

## APPENDICES

### Questionnaire

#### *Questionnaire – Sneakers Product*

Have you ever bought sneakers?      **Yes :**                      **No :**

What is the brand(s)?

Please give a mark on the box bellow that according to you is appropriate with that website with criteria:

**VD** = Very Disagree, **D** = Disagree, **M** = Maybe, **A** = Agree, **VA** = Very Agree

#### **Brand Image**

		<b>VD</b>	<b>D</b>	<b>M</b>	<b>A</b>	<b>VA</b>
1	I am especially concerned about the impression that I make on others.					
2	I am rather sensitive to interpersonal rejections.					
3	This product can make you attract other people's attention					
4	The product is a statement of your image benefit self-image					

#### **Value Consciousness**

		<b>VD</b>	<b>D</b>	<b>M</b>	<b>A</b>	<b>VA</b>
1	I'm very concerned about low prices, but I am equally concerned about product quality.					
2	When purchasing product, I always try to maximize the quality I get for the money I spend.					
3	I generally shop around for lower prices on product, but they still must meet certain quality requirements before I buy them.					
4	When I shop, I usually compare the price information for brands I normally buy.					
5	I always check prices at the market to be sure I get the best value for the money I spend.					

**Social Influence**

		VD	D	M	A	VA
1	My best friends and relatives buy counterfeit products.					
2	People in my environment buy counterfeit products.					
3	People in my society encourage me to buy counterfeit products.					
4	It is acceptable If someone knows that I buy counterfeit products.					
5	It is acceptable in my society to buy counterfeit products.					

**Personal Gratification**

		VD	D	M	A	VA
1	I always endeavor to have a sense of social recognition.					
2	I always attempt to have a sense of accomplishment.					
3	I always desire to enjoy the finer things in life.					
4	I always chase a higher standard of living.					

**Attitude towards counterfeit sneaker products**

		VD	D	M	A	VA
1	I prefer counterfeit market goods.					
2	There's nothing wrong with purchasing counterfeit market goods.					
3	Buying counterfeit market goods generally benefits the consumer.					
4	Generally speaking, buying counterfeit market goods is a better choice.					

**Behavioral intention to purchase counterfeit sneaker products**

		VD	D	M	A	VA
1	I recommend to friends and relatives that they buy a counterfeited product.					
2	I intend to purchase counterfeit products.					
3	I think about a counterfeited product as a choice when buying something.					
4	I buy counterfeit products if I think genuine designer products are too expensive.					

5	I buy counterfeit products, instead of the designer products, if I prefer specific brands.					
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**What is your gender?**  *Female*  
 *Male*

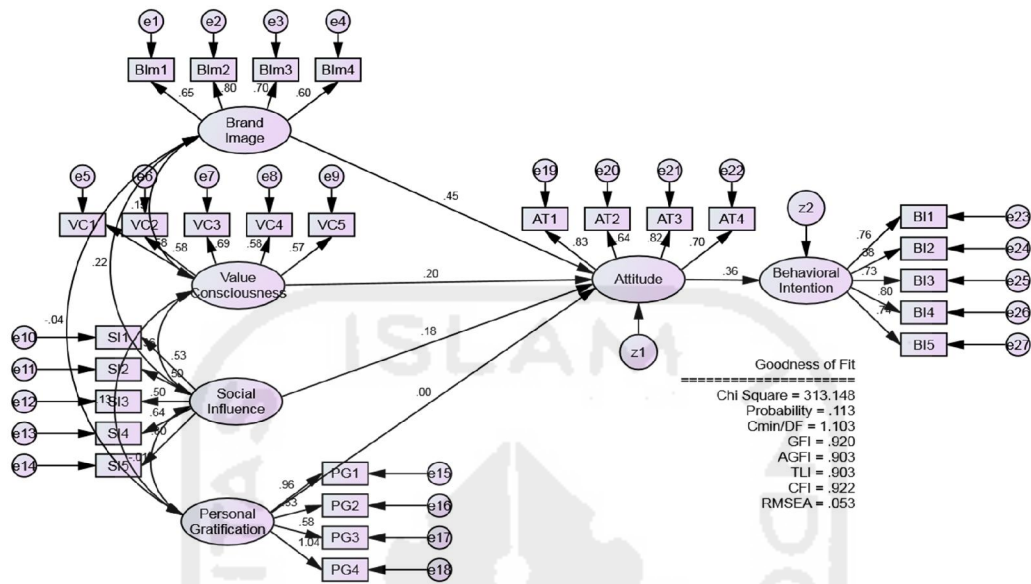
**How old are you?**  *18-25 years old*  
 *26-35 years old*  
 *36-45 years old*  
 *46-55 years old*  
 *55 above*

**How much is your income/salary per month?**  
 *Less than 500,000 rupiahs*  
 *500,000 – 1500,000 rupiahs*  
 *1500,000 – 2500,000 rupiahs*  
 *2500,000 – 3500,000 rupiahs*  
 *3500,000 – 4500,000 rupiahs*  
 *More than 4500,000 rupiahs*

**What is your last education?**  *Elementary School*  
 *Junior High School*  
 *Senior High School*  
 *Undergraduate degree*  
 *Graduate degree*  
 *Others, \_\_\_\_\_*

**What is your occupation?**  *Unemployed*  
 *Civil employee*  
 *Private employee*  
 *Entrepreneur*  
 *Retired*  
 *Student at*  
 \_\_\_\_\_

