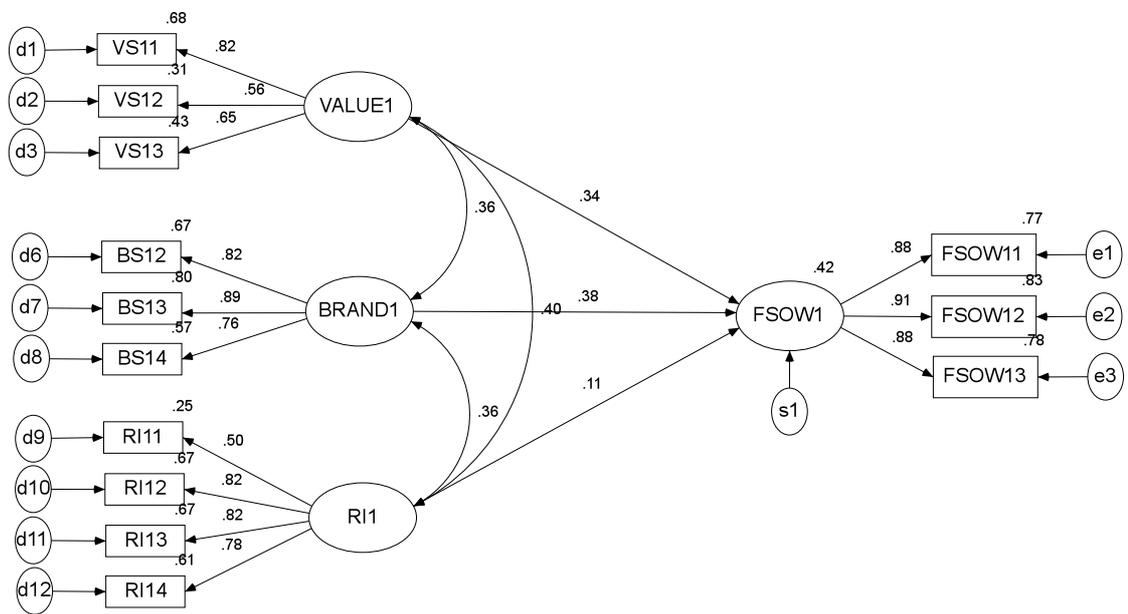# APPENDIX 6

RESULTS OF STRUCTURAL MODEL
(GROCERY STORE INDUSTRY)

Structural Model
(Integrated Model / Top Brand / Grocery Store Industry)

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	31	105.718	60	.000	1.762
Saturated model	91	.000	0		
Independence model	13	2737.827	78	.000	35.100

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.101	.961	.940	.633
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	.961	.950	.983	.978	.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	.769	.740	.756
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	45.718	20.945	78.344
Saturated model	.000	.000	.000
Independence model	2659.827	2492.531	2834.451

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.266	.115	.053	.197
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	.057	.763
Independence model	.293	.283	.302	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	167.718	169.979	291.376	322.376
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	.421	.359	.503	.427
Saturated model	.457	.457	.457	.474
Independence model	6.944	6.524	7.383	6.947

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	298	333
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
FSOW1 <--- VALUE1	.507	.092	5.516	***	
FSOW1 <--- RI1	.121	.060	2.035	.042	
FSOW1 <--- BRAND1	.417	.061	6.802	***	
VS13 <--- VALUE1	1.000				
VS11 <--- VALUE1	1.111	.100	11.087	***	
BS12 <--- BRAND1	1.015	.062	16.254	***	
BS14 <--- BRAND1	1.000				
RI13 <--- RI1	1.115	.068	16.369	***	
RI11 <--- RI1	.845	.088	9.559	***	
RI12 <--- RI1	1.149	.070	16.362	***	
RI14 <--- RI1	1.000				
FSOW11 <--- FSOW1	.988	.041	24.081	***	
FSOW12 <--- FSOW1	1.016	.040	25.404	***	
FSOW13 <--- FSOW1	1.000				
BS13 <--- BRAND1	1.106	.065	17.000	***	
VS12 <--- VALUE1	.811	.088	9.208	***	

