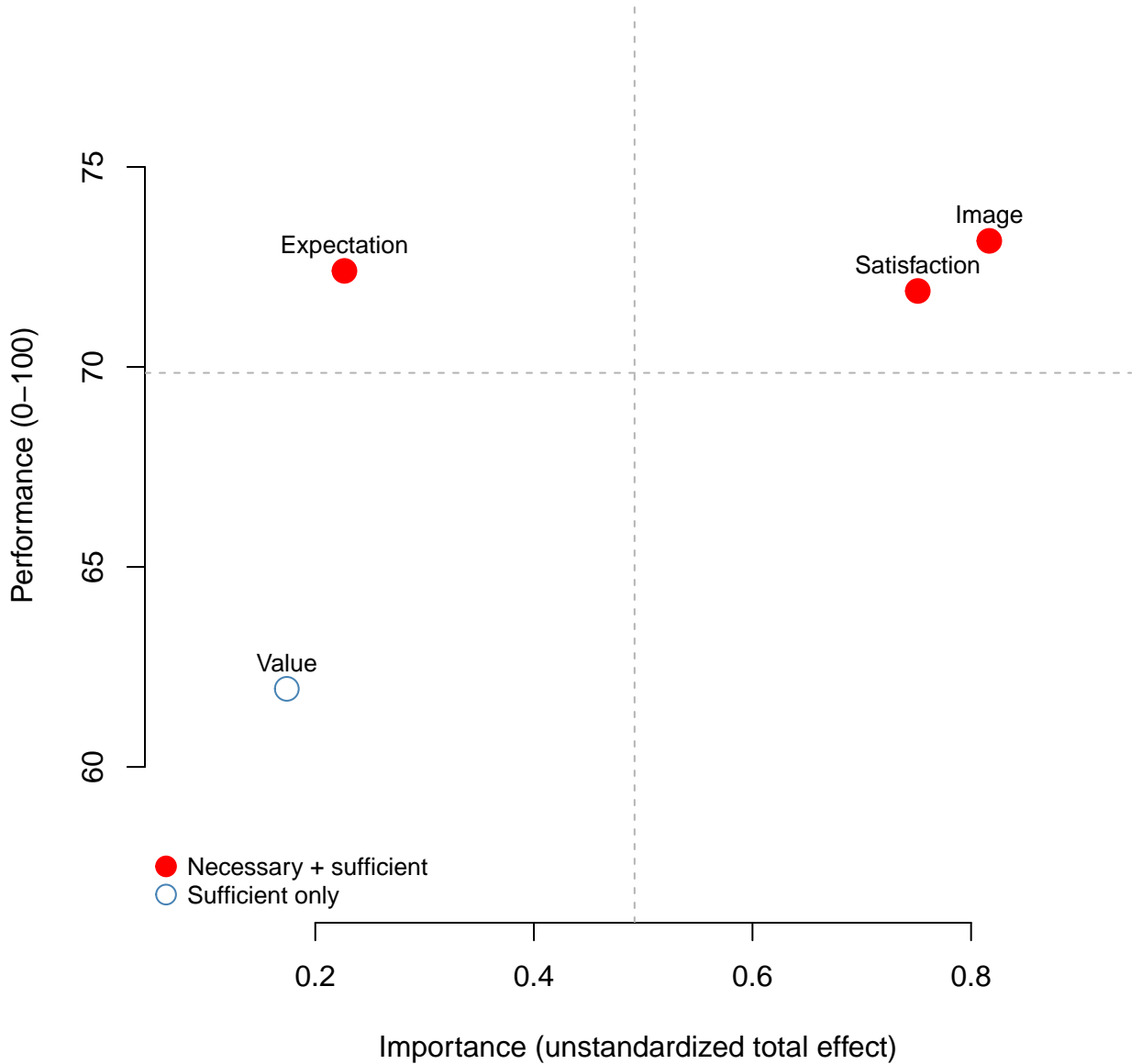
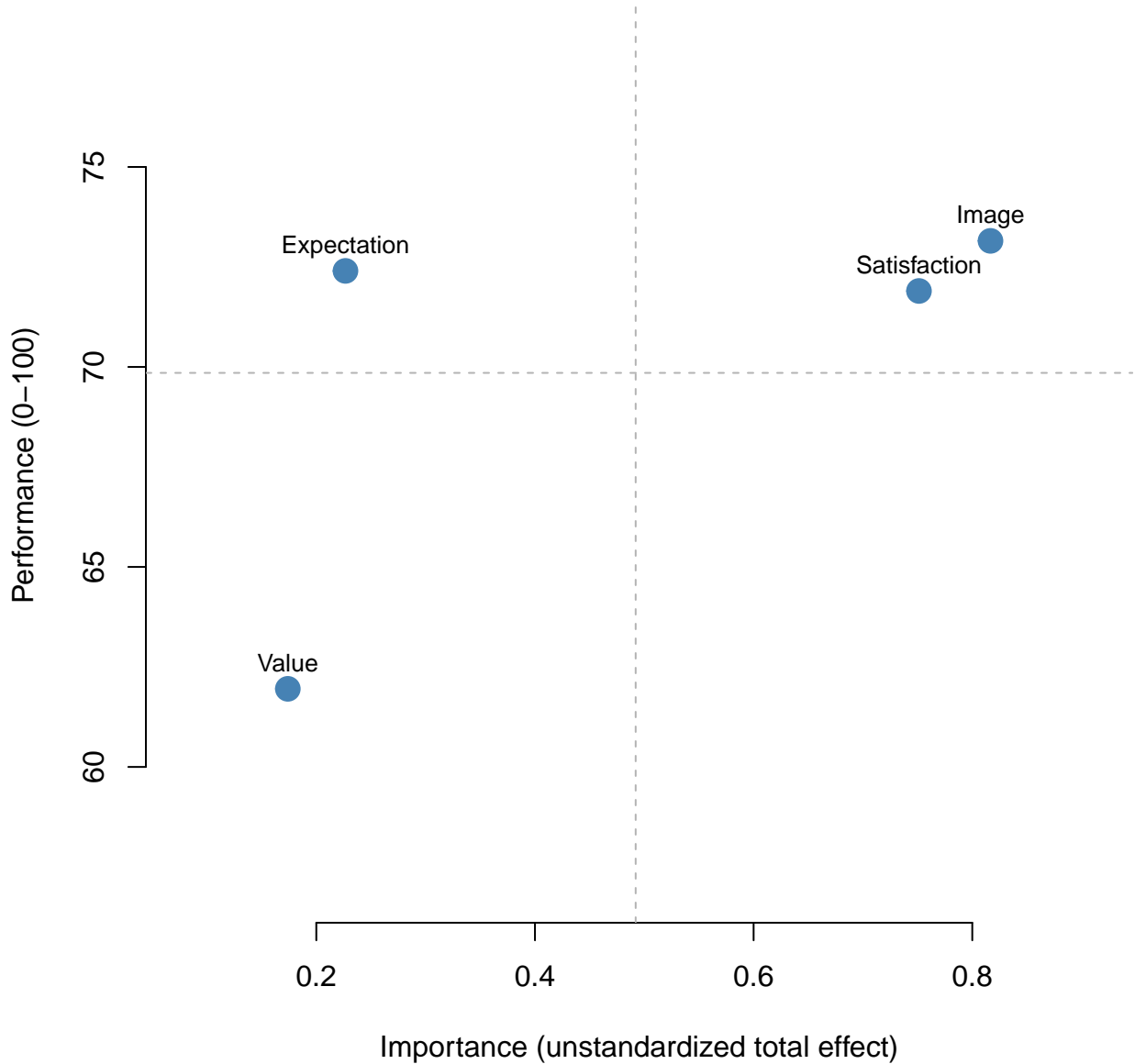