## Amos Result



### Analysis Summary

#### Date and Time

Date: Thursday, December 24, 2015  
Time: 12:30:29 PM

#### Title

data amos: Thursday, December 24, 2015 12:30 PM

#### Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.  
Sample size = 300

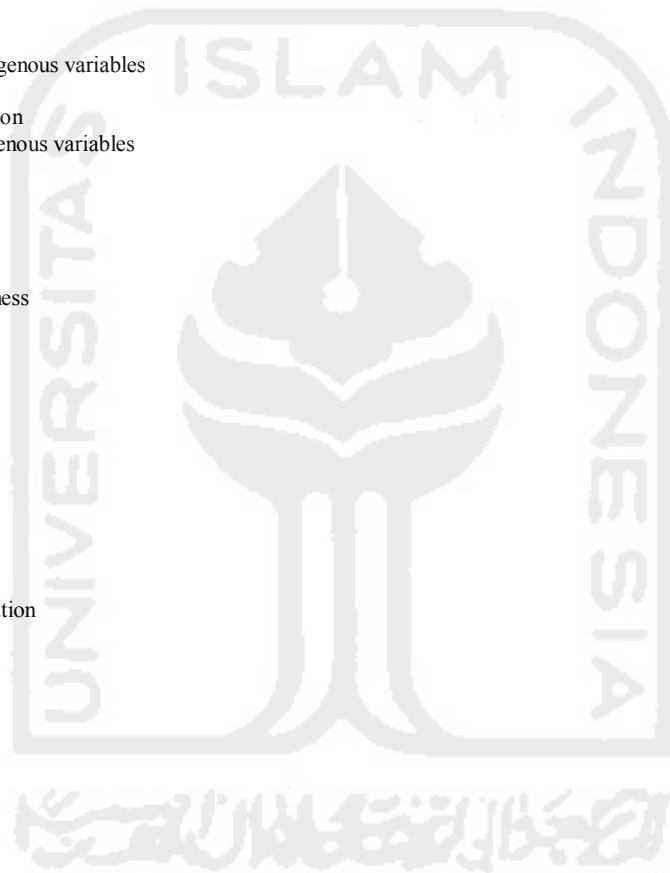
Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

Blm1  
Blm2  
Blm3  
Blm4  
VC1  
VC2  
VC3  
VC4  
VC5

SI5  
 SI4  
 SI3  
 SI2  
 SI1  
 PG1  
 PG2  
 PG3  
 PG4  
 AT1  
 AT2  
 AT3  
 AT4  
 BI1  
 BI2  
 BI3  
 BI4  
 BI5  
 Unobserved, endogenous variables  
 Attitude  
 Behavioral\_Intention  
 Unobserved, exogenous variables  
 Brand\_Image  
 e1  
 e2  
 e3  
 e4  
 Value\_Consciousness  
 e5  
 e6  
 e7  
 e8  
 e9  
 Social\_Influence  
 e14  
 e13  
 e12  
 e11  
 e10  
 Personal\_Gratification  
 e15  
 e16  
 e17  
 e18  
 e19  
 e20  
 e21  
 e22  
 e23  
 e24  
 e25  
 e26  
 e27  
 z1  
 z2



**Variable counts (Group number 1)**

Number of variables in your model:	62
Number of observed variables:	27
Number of unobserved variables:	35
Number of exogenous variables:	33
Number of endogenous variables:	29

**Parameter Summary (Group number 1)**

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	35	0	0	0	0	35
Labeled	0	0	0	0	0	0
Unlabeled	26	35	33	0	0	94
Total	61	35	33	0	0	129

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI5	2.000	5.000	-.463	-3.277	2.531	8.947
BI4	2.000	5.000	-.542	-3.833	1.373	4.854
BI3	2.000	5.000	-.694	-4.911	2.500	8.838
BI2	1.000	5.000	.294	2.080	.843	2.981
BI1	2.000	5.000	-.672	-4.748	2.204	7.791
AT4	2.000	5.000	-.203	-1.436	.115	.408
AT3	2.000	5.000	-.390	-2.759	.948	3.353
AT2	2.000	5.000	-.482	-3.408	2.451	8.665
AT1	2.000	5.000	-.209	-1.477	1.016	3.593
PG4	1.000	5.000	-.195	-1.376	.332	1.175
PG3	2.000	5.000	-.194	-1.372	-.059	-.209
PG2	2.000	5.000	-.259	-1.832	-.185	-.655
PG1	1.000	5.000	.009	.064	-.021	-.076
SI1	2.000	5.000	-.268	-1.896	.383	1.356
SI2	1.000	5.000	-.411	-2.908	1.058	3.740
SI3	2.000	5.000	-.203	-1.434	.197	.697
SI4	2.000	5.000	-.167	-1.183	.774	2.735
SI5	3.000	5.000	.000	.000	.571	2.020
VC5	2.000	5.000	-.388	-2.742	.584	2.064
VC4	2.000	5.000	-.192	-1.359	-.051	-.181
VC3	2.000	5.000	-.514	-3.636	.872	3.083
VC2	2.000	5.000	-.195	-1.377	-.111	-.393
VC1	2.000	5.000	-.631	-4.463	1.168	4.129
Blm4	2.000	5.000	-.521	-3.681	1.549	5.475
Blm3	2.000	5.000	-.475	-3.357	1.028	3.636
Blm2	2.000	5.000	-.575	-4.068	1.233	4.359
Blm1	2.000	5.000	-.621	-4.389	1.204	4.257
Multivariate					225.933	49.444

