

## **Developing a structural brand equity model for cultural destinations**

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### **Published version**

KLADOU, Stella and KEHAGIAS, John (2014). Developing a structural brand equity model for cultural destinations. *Journal of Place Management and Development*, 7 (2), 112-125.

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Table 2 Fit statistics

	$\chi^2/df$	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*