Multivariate statistics: Assignment 1

Team 27

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Task 1

CFA to construct a measurement model for the Attitude items

There are 9 attitude items that are scored on a five-point Likert scale.

CFA to construct a measurement model for the Behavior-Intention items

There are 9 attitude items that are scored on a five-point Likert scale.

Structural equation model to evaluate the impact of attitude on behavior intention

Task 2

Canonical correlation analysis

Split-half approach