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
291	90.682	.000	.000
265	75.459	.000	.000
278	74.251	.000	.000
81	69.523	.000	.000
219	65.880	.000	.000
197	64.668	.000	.000
119	63.769	.000	.000
65	61.774	.000	.000
123	61.298	.000	.000
279	59.981	.000	.000
7	59.880	.000	.000
45	59.639	.000	.000
128	58.542	.000	.000
232	58.087	.000	.000
26	57.522	.001	.000
206	57.044	.001	.000
231	56.512	.001	.000

Observation number	Mahalanobis d-squared	p1	p2
23	56.253	.001	.000
102	55.117	.001	.000
275	55.004	.001	.000
71	54.314	.001	.000
27	54.120	.001	.000
143	54.112	.001	.000
205	54.057	.001	.000
68	53.443	.002	.000
218	53.333	.002	.000
294	52.196	.003	.000
266	52.111	.003	.000
288	51.682	.003	.000
134	51.100	.003	.000
141	50.248	.004	.000
171	49.631	.005	.000
122	49.282	.006	.000
292	49.099	.006	.000
127	49.074	.006	.000
9	48.328	.007	.000
22	48.176	.007	.000
48	47.867	.008	.000
11	47.686	.008	.000
76	47.256	.009	.000
163	46.812	.010	.000
52	46.601	.011	.000
270	46.396	.012	.000
19	46.379	.012	.000
238	46.358	.012	.000
29	46.356	.012	.000
215	45.442	.015	.000
25	45.399	.015	.000
89	45.202	.015	.000
66	44.503	.018	.000
3	44.434	.019	.000
106	44.376	.019	.000
4	43.883	.021	.000
201	43.799	.022	.000
120	43.679	.022	.000
67	43.512	.023	.000
38	43.418	.024	.000
104	43.296	.024	.000
138	43.124	.025	.000
61	42.760	.028	.000
50	42.597	.029	.000
207	42.116	.032	.000
60	42.049	.033	.000
91	41.749	.035	.000
145	41.670	.035	.000
298	41.564	.036	.000
148	40.670	.044	.000
64	39.974	.052	.000
33	39.939	.052	.000
42	39.562	.056	.000
273	39.543	.057	.000
1	39.475	.057	.000
147	38.894	.065	.000
70	38.873	.065	.000

Observation number	Mahalanobis d-squared	p1	p2
157	38.704	.067	.000
162	37.948	.079	.000
125	37.648	.084	.000
156	37.289	.090	.000
296	37.277	.090	.000
272	36.844	.098	.000
90	36.769	.099	.000
16	36.668	.101	.000
267	36.614	.103	.000
139	36.554	.104	.000
54	36.525	.104	.000
233	36.411	.107	.000
24	36.146	.112	.000
133	36.036	.115	.000
44	36.002	.115	.000
177	35.488	.127	.000
72	35.330	.131	.000
293	35.241	.133	.000
168	34.889	.142	.000
186	34.288	.158	.000
53	34.039	.165	.000
165	33.538	.180	.000
247	33.363	.185	.000
49	33.209	.190	.000
124	32.623	.210	.000
46	32.478	.215	.000

**Models**

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 378  
Number of distinct parameters to be estimated: 94  
Degrees of freedom (378 - 94): 284

Result (Default model)

Minimum was achieved  
Chi-square = 313.148  
Degrees of freedom = 284  
Probability level = .113

Group number 1 (Group number 1 - Default model)

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
Attitude	<---	Brand_Image	.533	.086	6.224	***	
Attitude	<---	Value_Consciousness	.261	.096	2.732	.006	
Attitude	<---	Social_Influence	.197	.078	2.529	.011	
Attitude	<---	Personal_Gratification	.002	.030	.080	.936	
Behavioral_Intention	<---	Attitude	.307	.057	5.390	***	
Blm1	<---	Brand_Image	1.000				
Blm2	<---	Brand_Image	1.223	.119	10.256	***	
Blm3	<---	Brand_Image	1.038	.109	9.496	***	
Blm4	<---	Brand_Image	.883	.103	8.582	***	
VC1	<---	Value_Consciousness	1.000				
VC2	<---	Value_Consciousness	1.071	.141	7.613	***	
VC3	<---	Value_Consciousness	1.148	.159	7.228	***	
VC4	<---	Value_Consciousness	.899	.140	6.415	***	
VC5	<---	Value_Consciousness	.992	.148	6.712	***	
SI5	<---	Social_Influence	1.000				
SI4	<---	Social_Influence	.836	.095	8.812	***	
SI3	<---	Social_Influence	.689	.094	7.345	***	
SI2	<---	Social_Influence	.755	.110	6.847	***	
SI1	<---	Social_Influence	.769	.100	7.672	***	
PG1	<---	Personal_Gratification	1.000				
PG2	<---	Personal_Gratification	.525	.298	1.762	.078	
PG3	<---	Personal_Gratification	.530	.300	1.767	.077	
PG4	<---	Personal_Gratification	1.006	.079	12.702	***	
AT1	<---	Attitude	1.000				
AT2	<---	Attitude	.705	.065	10.824	***	
AT3	<---	Attitude	1.082	.074	14.572	***	
AT4	<---	Attitude	.982	.075	13.146	***	
BI1	<---	Behavioral_Intention	1.000				
BI2	<---	Behavioral_Intention	.569	.089	6.391	***	
BI3	<---	Behavioral_Intention	.922	.089	10.328	***	
BI4	<---	Behavioral_Intention	1.106	.089	12.409	***	
BI5	<---	Behavioral_Intention	.899	.075	11.970	***	