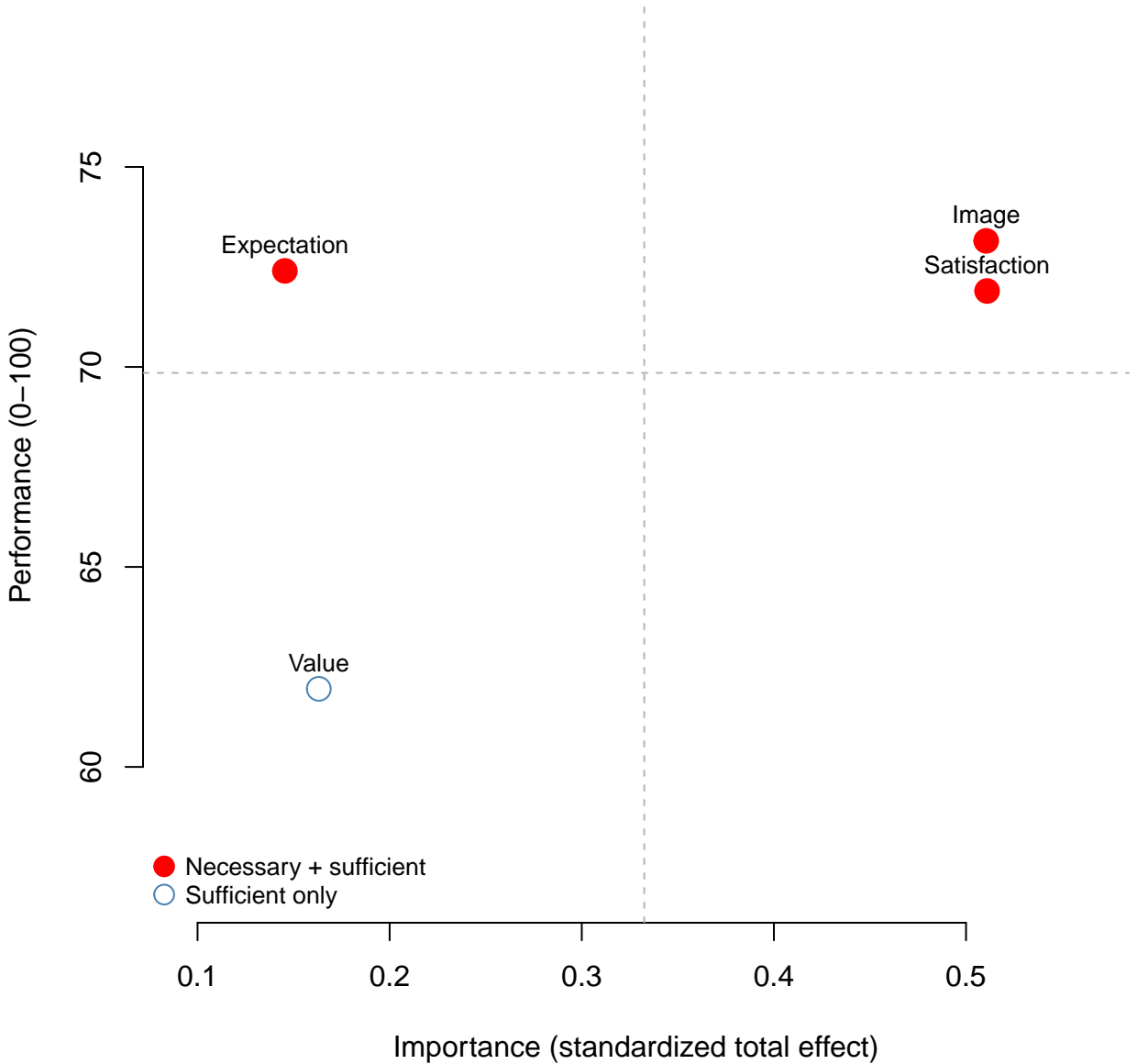
cIPMA: Loyalty



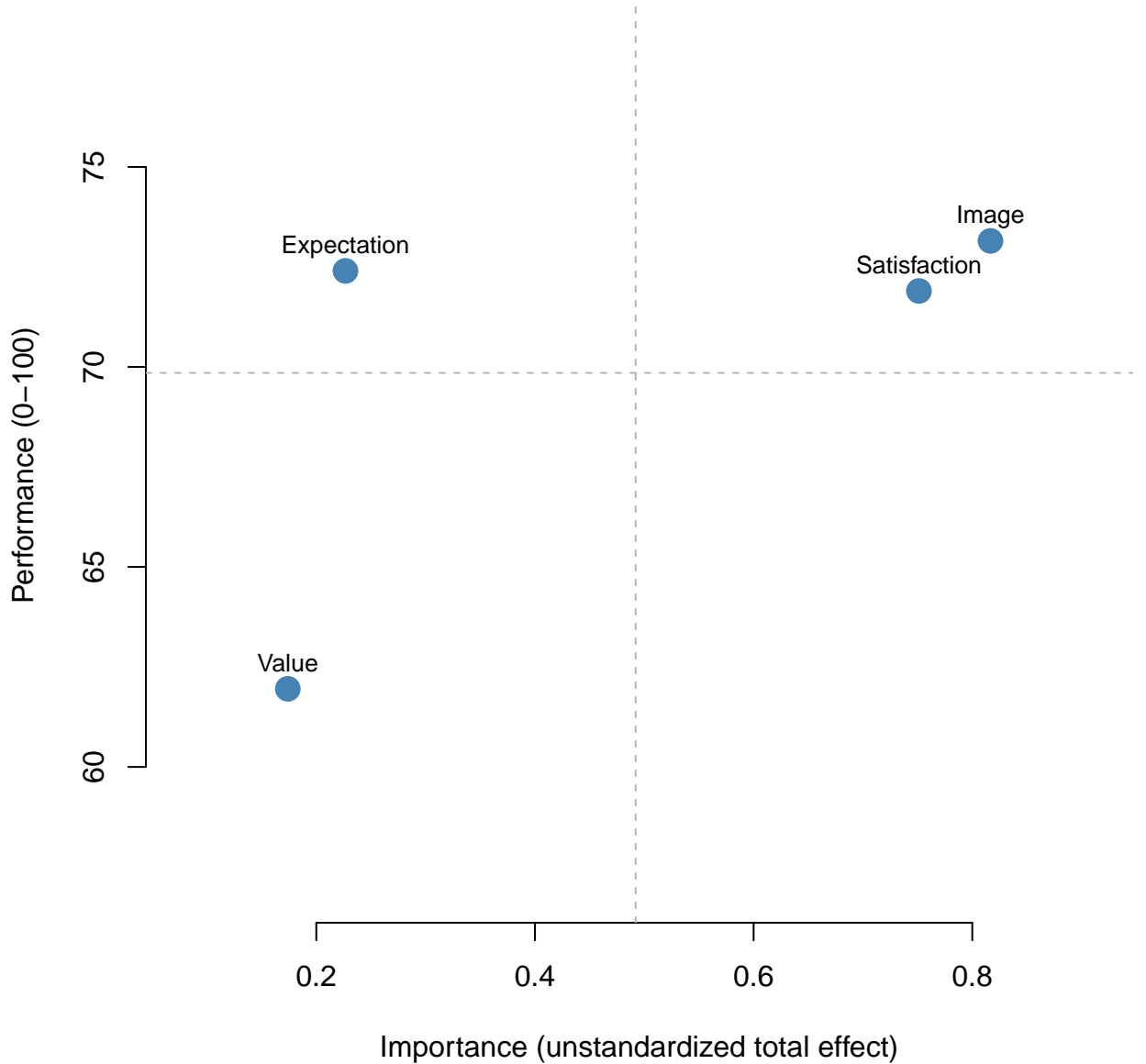
IPMA: Loyalty



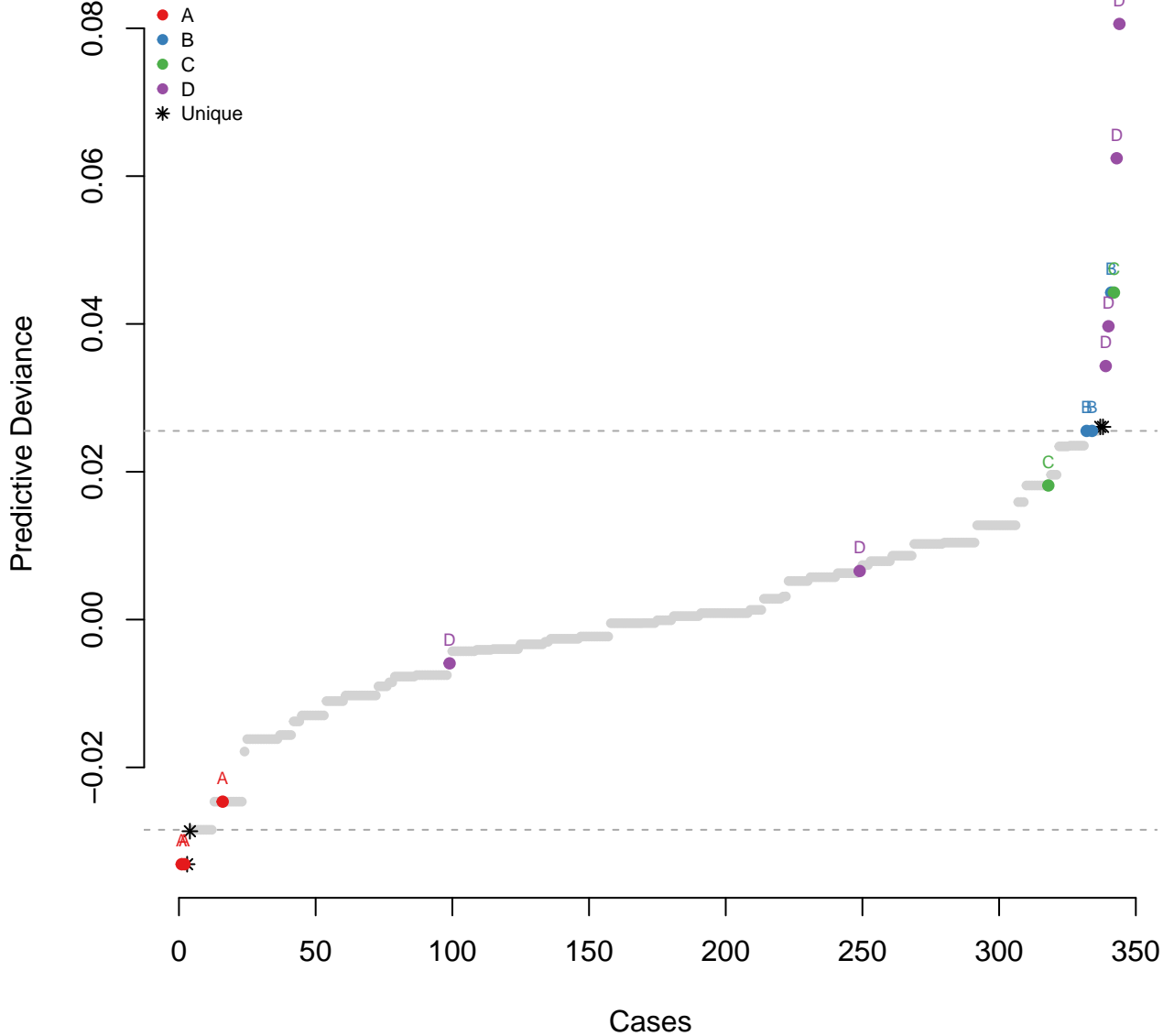
cIPMA: Loyalty