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

			Estimate
FSOW1	<---	VALUE1	.340
FSOW1	<---	RI1	.110
FSOW1	<---	BRAND1	.376
VS13	<---	VALUE1	.653
VS11	<---	VALUE1	.822
BS12	<---	BRAND1	.821
BS14	<---	BRAND1	.757
RI13	<---	RI1	.821
RI11	<---	RI1	.498
RI12	<---	RI1	.821
RI14	<---	RI1	.782
FSOW11	<---	FSOW1	.880
FSOW12	<---	FSOW1	.910
FSOW13	<---	FSOW1	.881
BS13	<---	BRAND1	.894
VS12	<---	VALUE1	.556

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BRAND1 <-->RI1	.488	.081	6.046	***	
VALUE1 <-->RI1	.400				
VALUE1 <-->BRAND1	.359	.063	5.741	***	

Correlations: (Group number 1 - Default model)

			Estimate
BRAND1	<-->	RI1	.363
VALUE1	<-->	RI1	.401
VALUE1	<-->	BRAND1	.362

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VALUE1	.736	.099	7.433	***	
BRAND1	1.334	.157	8.478	***	
RI1	1.352	.140	9.667	***	
s1	.950	.096	9.855	***	
d1	.438	.076	5.794	***	
d3	.991	.092	10.805	***	
d2	1.083	.089	12.203	***	
d7	.412	.065	6.305	***	
d6	.665	.069	9.620	***	
d8	.995	.087	11.411	***	
d9	2.926	.219	13.358	***	
d11	.812	.089	9.118	***	
d10	.866	.095	9.135	***	
d12	.861	.083	10.382	***	
e1	.468	.048	9.831	***	
e2	.350	.043	8.094	***	
e3	.471	.048	9.751	***	

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

	Estimate
FSOW1	.421
FSOW13	.777
FSOW12	.829
FSOW11	.774
RI14	.611
RI12	.673
RI11	.248
RI13	.674
BS14	.573
BS12	.674
BS13	.798
VS12	.309
VS11	.675
VS13	.426

Structural Model
(Integrated Model / Adjacent Brand / Grocery Store Industry)
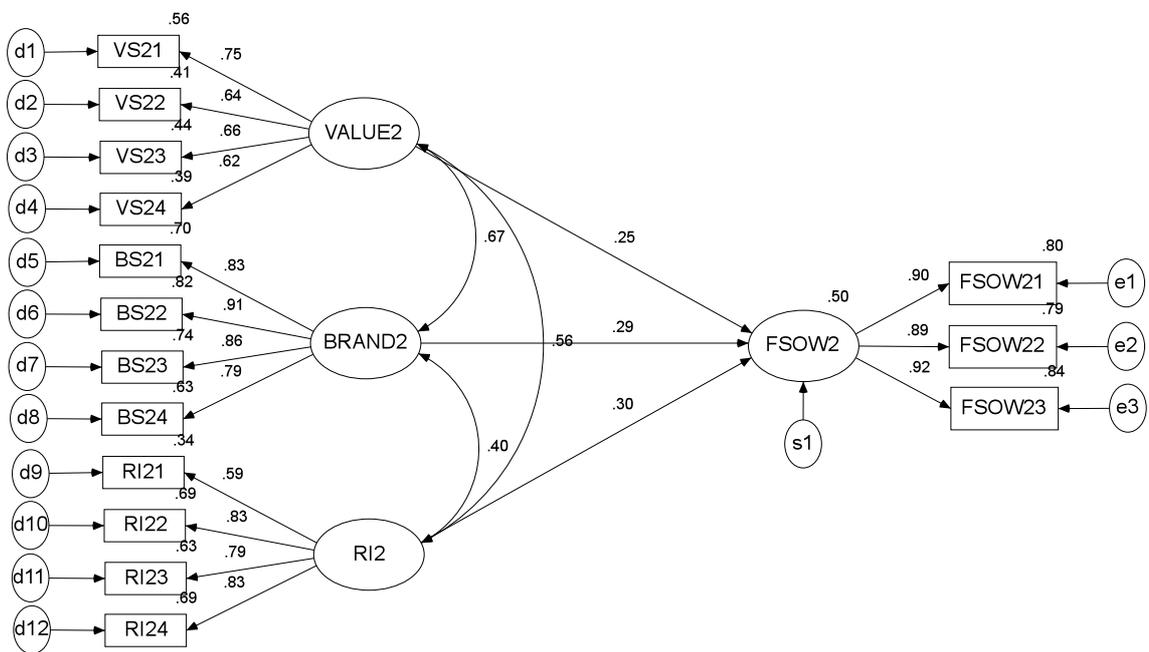
Model Fit Summary