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

			Estimate
Attitude	<---	Brand_Image	.449
Attitude	<---	Value_Consciousness	.200
Attitude	<---	Social_Influence	.177
Attitude	<---	Personal_Gratification	.004
Behavioral_Intention	<---	Attitude	.359
Blm1	<---	Brand_Image	.651
Blm2	<---	Brand_Image	.804
Blm3	<---	Brand_Image	.702
Blm4	<---	Brand_Image	.603
VC1	<---	Value_Consciousness	.577
VC2	<---	Value_Consciousness	.580
VC3	<---	Value_Consciousness	.690
VC4	<---	Value_Consciousness	.583
VC5	<---	Value_Consciousness	.572
SI5	<---	Social_Influence	.797
SI4	<---	Social_Influence	.642
SI3	<---	Social_Influence	.501
SI2	<---	Social_Influence	.504
SI1	<---	Social_Influence	.529

			Estimate
PG1	<--	Personal_Gratification	.963
PG2	<--	Personal_Gratification	.527
PG3	<--	Personal_Gratification	.584
PG4	<--	Personal_Gratification	1.040
AT1	<--	Attitude	.830
AT2	<--	Attitude	.640
AT3	<--	Attitude	.816
AT4	<--	Attitude	.704
B11	<--	Behavioral_Intention	.757
B12	<--	Behavioral_Intention	.382
B13	<--	Behavioral_Intention	.735
B14	<--	Behavioral_Intention	.797
B15	<--	Behavioral_Intention	.740

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Brand_Image	<-->	Value_Consciousness	.021	.010	2.029	.042	
Brand_Image	<-->	Social_Influence	.035	.014	2.560	.010	
Brand_Image	<-->	Personal_Gratification	-.012	.016	-.763	.445	
Value_Consciousness	<-->	Social_Influence	.052	.012	4.223	***	
Value_Consciousness	<-->	Personal_Gratification	-.036	.016	-2.199	.028	
Social_Influence	<-->	Personal_Gratification	-.002	.018	-.105	.916	
e15	<-->	e18	-.203	.321	-.632	.527	
e12	<-->	e11	.078	.019	4.131	***	
e7	<-->	e27	.033	.010	3.282	.001	
e4	<-->	e5	.064	.014	4.510	***	
e14	<-->	e16	.052	.013	4.196	***	
e21	<-->	e27	.000	.008	-.001	.999	
e22	<-->	e24	.060	.015	4.036	***	
e2	<-->	e6	.013	.015	.897	.370	
e16	<-->	e17	.192	.091	2.117	.034	
e1	<-->	e11	-.049	.015	-3.294	***	
e6	<-->	e11	-.068	.016	-4.150	***	
e4	<-->	e20	.047	.011	4.186	***	
e6	<-->	e17	-.018	.014	-1.300	.193	
e5	<-->	e22	-.046	.014	-3.185	.001	
e21	<-->	e25	-.045	.010	-4.435	***	
e14	<-->	e11	-.022	.014	-1.512	.131	
e6	<-->	e18	.037	.016	2.332	.020	
e6	<-->	e24	.062	.017	3.729	***	
e6	<-->	Brand_Image	.052	.015	3.508	***	
e14	<-->	Brand_Image	.031	.011	2.713	.007	
e24	<-->	Brand_Image	.045	.013	3.333	***	
e23	<-->	e25	-.045	.010	-4.747	***	
e5	<-->	e6	.017	.020	.863	.388	
e5	<-->	e8	-.051	.016	-3.221	.001	
e12	<-->	z2	-.041	.012	-3.536	***	
e3	<-->	e4	.029	.014	2.052	.040	
e20	<-->	e21	-.024	.011	-2.181	.029	
e24	<-->	e27	.024	.010	2.330	.020	
e27	<-->	Value_Consciousness	.026	.008	3.056	.002	

Correlations: (Group number 1 - Default model)

			Estimate
Brand_Image	<-->	Value_Consciousness	.151

			Estimate
Brand_Image	<-->	Social_Influence	.217
Brand_Image	<-->	Personal_Gratification	-.042
Value_Consciousness	<-->	Social_Influence	.355
Value_Consciousness	<-->	Personal_Gratification	-.133
Social_Influence	<-->	Personal_Gratification	-.006
e12	<-->	e11	.293
e7	<-->	e27	.244
e4	<-->	e5	.280
e14	<-->	e16	.260
e21	<-->	e27	.000
e22	<-->	e24	.242
e2	<-->	e6	.070
e16	<-->	e17	.539
e1	<-->	e11	-.201
e6	<-->	e11	-.237
e4	<-->	e20	.265
e6	<-->	e17	-.062
e5	<-->	e22	-.199
e21	<-->	e25	-.370
e14	<-->	e11	-.127
e6	<-->	e24	.216
e6	<-->	Brand_Image	.251
e14	<-->	Brand_Image	.251
e24	<-->	Brand_Image	.212
e23	<-->	e25	-.392
e5	<-->	e6	.064
e5	<-->	e8	-.229
e12	<-->	z2	-.222
e3	<-->	e4	.154
e20	<-->	e21	-.168
e24	<-->	e27	.139
e27	<-->	Value_Consciousness	.225

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Image	.152	.026	5.783	***	
Value_Consciousness	.126	.028	4.445	***	
Social_Influence	.173	.026	6.785	***	
Personal_Gratification	.570	.325	1.755	.079	
z1	.138	.018	7.580	***	
z2	.137	.020	6.816	***	
e1	.208	.021	10.072	***	
e2	.125	.019	6.685	***	
e3	.169	.019	8.956	***	
e4	.208	.020	10.306	***	
e5	.252	.027	9.221	***	
e6	.285	.029	9.947	***	
e7	.183	.021	8.656	***	
e8	.198	.020	9.857	***	
e9	.255	.024	10.460	***	
e14	.100	.018	5.590	***	
e13	.172	.018	9.527	***	
e12	.245	.022	11.044	***	
e11	.290	.029	9.906	***	
e10	.263	.024	10.886	***	
e15	.045	.321	.140	.889	

