

Developing a structural brand equity model for cultural destinations

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Table 1 Construct reliability and validity

Factor	Cronbach's alpha	Composite reliability	AVE	ASV	Convergent validity
AST	.817	.819	.531	.087	.688-.766
AWA	.763	.773	.533	.432	.660-.766
ASS	.866	.871	.631	.515	.686-.879
QUA	.817	.820	.533	.528	.700-.785
LOY	.887	.894	.631	.480	.726-.900