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
FSOW2	<---	VALUE2	.406	.128	3.159	.002	
FSOW2	<---	RI2	.311	.058	5.351	***	
FSOW2	<---	BRAND2	.339	.074	4.573	***	
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				
FSOW21	<---	FSOW2	.979	.036	27.310	***	
FSOW22	<---	FSOW2	.982	.037	26.895	***	
FSOW23	<---	FSOW2	1.000				

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

			Estimate
FSOW2	<---	VALUE2	.253
FSOW2	<---	RI2	.302
FSOW2	<---	BRAND2	.294
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
FSOW21	<---	FSOW2	.896
FSOW22	<---	FSOW2	.890
FSOW23	<---	FSOW2	.917

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	***	

Correlations: (Group number 1 - Default model)

			Estimate
BRAND2	<-->	RI2	.398
VALUE2	<-->	RI2	.556
VALUE2	<-->	BRAND2	.670

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	***	
s1	.752	.072	10.391	***	
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	***	
e1	.351	.037	9.571	***	
e2	.380	.038	9.902	***	
e3	.284	.034	8.306	***	

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

	Estimate
FSOW2	.498
FSOW23	.841
FSOW22	.792
FSOW21	.803
RI24	.686
RI22	.693
RI21	.344
RI23	.631
BS24	.628
BS22	.822
BS21	.696
BS23	.740
VS24	.387
VS22	.410
VS21	.562
VS23	.441

Structural Model
(Integrated Model / Top Two Brands / Grocery Store Industry)
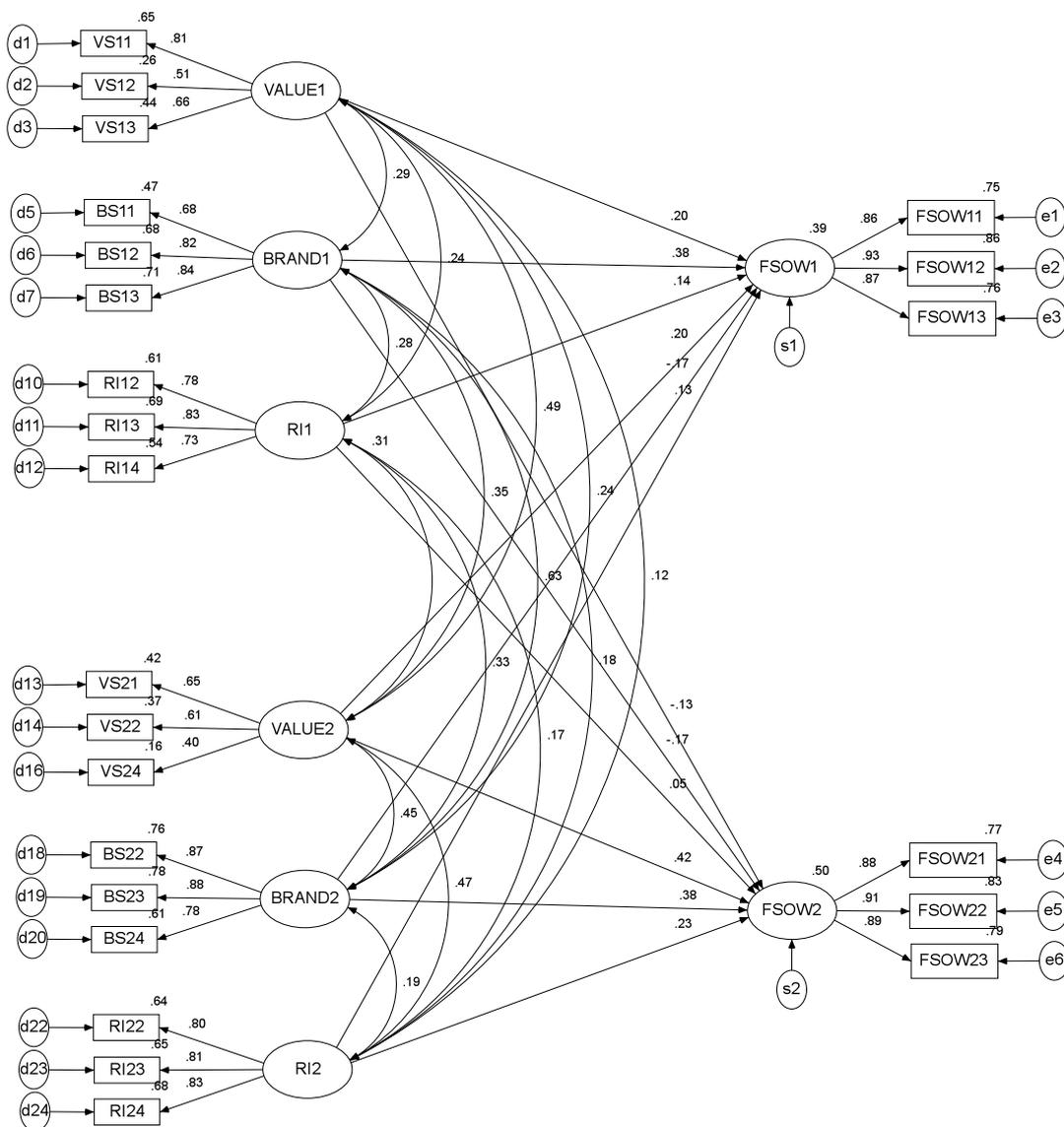
Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	71	415.163	229	.000	1.813
Saturated model	300	.000	0		
Independence model	24	4978.609	276	.000	18.038