	Estimate	S.E.	C.R.	P	Label
e16	.409	.092	4.418	***	
e17	.309	.093	3.341	***	
e18	-.044	.324	-.135	.893	
e19	.097	.012	7.919	***	
e20	.154	.015	10.282	***	
e21	.127	.017	7.683	***	
e22	.211	.020	10.518	***	
e23	.117	.014	8.477	***	
e24	.291	.024	11.920	***	
e25	.114	.013	8.847	***	
e26	.111	.013	8.807	***	
e27	.102	.010	9.780	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.002	.197	.261	.533	.000	.000
Behavioral_Intention	.001	.061	.080	.164	.307	.000
BI5	.001	.054	.072	.147	.276	.899
BI4	.001	.067	.089	.181	.339	1.106
BI3	.001	.056	.074	.151	.283	.922
BI2	.000	.034	.046	.093	.175	.569
BI1	.001	.061	.080	.164	.307	1.000
AT4	.002	.194	.256	.523	.982	.000
AT3	.003	.213	.283	.577	1.082	.000
AT2	.002	.139	.184	.376	.705	.000
AT1	.002	.197	.261	.533	1.000	.000
PG4	1.006	.000	.000	.000	.000	.000
PG3	.530	.000	.000	.000	.000	.000
PG2	.525	.000	.000	.000	.000	.000
PG1	1.000	.000	.000	.000	.000	.000
SI1	.000	.769	.000	.000	.000	.000
SI2	.000	.755	.000	.000	.000	.000
SI3	.000	.689	.000	.000	.000	.000
SI4	.000	.836	.000	.000	.000	.000
SI5	.000	1.000	.000	.000	.000	.000
VC5	.000	.000	.992	.000	.000	.000
VC4	.000	.000	.899	.000	.000	.000
VC3	.000	.000	1.148	.000	.000	.000
VC2	.000	.000	1.071	.000	.000	.000
VC1	.000	.000	1.000	.000	.000	.000
Blm4	.000	.000	.000	.883	.000	.000
Blm3	.000	.000	.000	1.038	.000	.000
Blm2	.000	.000	.000	1.223	.000	.000
Blm1	.000	.000	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.004	.177	.200	.449	.000	.000
Behavioral_Intention	.001	.064	.072	.161	.359	.000
BI5	.001	.047	.053	.119	.265	.740

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
BI4	.001	.051	.057	.128	.286	.797
BI3	.001	.047	.053	.118	.264	.735
BI2	.001	.024	.027	.061	.137	.382
BI1	.001	.048	.054	.122	.272	.757
AT4	.003	.125	.141	.316	.704	.000
AT3	.003	.144	.163	.366	.816	.000
AT2	.002	.113	.128	.287	.640	.000
AT1	.003	.147	.166	.373	.830	.000
PG4	1.040	.000	.000	.000	.000	.000
PG3	.584	.000	.000	.000	.000	.000
PG2	.527	.000	.000	.000	.000	.000
PG1	.963	.000	.000	.000	.000	.000
SI1	.000	.529	.000	.000	.000	.000
SI2	.000	.504	.000	.000	.000	.000
SI3	.000	.501	.000	.000	.000	.000
SI4	.000	.642	.000	.000	.000	.000
SI5	.000	.797	.000	.000	.000	.000
VC5	.000	.000	.572	.000	.000	.000
VC4	.000	.000	.583	.000	.000	.000
VC3	.000	.000	.690	.000	.000	.000
VC2	.000	.000	.580	.000	.000	.000
VC1	.000	.000	.577	.000	.000	.000
BI4m	.000	.000	.000	.603	.000	.000
BI3m	.000	.000	.000	.702	.000	.000
BI2m	.000	.000	.000	.804	.000	.000
BI1m	.000	.000	.000	.651	.000	.000

Direct Effects (Group number 1 - Default model)

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.002	.197	.261	.533	.000	.000
Behavioral_Intention	.000	.000	.000	.000	.307	.000
BI5	.000	.000	.000	.000	.000	.899
BI4	.000	.000	.000	.000	.000	1.106
BI3	.000	.000	.000	.000	.000	.922
BI2	.000	.000	.000	.000	.000	.569
BI1	.000	.000	.000	.000	.000	1.000
AT4	.000	.000	.000	.000	.982	.000
AT3	.000	.000	.000	.000	1.082	.000
AT2	.000	.000	.000	.000	.705	.000
AT1	.000	.000	.000	.000	1.000	.000
PG4	1.006	.000	.000	.000	.000	.000
PG3	.530	.000	.000	.000	.000	.000
PG2	.525	.000	.000	.000	.000	.000
PG1	1.000	.000	.000	.000	.000	.000
SI1	.000	.769	.000	.000	.000	.000
SI2	.000	.755	.000	.000	.000	.000
SI3	.000	.689	.000	.000	.000	.000
SI4	.000	.836	.000	.000	.000	.000
SI5	.000	1.000	.000	.000	.000	.000
VC5	.000	.000	.992	.000	.000	.000
VC4	.000	.000	.899	.000	.000	.000
VC3	.000	.000	1.148	.000	.000	.000
VC2	.000	.000	1.071	.000	.000	.000