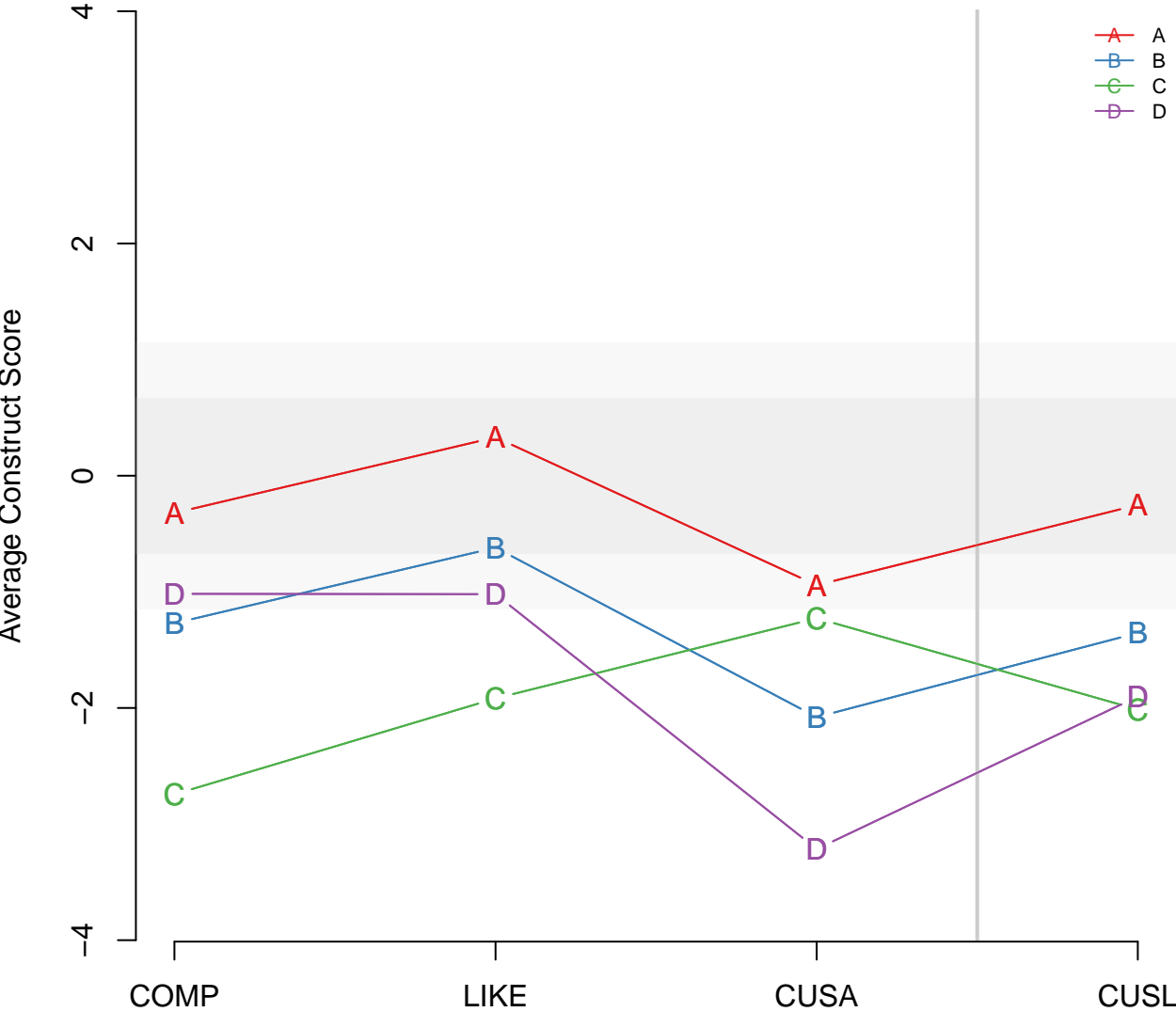
IPMA: Loyalty



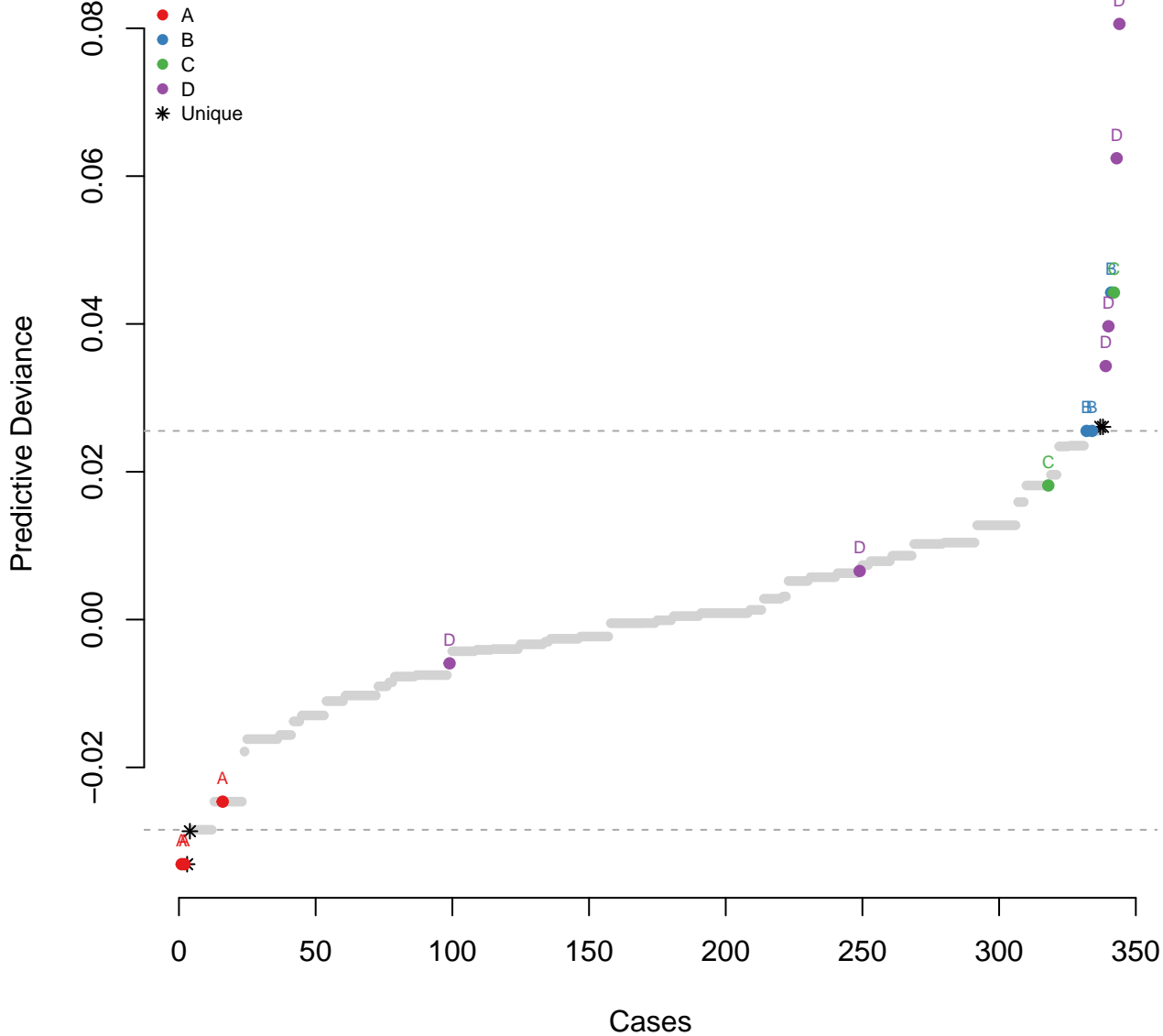
Predictive Deviance: CUSL



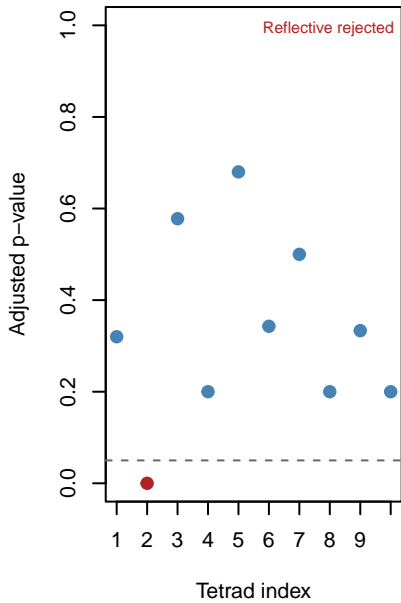
