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SPSS

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Email :zh\_memari@Yahoo.com

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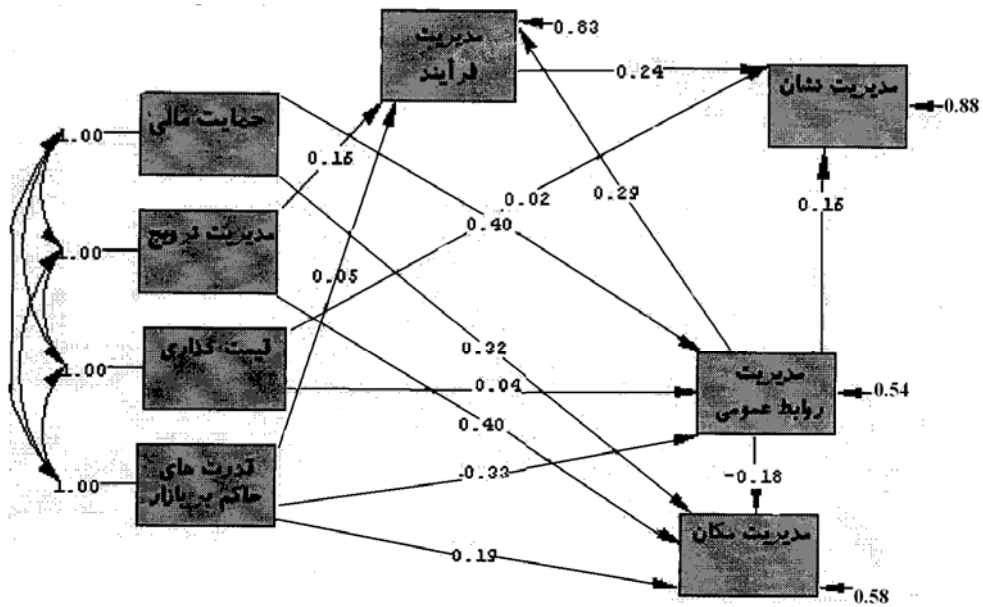
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- 1 - Lysrel
  - 2 - Goodness of Fit Statistics





Chi-Square=12.10,df=9,P-value=0.20789,RMSEA=0.061

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P-Value

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(Public Relation Management)  
(Management Process)  
(Power of Market)

(Brand Management)  
(Place Management)  
(Promotion Management)

(Pricing)  
(Sponsorship)

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$\frac{1}{n} \sum_{i=1}^n x_i$   
 $\frac{1}{n} \sum_{i=1}^n x_i^2$   
 $\frac{1}{n} \sum_{i=1}^n x_i^3$

$$= \frac{1}{n} \times ( \quad ) + \frac{1}{n} \times ( \quad )$$

$(P > / )$   
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$(P < / )$

$$= \frac{1}{n} \times ( \quad )$$

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(P> / )

$$= / \times ( )$$

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