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
VC1	.000	.000	1.000	.000	.000	.000
Blm4	.000	.000	.000	.883	.000	.000
Blm3	.000	.000	.000	1.038	.000	.000
Blm2	.000	.000	.000	1.223	.000	.000
Blm1	.000	.000	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.004	.177	.200	.449	.000	.000
Behavioral_Intention	.000	.000	.000	.000	.359	.000
BI5	.000	.000	.000	.000	.000	.740
BI4	.000	.000	.000	.000	.000	.797
BI3	.000	.000	.000	.000	.000	.735
BI2	.000	.000	.000	.000	.000	.382
BI1	.000	.000	.000	.000	.000	.757
AT4	.000	.000	.000	.000	.704	.000
AT3	.000	.000	.000	.000	.816	.000
AT2	.000	.000	.000	.000	.640	.000
AT1	.000	.000	.000	.000	.830	.000
PG4	1.040	.000	.000	.000	.000	.000
PG3	.584	.000	.000	.000	.000	.000
PG2	.527	.000	.000	.000	.000	.000
PG1	.963	.000	.000	.000	.000	.000
SI1	.000	.529	.000	.000	.000	.000
SI2	.000	.504	.000	.000	.000	.000
SI3	.000	.501	.000	.000	.000	.000
SI4	.000	.642	.000	.000	.000	.000
SI5	.000	.797	.000	.000	.000	.000
VC5	.000	.000	.572	.000	.000	.000
VC4	.000	.000	.583	.000	.000	.000
VC3	.000	.000	.690	.000	.000	.000
VC2	.000	.000	.580	.000	.000	.000
VC1	.000	.000	.577	.000	.000	.000
Blm4	.000	.000	.000	.603	.000	.000
Blm3	.000	.000	.000	.702	.000	.000
Blm2	.000	.000	.000	.804	.000	.000
Blm1	.000	.000	.000	.651	.000	.000

Indirect Effects (Group number 1 - Default model)

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.000	.000	.000	.000	.000	.000
Behavioral_Intention	.001	.061	.080	.164	.000	.000
BI5	.001	.054	.072	.147	.276	.000
BI4	.001	.067	.089	.181	.339	.000
BI3	.001	.056	.074	.151	.283	.000
BI2	.000	.034	.046	.093	.175	.000
BI1	.001	.061	.080	.164	.307	.000
AT4	.002	.194	.256	.523	.000	.000
AT3	.003	.213	.283	.577	.000	.000
AT2	.002	.139	.184	.376	.000	.000
AT1	.002	.197	.261	.533	.000	.000

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
PG4	.000	.000	.000	.000	.000	.000
PG3	.000	.000	.000	.000	.000	.000
PG2	.000	.000	.000	.000	.000	.000
PG1	.000	.000	.000	.000	.000	.000
SI1	.000	.000	.000	.000	.000	.000
SI2	.000	.000	.000	.000	.000	.000
SI3	.000	.000	.000	.000	.000	.000
SI4	.000	.000	.000	.000	.000	.000
SI5	.000	.000	.000	.000	.000	.000
VC5	.000	.000	.000	.000	.000	.000
VC4	.000	.000	.000	.000	.000	.000
VC3	.000	.000	.000	.000	.000	.000
VC2	.000	.000	.000	.000	.000	.000
VC1	.000	.000	.000	.000	.000	.000
Blm4	.000	.000	.000	.000	.000	.000
Blm3	.000	.000	.000	.000	.000	.000
Blm2	.000	.000	.000	.000	.000	.000
Blm1	.000	.000	.000	.000	.000	.000

**Standardized Indirect Effects (Group number 1 - Default model)**

	Personal_Gratification	Social_Influence	Value_Consciousness	Brand_Image	Attitude	Behavioral_Intention
Attitude	.000	.000	.000	.000	.000	.000
Behavioral_Intention	.001	.064	.072	.161	.000	.000
BI5	.001	.047	.053	.119	.265	.000
BI4	.001	.051	.057	.128	.286	.000
BI3	.001	.047	.053	.118	.264	.000
BI2	.001	.024	.027	.061	.137	.000
BI1	.001	.048	.054	.122	.272	.000
AT4	.003	.125	.141	.316	.000	.000
AT3	.003	.144	.163	.366	.000	.000
AT2	.002	.113	.128	.287	.000	.000
AT1	.003	.147	.166	.373	.000	.000
PG4	.000	.000	.000	.000	.000	.000
PG3	.000	.000	.000	.000	.000	.000
PG2	.000	.000	.000	.000	.000	.000
PG1	.000	.000	.000	.000	.000	.000
SI1	.000	.000	.000	.000	.000	.000
SI2	.000	.000	.000	.000	.000	.000
SI3	.000	.000	.000	.000	.000	.000
SI4	.000	.000	.000	.000	.000	.000
SI5	.000	.000	.000	.000	.000	.000
VC5	.000	.000	.000	.000	.000	.000
VC4	.000	.000	.000	.000	.000	.000
VC3	.000	.000	.000	.000	.000	.000
VC2	.000	.000	.000	.000	.000	.000
VC1	.000	.000	.000	.000	.000	.000
Blm4	.000	.000	.000	.000	.000	.000
Blm3	.000	.000	.000	.000	.000	.000
Blm2	.000	.000	.000	.000	.000	.000
Blm1	.000	.000	.000	.000	.000	.000

**Notes for Model (Group number 1 - Default model)**

The following covariance matrix is not positive definite (Group number 1 - Default model)

**Model Fit Summary****CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	94	313.148	284	.113	1.103
Saturated model	378	.000	0		
Independence model	27	3411.345	351	.000	9.719

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	.022	.920	.903	.869
Saturated model	.000	1.000		
Independence model	.079	.435	.392	.404

