

Developing a structural brand equity model for cultural destinations

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Table 2 Fit statistics

| | χ^2/df | CFI | TLI | GFI | RMSEA |
|-----------|--------------------|------|------|------|------------------|
| CFA Model | 2.079 | .964 | .956 | .928 | .052 (.044-.060) |
| Model 1 | 2.092 | .962 | .956 | .924 | .052 (.044-.061) |
| Model 2 | 2.953 | .954 | .944 | .922 | .070 (.060-.080) |
| Model 3 | 2.099 | .962 | .956 | .926 | .053 (.044-.067) |

** denotes statistical significance at the 99% level*

Degress of freedom (df), comparative fix index (CFI), Tucker-Lewis index (TLI), goodness-of-fit index (GFI) and root mean-square error of approximation (RMSEA)

CFA model: measurement model, Model 1: 5-dimensional second-order model, Model 2: 4-dimensional second-order model (excluding the cultural brand assets dimension), Model 3: path model