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.260	.900	.869	.687
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	.917	.899	.961	.952	.960
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.830	.761	.797
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	186.163	133.000	247.163
Saturated model	.000	.000	.000
Independence model	4702.609	4477.259	4935.210

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.306	.585	.418	.777
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	.051	.043	.058	.443
Independence model	.231	.226	.237	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	557.163	569.279	824.492	895.492
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	1.752	1.585	1.944	1.790
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	204	216
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
FSOW1	<---	VALUE1	.295	.111	2.659	.008	
FSOW1	<---	BRAND1	.397	.082	4.824	***	
FSOW1	<---	RI1	.159	.071	2.253	.024	
FSOW1	<---	VALUE2	.535	.286	1.869	.062	
FSOW1	<---	BRAND2	-.206	.099	-2.074	.038	
FSOW1	<---	RI2	.135	.074	1.826	.068	
FSOW2	<---	VALUE1	-.168	.103	-1.619	.105	
FSOW2	<---	BRAND1	-.166	.072	-2.293	.022	
FSOW2	<---	RI1	.057	.063	.896	.370	
FSOW2	<---	VALUE2	1.023	.297	3.441	***	
FSOW2	<---	BRAND2	.426	.090	4.746	***	
FSOW2	<---	RI2	.231	.069	3.340	***	
VS13	<---	VALUE1	1.000				
VS11	<---	VALUE1	1.118	.124	9.002	***	
VS12	<---	VALUE1	.721	.097	7.407	***	
BS13	<---	BRAND1	1.000				
BS11	<---	BRAND1	.881	.071	12.444	***	
BS12	<---	BRAND1	.988	.066	15.035	***	
RI13	<---	RI1	1.188	.094	12.656	***	
RI12	<---	RI1	1.183	.096	12.378	***	
RI14	<---	RI1	1.000				
FSOW11	<---	FSOW1	.986	.048	20.443	***	
FSOW12	<---	FSOW1	1.060	.047	22.574	***	
FSOW13	<---	FSOW1	1.000				
VS21	<---	VALUE2	1.546	.216	7.156	***	
VS22	<---	VALUE2	1.528	.221	6.925	***	
VS24	<---	VALUE2	1.000				
BS23	<---	BRAND2	1.098	.064	17.160	***	
BS22	<---	BRAND2	1.078	.064	16.967	***	
BS24	<---	BRAND2	1.000				
RI23	<---	RI2	.984	.066	14.868	***	
RI22	<---	RI2	1.026	.070	14.743	***	
RI24	<---	RI2	1.000				
FSOW21	<---	FSOW2	.990	.046	21.670	***	
FSOW22	<---	FSOW2	1.033	.045	23.096	***	
FSOW23	<---	FSOW2	1.000				