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.847	.810	.924	.903	.922
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	.809	.685	.746
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

**NCP**

Model	NCP	LO 90	HI 90
Default model	239.148	178.801	307.321
Saturated model	.000	.000	.000
Independence model	3060.345	2876.823	3251.221

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	1.750	.800	.598	1.028
Saturated model	.000	.000	.000	.000
Independence model	11.409	10.235	9.621	10.874

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.053	.046	.060	.234
Independence model	.171	.166	.176	.000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	711.148	730.572	1059.303	1153.303
Saturated model	756.000	834.111	2156.030	2534.030
Independence model	3465.345	3470.925	3565.348	3592.348



**ECVI**

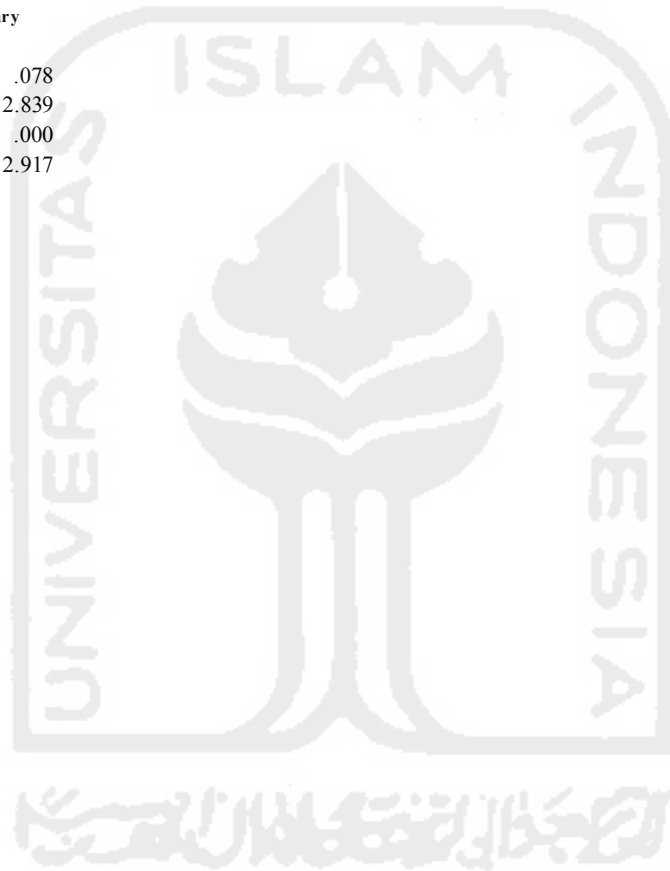
Model	ECVI	LO 90	HI 90	MECVI
Default model	2.378	2.177	2.606	2.443
Saturated model	2.528	2.528	2.528	2.790
Independence model	11.590	10.976	12.228	11.608

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	186	196
Independence model	35	37

**Execution time summary**

Minimization: .078  
Miscellaneous: 2.839  
Bootstrap: .000  
Total: 2.917



No	Brand Image				Value					Social				
	BI1	BI2	BI3	BI4	VC1	VC2	VC3	VC4	VC5	SI1	SI2	SI3	SI4	SI5
1	4	4	4	3	3	3	3	3	4	4	3	3	5	4
2	3	4	4	4	3	3	3	3	3	3	4	3	4	4
3	4	5	4	4	5	3	4	4	4	5	3	4	4	5
4	2	3	3	3	2	2	3	5	3	4	5	4	4	3
5	4	4	4	4	4	3	3	3	4	4	4	3	3	4
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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9	4	4	5	5	3	3	3	3	5	3	4	3	3	4
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No	Personality Gratification				Attitude				Behavioral Intention				
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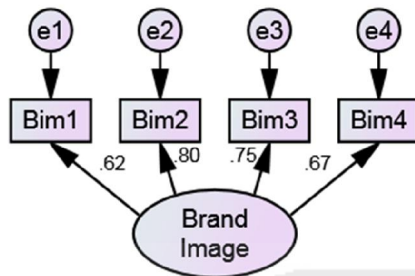
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## Per Indicator Result



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
Bim1 <--- Brand_Image	1.000				
Bim2 <--- Brand_Image	1.286	.132	9.727	***	
Bim3 <--- Brand_Image	1.162	.122	9.488	***	
Bim4 <--- Brand_Image	1.029	.116	8.875	***	

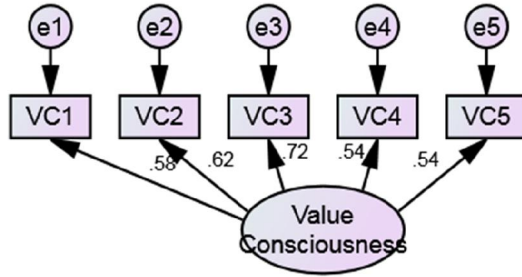
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Bim1 <--- Brand_Image	.617
Bim2 <--- Brand_Image	.800
Bim3 <--- Brand_Image	.747
Bim4 <--- Brand_Image	.670

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Image	.141	.026	5.353	***	
e1	.229	.022	10.478	***	
e2	.131	.019	7.025	***	
e3	.150	.018	8.448	***	
e4	.184	.019	9.879	***	





