW12	<--- FSOW1	1.059	.044	24.275	***	
FSOW13	<--- FSOW1	1.000				
VS21	<--- VALUE2	.908	.096	9.420	***	
VS22	<--- VALUE2	.988	.102	9.725	***	
VS24	<--- VALUE2	1.000				
BS23	<--- BRAND2	1.054	.055	19.147	***	
BS22	<--- BRAND2	1.049	.055	19.199	***	
BS24	<--- BRAND2	1.000				
RI23	<--- RI2	.950	.058	16.400	***	
RI22	<--- RI2	.997	.061	16.329	***	
RI24	<--- RI2	1.000				
FSOW21	<--- FSOW2	.989	.041	24.072	***	
FSOW22	<--- FSOW2	1.031	.040	25.732	***	
FSOW23	<--- FSOW2	1.000				

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
VS13	<--- VALUE1	.682
VS11	<--- VALUE1	.829
VS12	<--- VALUE1	.510
BS13	<--- BRAND1	.854
BS11	<--- BRAND1	.700
BS12	<--- BRAND1	.835
RI13	<--- RI1	.833
RI12	<--- RI1	.802
RI14	<--- RI1	.803
FSOW11	<--- FSOW1	.877
FSOW12	<--- FSOW1	.934
FSOW13	<--- FSOW1	.881
VS21	<--- VALUE2	.645
VS22	<--- VALUE2	.672
VS24	<--- VALUE2	.655
BS23	<--- BRAND2	.894
BS22	<--- BRAND2	.896
BS24	<--- BRAND2	.819
RI23	<--- RI2	.819
RI22	<--- RI2	.816
RI24	<--- RI2	.855
FSOW21	<--- FSOW2	.893
FSOW22	<--- FSOW2	.922
FSOW23	<--- FSOW2	.905

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BRAND1 <--> RI1	.584	.107	5.482	***	
VALUE1 <--> RI1	.527	.090	5.829	***	
VALUE1 <--> BRAND1	.333	.079	4.209	***	
BRAND2 <--> RI2	.495	.094	5.271	***	
VALUE2 <--> RI2	.535	.085	6.260	***	
VALUE2 <--> BRAND2	.663	.088	7.555	***	
RI1 <--> VALUE2	.526	.087	6.058	***	
BRAND1 <--> VALUE2	.508	.084	6.056	***	
VALUE1 <--> VALUE2	.365	.067	5.449	***	
RI1 <--> BRAND2	.617	.100	6.166	***	
BRAND1 <--> BRAND2	.906	.109	8.304	***	
VALUE1 <--> BRAND2	.249	.070	3.579	***	
RI1 <--> RI2	.767	.114	6.760	***	
BRAND1 <--> RI2	.461	.101	4.551	***	
VALUE1 <--> RI2	.242	.076	3.170	.002	
FSOW1 <--> RI2	.634	.106	5.969	***	
FSOW1 <--> BRAND2	.526	.095	5.549	***	
FSOW1 <--> VALUE2	.524	.085	6.183	***	
RI1 <--> FSOW1	.734	.112	6.554	***	
BRAND1 <--> FSOW1	.798	.111	7.189	***	
VALUE1 <--> FSOW1	.530	.089	5.976	***	
FSOW1 <--> FSOW2	.575	.100	5.776	***	
RI2 <--> FSOW2	.811	.107	7.576	***	
BRAND2 <--> FSOW2	.820	.101	8.119	***	
VALUE2 <--> FSOW2	.665	.089	7.501	***	
RI1 <--> FSOW2	.651	.104	6.243	***	
BRAND1 <--> FSOW2	.496	.097	5.102	***	
VALUE1 <--> FSOW2	.241	.073	3.305	***	

Correlations: (Group number 1 - Default model)

	Estimate
BRAND1 <--> RI1	.395
VALUE1 <--> RI1	.494
VALUE1 <--> BRAND1	.317
BRAND2 <--> RI2	.361
VALUE2 <--> RI2	.541
VALUE2 <--> BRAND2	.732
RI1 <--> VALUE2	.530
BRAND1 <--> VALUE2	.520
VALUE1 <--> VALUE2	.520
RI1 <--> BRAND2	.448
BRAND1 <--> BRAND2	.670
VALUE1 <--> BRAND2	.256
RI1 <--> RI2	.511
BRAND1 <--> RI2	.312
VALUE1 <--> RI2	.228
FSOW1 <--> RI2	.409
FSOW1 <--> BRAND2	.370
FSOW1 <--> VALUE2	.512
RI1 <--> FSOW1	.472
BRAND1 <--> FSOW1	.522
VALUE1 <--> FSOW1	.481
FSOW1 <--> FSOW2	.377
RI2 <--> FSOW2	.551
BRAND2 <--> FSOW2	.607
VALUE2 <--> FSOW2	.683
RI1 <--> FSOW2	.440
BRAND1 <--> FSOW2	.341
VALUE1 <--> FSOW2	.230

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VALUE1	.756	.126	5.982	***	
BRAND1	1.456	.164	8.894	***	
RI1	1.506	.185	8.138	***	
FSOW1	1.607	.164	9.819	***	
VALUE2	.653	.110	5.943	***	
BRAND2	1.258	.145	8.705	***	
RI2	1.494	.166	8.981	***	
FSOW2	1.452	.141	10.285	***	
d1	.432	.084	5.165	***	
d3	.872	.094	9.255	***	
d2	1.048	.092	11.408	***	
d5	1.172	.108	10.816	***	
d7	.540	.074	7.348	***	
d6	.613	.076	8.037	***	
d11	.752	.094	8.014	***	
d10	.974	.109	8.961	***	
d12	.828	.093	8.923	***	
d27	.468	.050	9.293	***	
d26	.264	.043	6.104	***	
d25	.461	.051	9.128	***	
d13	.757	.072	10.505	***	
d14	.775	.077	10.132	***	
d16	.868	.084	10.365	***	
d19	.352	.044	7.975	***	
d18	.341	.043	7.880	***	
d20	.616	.060	10.309	***	
d23	.664	.075	8.881	***	
d22	.748	.083	8.975	***	
d24	.551	.072	7.656	***	
d30	.362	.040	9.077	***	
d29	.274	.036	7.514	***	
d28	.322	.038	8.508	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
FSOW23	.818
FSOW22	.849
FSOW21	.797
RI24	.730
RI22	.665
RI23	.670
BS24	.671
BS22	.802
BS23	.799
VS24	.430
VS22	.451
VS21	.416
FSOW13	.777
FSOW12	.872
FSOW11	.770
RI14	.645
RI12	.643
RI13	.694
BS12	.698
BS11	.490
BS13	.729
VS12	.261
VS11	.687
VS13	.465