Deviant Group Construct Scores



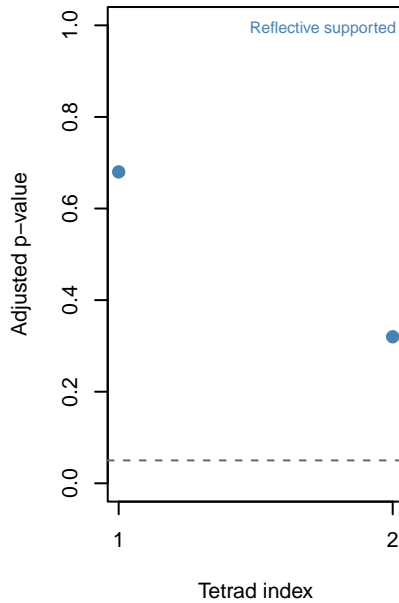
Predictive Deviance: CUSL



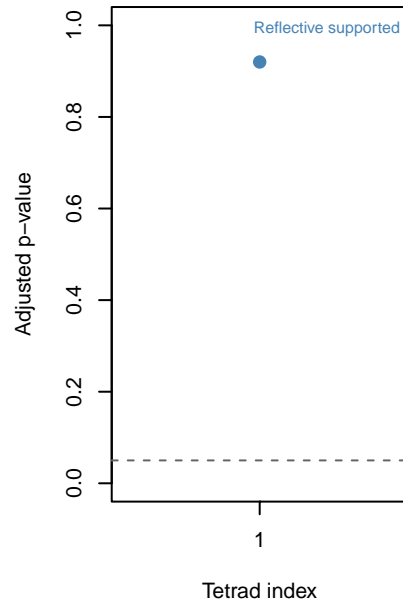
Image



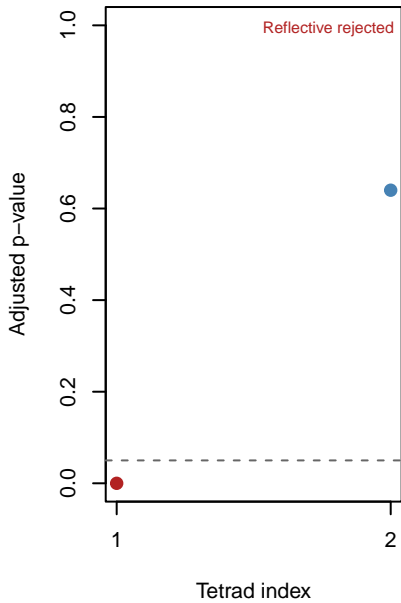