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

			Estimate
FSOW1	<---	VALUE1	.204
FSOW1	<---	BRAND1	.381
FSOW1	<---	RI1	.137
FSOW1	<---	VALUE2	.202
FSOW1	<---	BRAND2	-.171
FSOW1	<---	RI2	.126
FSOW2	<---	VALUE1	-.126
FSOW2	<---	BRAND1	-.172
FSOW2	<---	RI1	.053
FSOW2	<---	VALUE2	.419
FSOW2	<---	BRAND2	.382
FSOW2	<---	RI2	.235
VS13	<---	VALUE1	.663
VS11	<---	VALUE1	.809
VS12	<---	VALUE1	.505
BS13	<---	BRAND1	.841
BS11	<---	BRAND1	.682
BS12	<---	BRAND1	.823
RI13	<---	RI1	.829
RI12	<---	RI1	.779
RI14	<---	RI1	.732
FSOW11	<---	FSOW1	.864
FSOW12	<---	FSOW1	.927
FSOW13	<---	FSOW1	.870
VS21	<---	VALUE2	.648
VS22	<---	VALUE2	.609
VS24	<---	VALUE2	.404
BS23	<---	BRAND2	.882
BS22	<---	BRAND2	.872
BS24	<---	BRAND2	.784
RI23	<---	RI2	.809
RI22	<---	RI2	.801
RI24	<---	RI2	.827
FSOW21	<---	FSOW2	.875
FSOW22	<---	FSOW2	.910
FSOW23	<---	FSOW2	.888

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BRAND1 <--> RI1	.325	.079	4.126	***	
VALUE1 <--> RI1	.200				
VALUE1 <--> BRAND1	.273	.058	4.716	***	
BRAND2 <--> RI2	.209	.067	3.132	.002	
VALUE2 <--> RI2	.238	.045	5.260	***	
VALUE2 <--> BRAND2	.200				
RI1 <--> VALUE2	.143	.033	4.279	***	
BRAND1 <--> VALUE2	.183	.036	5.100	***	
VALUE1 <--> VALUE2	.183	.036	5.038	***	
RI1 <--> BRAND2	.340	.067	5.070	***	
BRAND1 <--> BRAND2	.712	.085	8.360	***	
VALUE1 <--> BRAND2	.200				
RI1 <--> RI2	.200				
BRAND1 <--> RI2	.235	.083	2.825	.005	
VALUE1 <--> RI2	.116	.063	1.836	.066	

Correlations: (Group number 1 - Default model)

	Estimate
BRAND1 <--> RI1	.276
VALUE1 <--> RI1	.236
VALUE1 <--> BRAND1	.289
BRAND2 <--> RI2	.188
VALUE2 <--> RI2	.471
VALUE2 <--> BRAND2	.448
RI1 <--> VALUE2	.308
BRAND1 <--> VALUE2	.353
VALUE1 <--> VALUE2	.491
RI1 <--> BRAND2	.335
BRAND1 <--> BRAND2	.628
VALUE1 <--> BRAND2	.245
RI1 <--> RI2	.174
BRAND1 <--> RI2	.182
VALUE1 <--> RI2	.125

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
VALUE1	.682	.111	6.145	***	
BRAND1	1.314	.152	8.668	***	
RI1	1.056	.142	7.422	***	
VALUE2	.204	.045	4.524	***	
BRAND2	.978	.110	8.881	***	
RI2	1.257	.146	8.595	***	
s1	.872	.102	8.587	***	
s2	.607	.079	7.717	***	
d1	.451	.090	5.023	***	
d3	.870	.097	8.972	***	
d2	1.032	.092	11.187	***	
d5	1.170	.109	10.775	***	
d7	.542	.075	7.249	***	
d6	.610	.077	7.891	***	
d11	.675	.102	6.646	***	
d10	.960	.116	8.307	***	
d12	.916	.096	9.530	***	
e1	.471	.051	9.277	***	
e2	.262	.044	5.981	***	
e3	.461	.051	9.079	***	
d13	.675	.076	8.855	***	
d14	.807	.084	9.605	***	
d16	1.044	.089	11.760	***	
d19	.335	.046	7.343	***	
d18	.359	.046	7.819	***	
d20	.613	.059	10.324	***	
d23	.642	.076	8.443	***	
d22	.742	.085	8.698	***	
d24	.579	.074	7.845	***	
e4	.363	.040	9.025	***	
e5	.270	.037	7.355	***	
e6	.326	.038	8.495	***	

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

	Estimate
FSOW2	.500
FSOW1	.390
FSOW23	.788
FSOW22	.828
FSOW21	.766
RI24	.685
RI22	.641
RI23	.655
BS24	.615
BS22	.760
BS23	.779
VS24	.163
VS22	.371
VS21	.419
FSOW13	.756
FSOW12	.860
FSOW11	.747
RI14	.535
RI12	.606
RI13	.688
BS12	.678
BS11	.466
BS13	.708
VS12	.255
VS11	.654
VS13	.439