**Group number 1 (Group number 1 - Default model)**

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

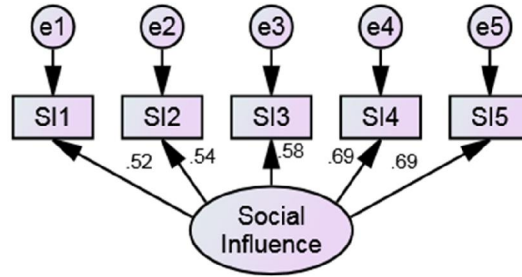
	Estimate	S.E.	C.R.	P	Label
VC1 <--- Value_Consciousness	1.000				
VC2 <--- Value_Consciousness	1.165	.158	7.366	***	
VC3 <--- Value_Consciousness	1.185	.151	7.834	***	
VC4 <--- Value_Consciousness	.826	.122	6.768	***	
VC5 <--- Value_Consciousness	.932	.137	6.779	***	

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

	Estimate
VC1 <--- Value_Consciousness	.575
VC2 <--- Value_Consciousness	.620
VC3 <--- Value_Consciousness	.720
VC4 <--- Value_Consciousness	.541
VC5 <--- Value_Consciousness	.542

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Value_Consciousness	.128	.028	4.663	***	
e1	.259	.026	10.159	***	
e2	.278	.029	9.586	***	
e3	.167	.022	7.708	***	
e4	.211	.020	10.507	***	
e5	.267	.025	10.495	***	



**Group number 1 (Group number 1 - Default model)**

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

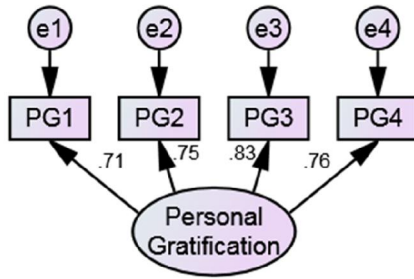
	Estimate	S.E.	C.R.	P	Label
SI1 <--- Social_Influence	1.000				
SI2 <--- Social_Influence	1.045	.164	6.386	***	
SI3 <--- Social_Influence	1.035	.155	6.664	***	
SI4 <--- Social_Influence	1.174	.162	7.247	***	
SI5 <--- Social_Influence	1.160	.159	7.275	***	

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

	Estimate
SI1 <--- Social_Influence	.524
SI2 <--- Social_Influence	.535
SI3 <--- Social_Influence	.576
SI4 <--- Social_Influence	.687
SI5 <--- Social_Influence	.695

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Social_Influence	.101	.024	4.218	***	
e1	.265	.025	10.699	***	
e2	.273	.026	10.606	***	
e3	.217	.021	10.216	***	
e4	.155	.018	8.538	***	
e5	.145	.017	8.377	***	



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

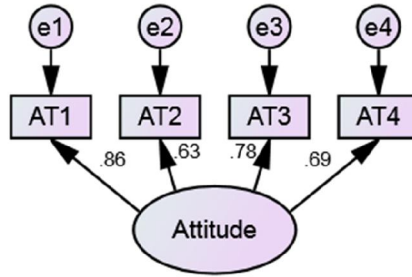
	Estimate	S.E.	C.R.	P	Label
PG1 <--- Personal_Gratification	1.000				
PG2 <--- Personal_Gratification	1.012	.087	11.662	***	
PG3 <--- Personal_Gratification	1.020	.082	12.499	***	
PG4 <--- Personal_Gratification	.993	.084	11.760	***	

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

	Estimate
PG1 <--- Personal_Gratification	.713
PG2 <--- Personal_Gratification	.754
PG3 <--- Personal_Gratification	.831
PG4 <--- Personal_Gratification	.762

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Personal_Gratification	.313	.047	6.642	***	
e1	.302	.030	10.006	***	
e2	.243	.026	9.363	***	
e3	.147	.020	7.403	***	
e4	.224	.024	9.218	***	



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

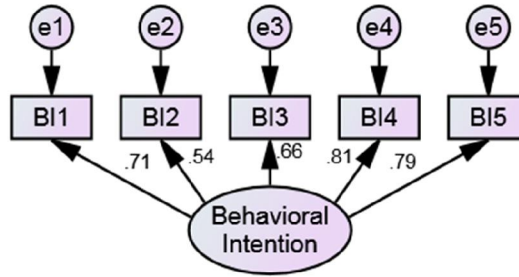
	Estimate	S.E.	C.R.	P	Label
AT1 <--- Attitude	1.000				
AT2 <--- Attitude	.669	.061	10.907	***	
AT3 <--- Attitude	.983	.073	13.517	***	
AT4 <--- Attitude	.911	.076	12.028	***	

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

	Estimate
AT1 <--- Attitude	.860
AT2 <--- Attitude	.632
AT3 <--- Attitude	.777
AT4 <--- Attitude	.689

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Attitude	.234	.028	8.428	***	
e1	.082	.014	5.932	***	
e2	.158	.015	10.786	***	
e3	.149	.017	8.621	***	
e4	.215	.021	10.219	***	



**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
BI1 <--- Behavioral_Intention	1.000				
BI2 <--- Behavioral_Intention	.869	.104	8.380	***	
BI3 <--- Behavioral_Intention	.887	.086	10.254	***	
BI4 <--- Behavioral_Intention	1.200	.099	12.072	***	
BI5 <--- Behavioral_Intention	1.031	.087	11.865	***	

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

	Estimate
BI1 <--- Behavioral_Intention	.707
BI2 <--- Behavioral_Intention	.536
BI3 <--- Behavioral_Intention	.664
BI4 <--- Behavioral_Intention	.808
BI5 <--- Behavioral_Intention	.788

**Variances: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
Behavioral_Intention	.137	.021	6.546	***	
e1	.137	.014	10.002	***	
e2	.257	.023	11.354	***	
e3	.137	.013	10.492	***	
e4	.105	.013	7.973	***	
e5	.089	.010	8.528	***	