Expectation



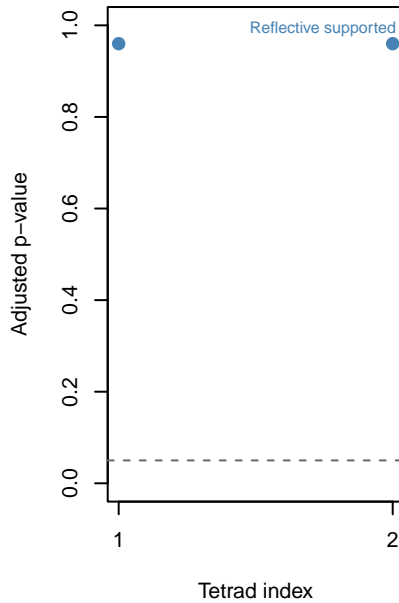
Value



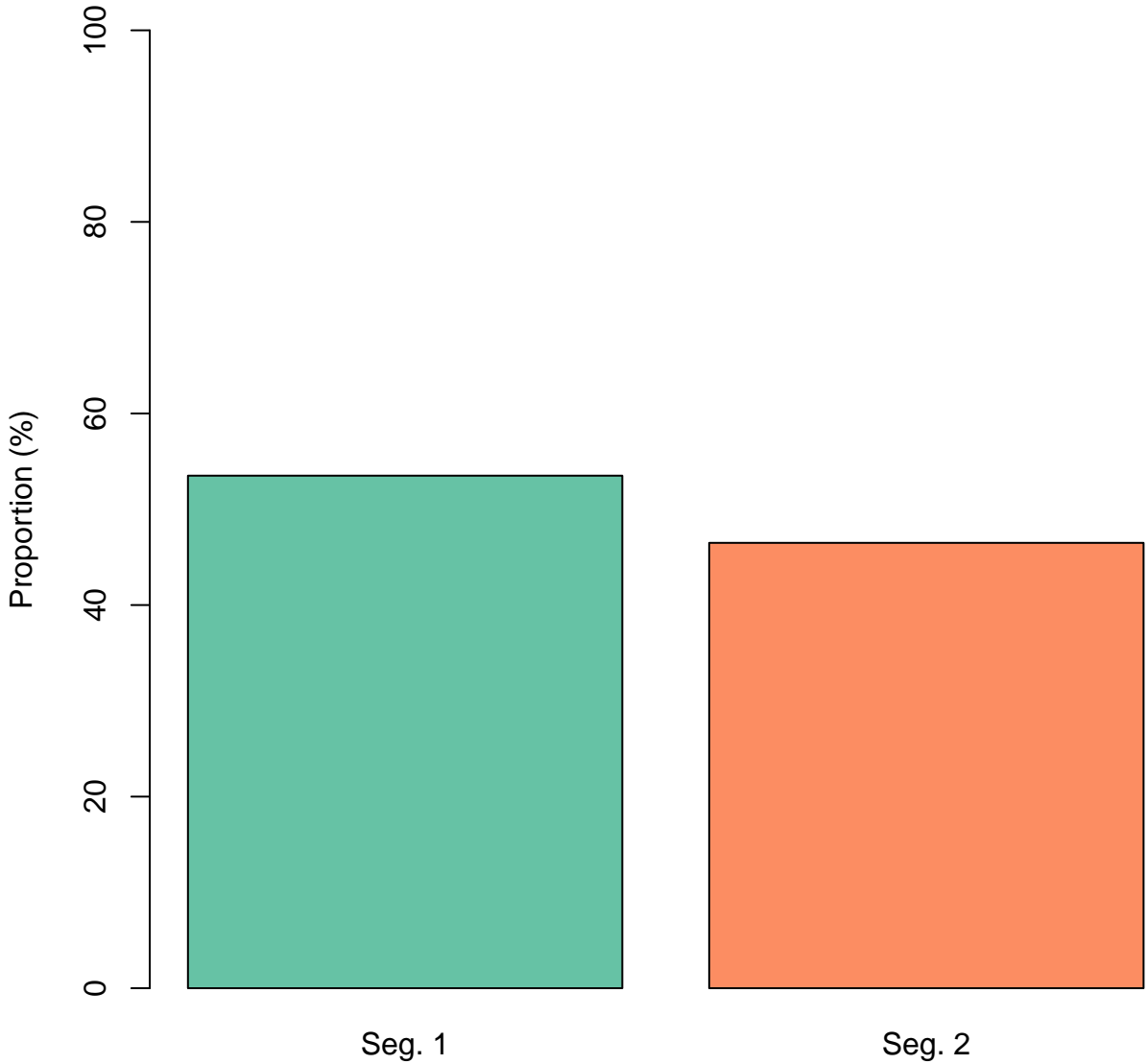
Satisfaction



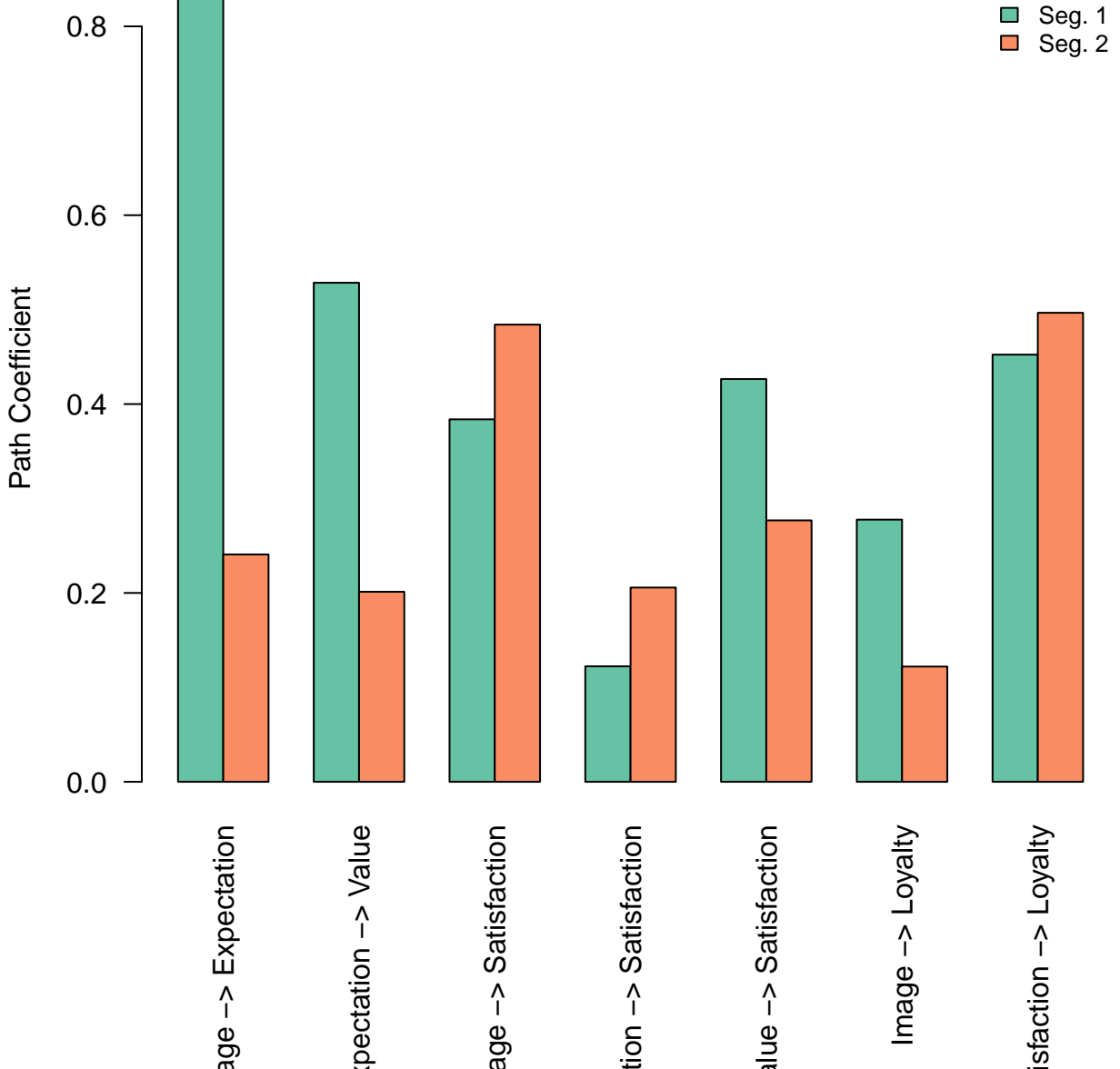
