

OUTPUTS OF SEM – AMOS

Regression Weights: (Group number 1 - Default model)

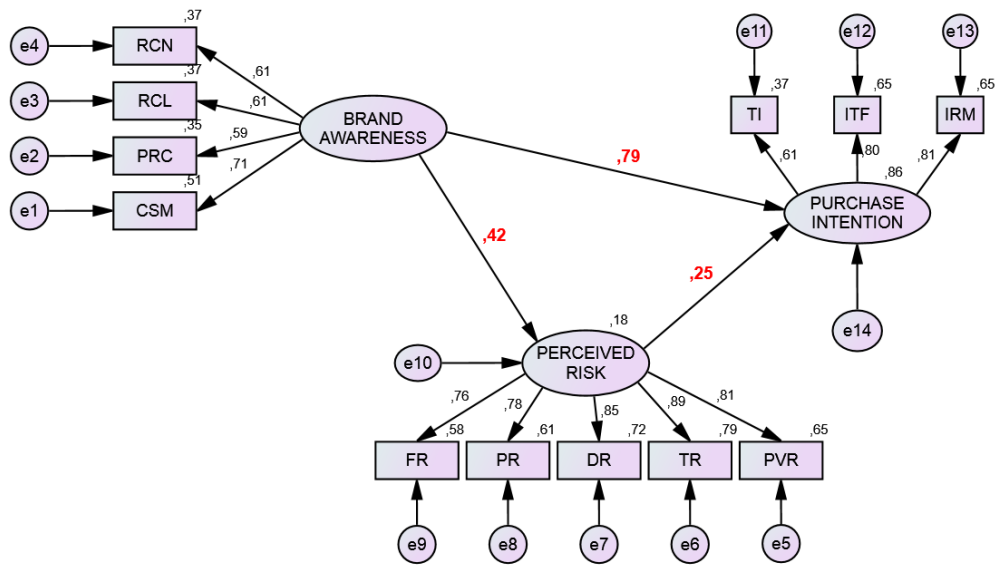
		Estimate	S.E.	C.R.	P	Label
PERCEIVED_RISK	<-- BRAND_AWARENESS	,520	,150	3,468	**	par_12
PURCHASE_INTENTION	<-- BRAND_AWARENESS	,537	,115	4,652	**	par_10
PURCHASE_INTENTION	<-- PERCEIVED_RISK	,139	,053	2,613	,09	par_11
CSM	<-- BRAND_AWARENESS	1,000				
PRC	<-- BRAND_AWARENESS	1,034	,190	5,440	**	par_1
RCL	<-- BRAND_AWARENESS	,941	,174	5,392	**	par_2
RCN	<-- BRAND_AWARENESS	,946	,177	5,338	**	par_3
PVR	<-- PERCEIVED_RISK	1,000				
TR	<-- PERCEIVED_RISK	1,081	,099	10,964	**	par_4
DR	<-- PERCEIVED_RISK	1,204	,118	10,203	**	par_5
PR	<-- PERCEIVED_RISK	1,285	,139	9,243	**	par_6
FR	<-- PERCEIVED_RISK	,794	,091	8,736	**	par_7
TI	<-- PURCHASE_INTENTION	1,000				
ITF	<-- PURCHASE_INTENTION	1,656	,268	6,180	**	par_8
IRM	<-- PURCHASE_INTENTION	1,477	,242	6,098	**	par_9

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

		Estimate
PERCEIVED_RISK	<--- BRAND_AWARENESS	,421
PURCHASE_INTENTION	<--- BRAND_AWARENESS	,793
PURCHASE_INTENTION	<--- PERCEIVED_RISK	,253
CSM	<--- BRAND_AWARENESS	,712
PRC	<--- BRAND_AWARENESS	,593
RCL	<--- BRAND_AWARENESS	,611
RCN	<--- BRAND_AWARENESS	,611
PVR	<--- PERCEIVED_RISK	,808
TR	<--- PERCEIVED_RISK	,887
DR	<--- PERCEIVED_RISK	,850
PR	<--- PERCEIVED_RISK	,783
FR	<--- PERCEIVED_RISK	,759
TI	<--- PURCHASE_INTENTION	,607
ITF	<--- PURCHASE_INTENTION	,804
IRM	<--- PURCHASE_INTENTION	,806

Standardized Indirect Effects (Group number 1 - Default model)

	BRAND_AWAR ENESS	PERCEIVED_ RISK	PURCHASE_INTE NTION
PERCEIVED_RIS K	,000	,000	,000
PURCHASE_INTE NTION	,107	,000	,000
IRM	,725	,204	,000
ITF	,724	,204	,000
TI	,546	,154	,000
FR	,319	,000	,000
PR	,330	,000	,000
DR	,358	,000	,000
TR	,373	,000	,000
PVR	,340	,000	,000
RCN	,000	,000	,000
RCL	,000	,000	,000
PRC	,000	,000	,000
CSM	,000	,000	,000



Goodness of Fit :
 Chi-square=84,782; Significance=,002; DF=51; CMIN/DF=1,662
 GFI=,898; AGFI=,844; TLI=,934; CFI=,949; RMSEA=,077