

中介分析结果

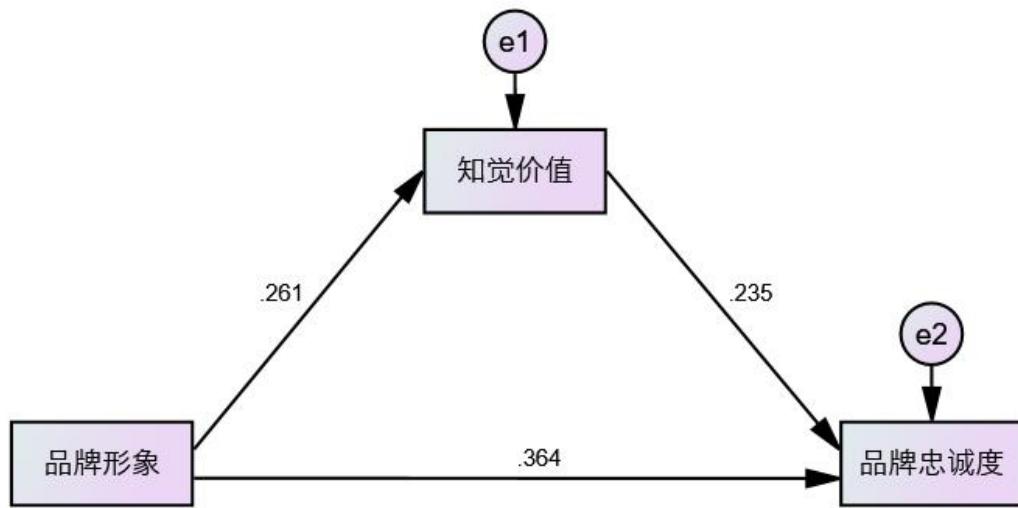


表1 预设识别模型中介效应分析结果（显变量）

路径：品牌形象-->知觉价值-->品牌跨度度

	标准化效应值	效应值	标准误	占总效应之比	95%CI		p
					LLCL	ULCL	
直接效应	0.364	0.517	0.073	85.60%	0.374	0.665	0.001
间接效应	0.061	0.087	0.026	14.40%	0.043	0.148	<0.001
总效应	0.425	0.604	0.067	—	0.478	0.741	0.001

附：Amos syntax

附：SPSS-Process 设置

附: Amos syntax

```
#Region "Header"
Imports System
Imports Microsoft.VisualBasic
Imports AmosEngineLib
Imports AmosEngineLib.AmosEngine
Imports AmosEngineLib.AmosEngine.TMatrixID
Imports MiscAmosTypes
Imports MiscAmosTypes.cDatabaseFormat
#End Region
Public Class CUserValue : Implements IUserValue
```

```
    Function Value( groupNumber As Integer, bootstrapSampleNumber As Integer, v As
CValue) As Object Implements IUserValue.Value
```

```
        ' Your code goes here.
        Dim x(5) As Double
        x(0)=v.ParameterValue("c1")
        x(1)=v.ParameterValue("a") * v.ParameterValue("b")
        x(2)=x(0)+x(1)
        x(3)=v.GetStandardizedDirectEffectsElement("ly","bi")
        x(4)=v.GetStandardizedIndirectEffectsElement("ly","bi")
        x(5)=v.GetStandardizedTotalEffectsElement("ly","bi")
        Return x
    End Function
```

```
#Region "Advanced"
```

```
    Function Label( groupNumber As Integer) As Object Implements IUserValue.Label
        ' You can replace the following line.
        Dim mylabel(5) As String
        mylabel(0)="direct effect"
        mylabel(1)="indirect effect"
        mylabel(2)="total effect"
        mylabel(3)="Standardized direct effect"
        mylabel(4)="Standardized indirect effect"
        mylabel(5)="Standardized total effect"
        Return mylabel
    End Function
```

```
    Public Sub Initialize() Implements IUserValue.Initialize
    End Sub
```

```
    Sub CleanUp() Implements IUserValue.CleanUp
    End Sub
```

```
#End Region
End Class
```

附：SPSS-Process 设置