Loyalty



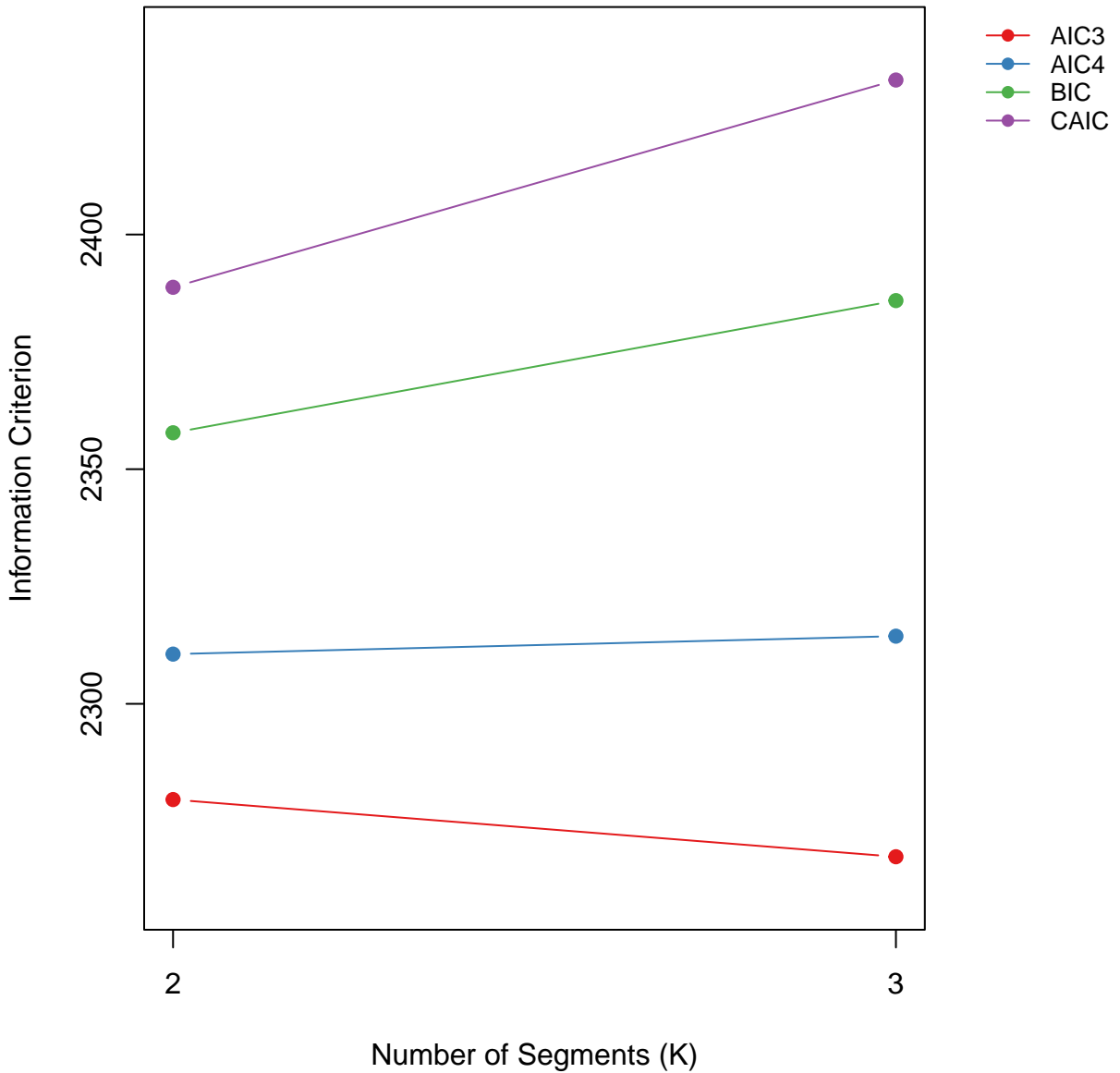
FIMIX-PLS: Segment Proportions (K = 2)



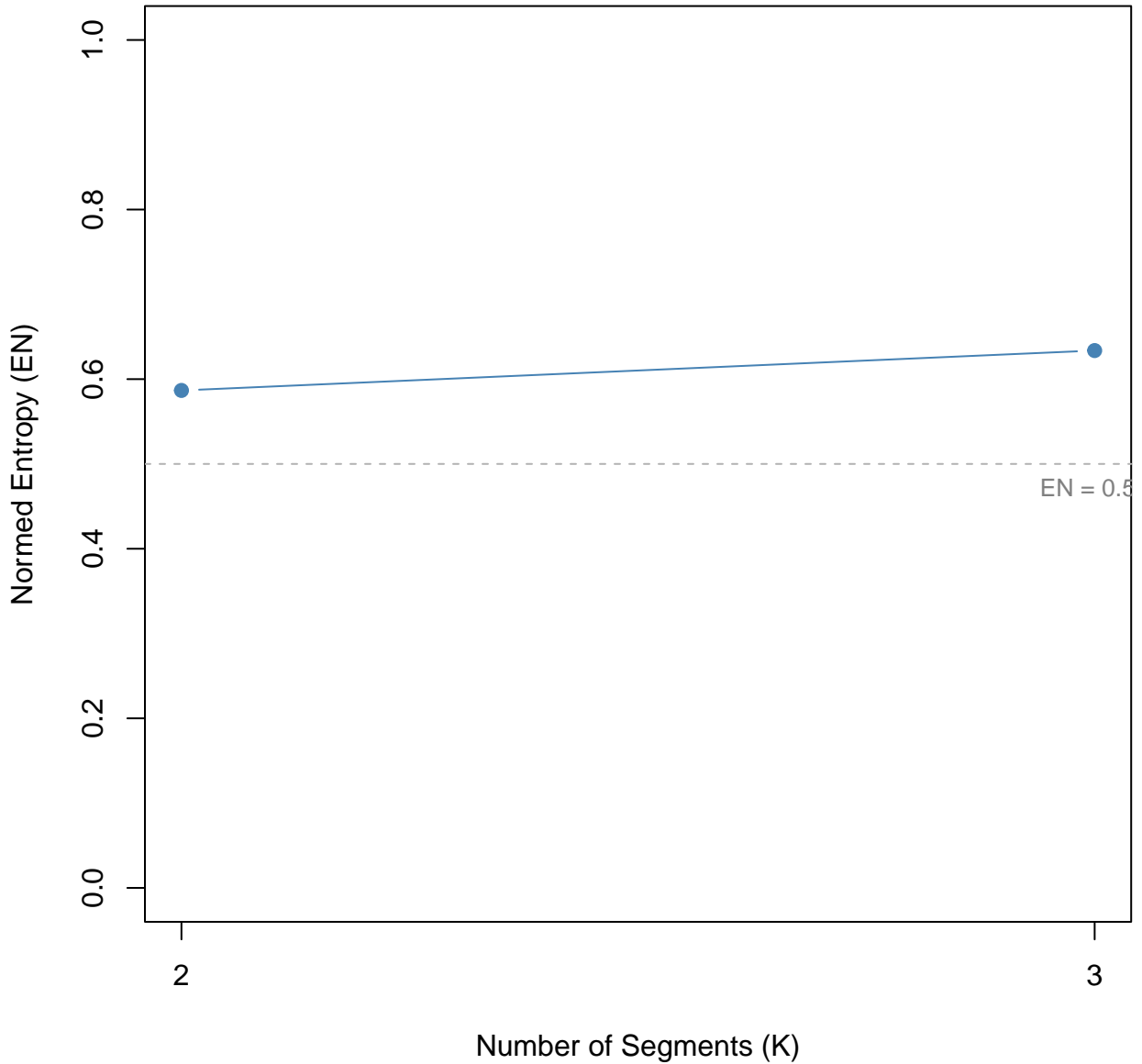
FIMIX-PLS: Path Coefficients (K = 2)



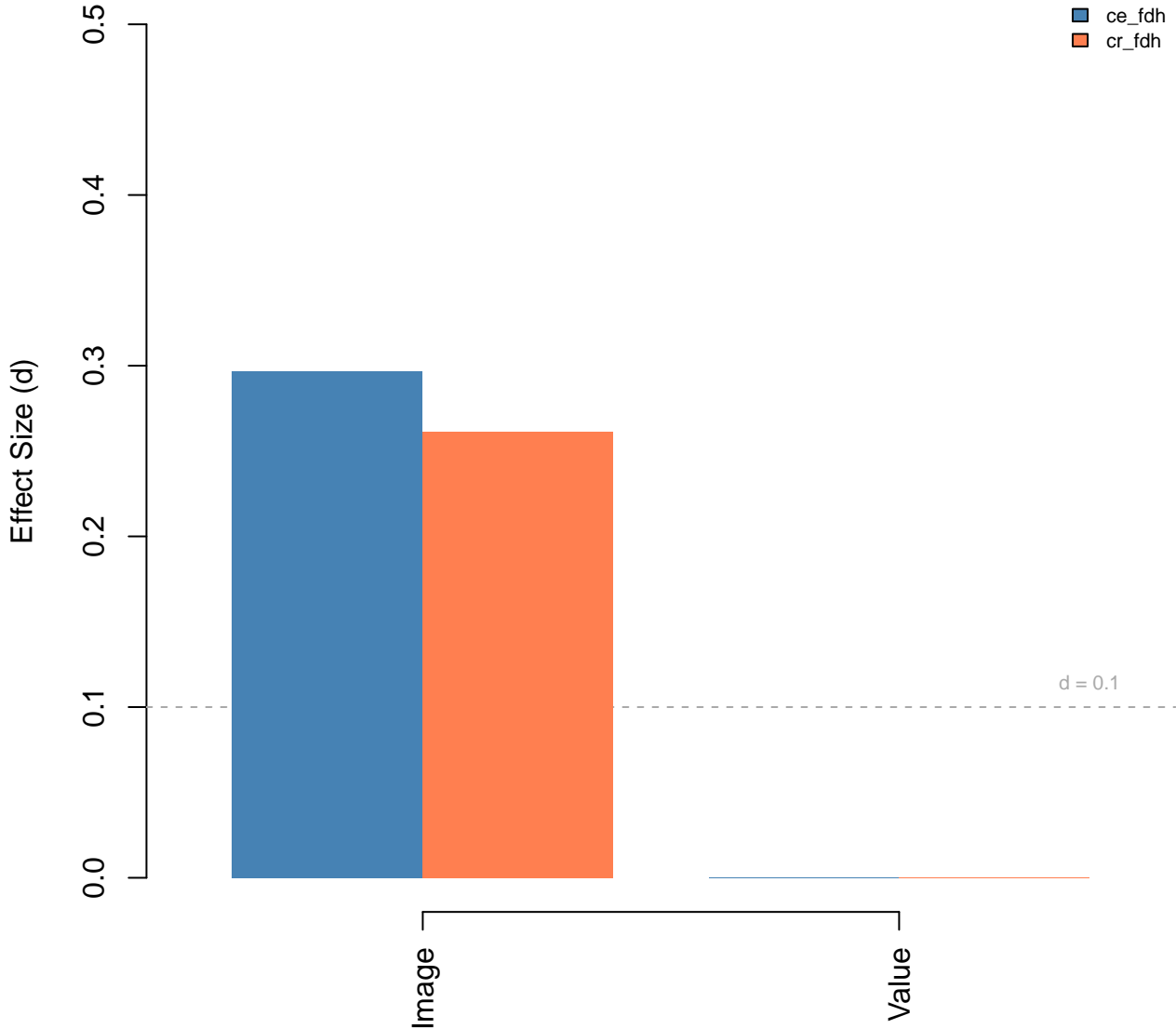
FIMIX-PLS: Model Selection Criteria



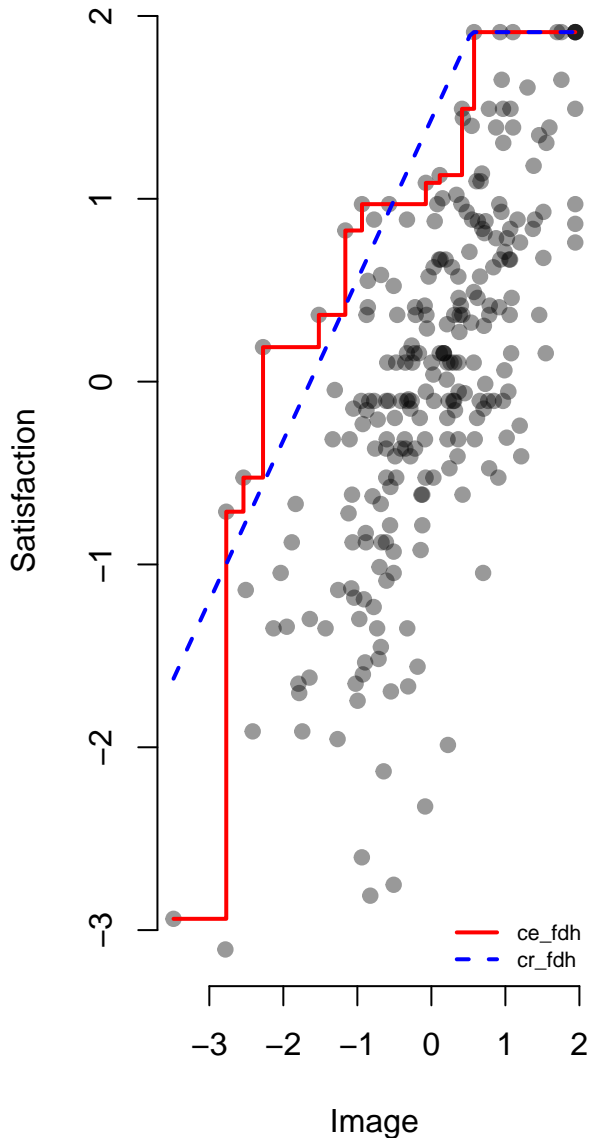
FIMIX-PLS: Classification Quality



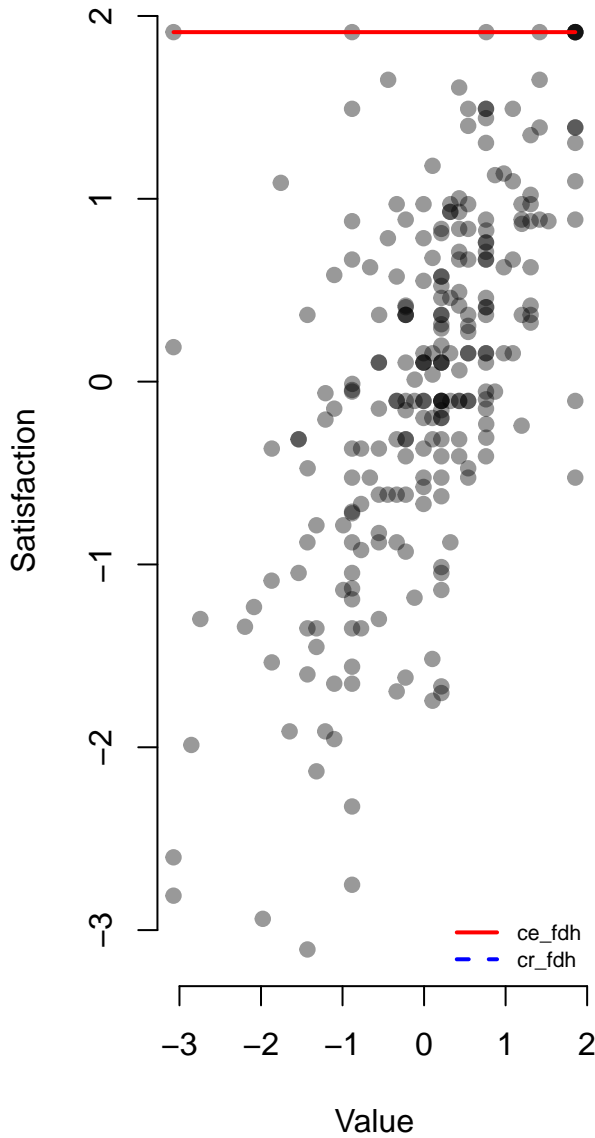
NCA Effect Sizes: Satisfaction



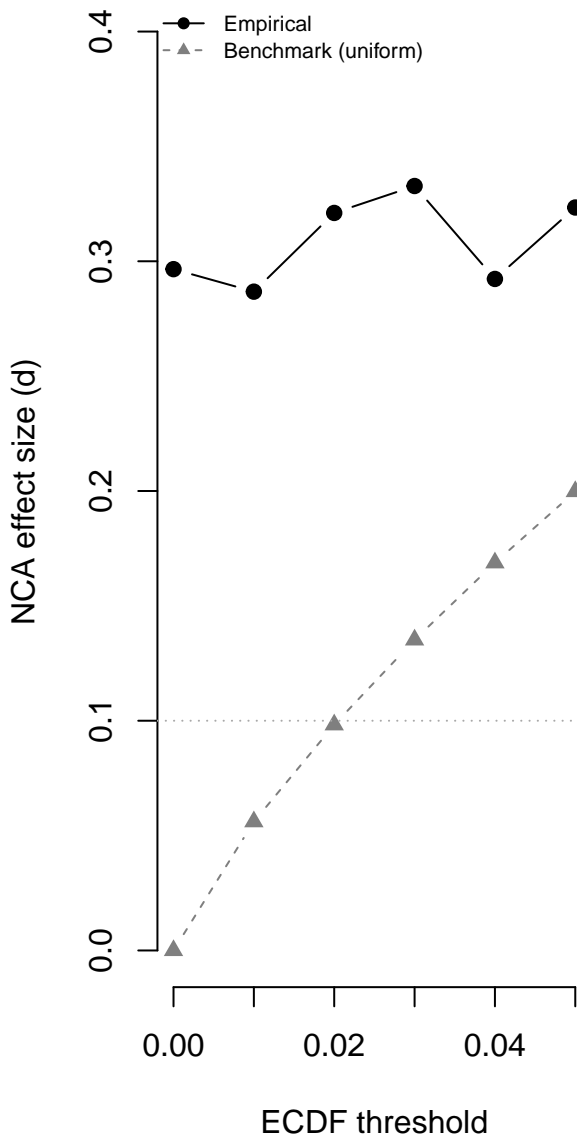
NCA: Image → Satisfaction



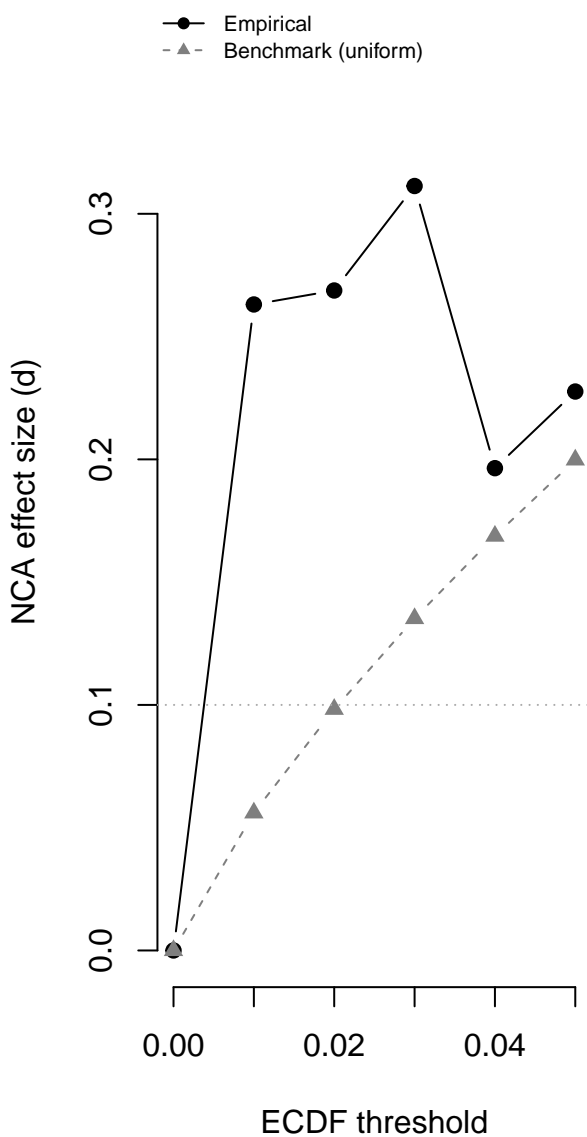
NCA: Value → Satisfaction



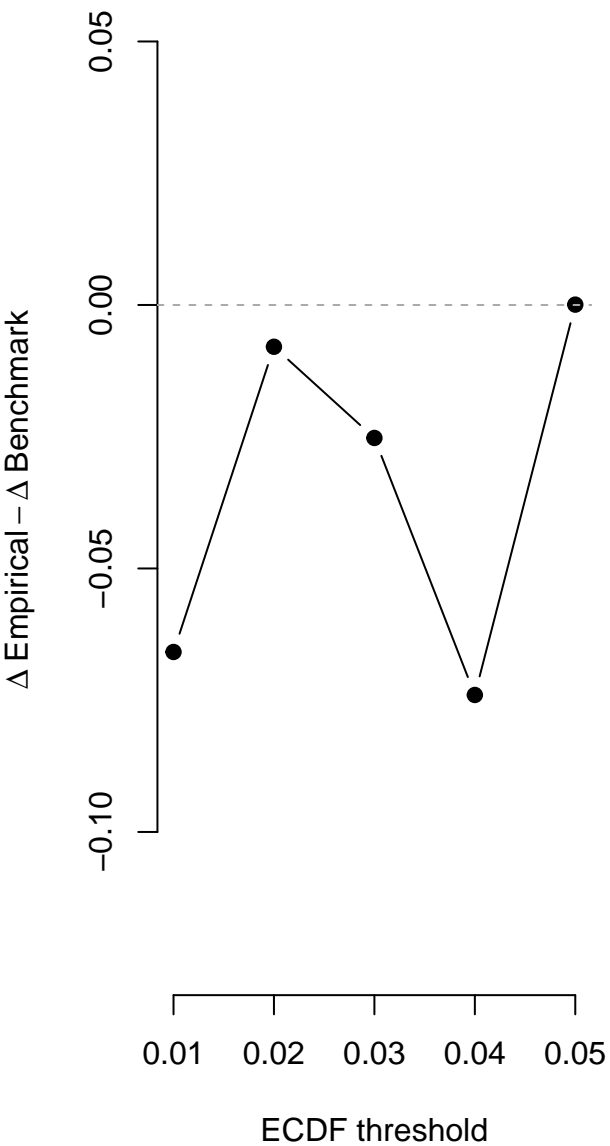
NCA-ESSE: Image \rightarrow Satisfaction



NCA-ESSE: Value \rightarrow Satisfaction



ESSE Difference: Image \rightarrow Satisfacti



ESSE Difference: Value \rightarrow Satisfacti

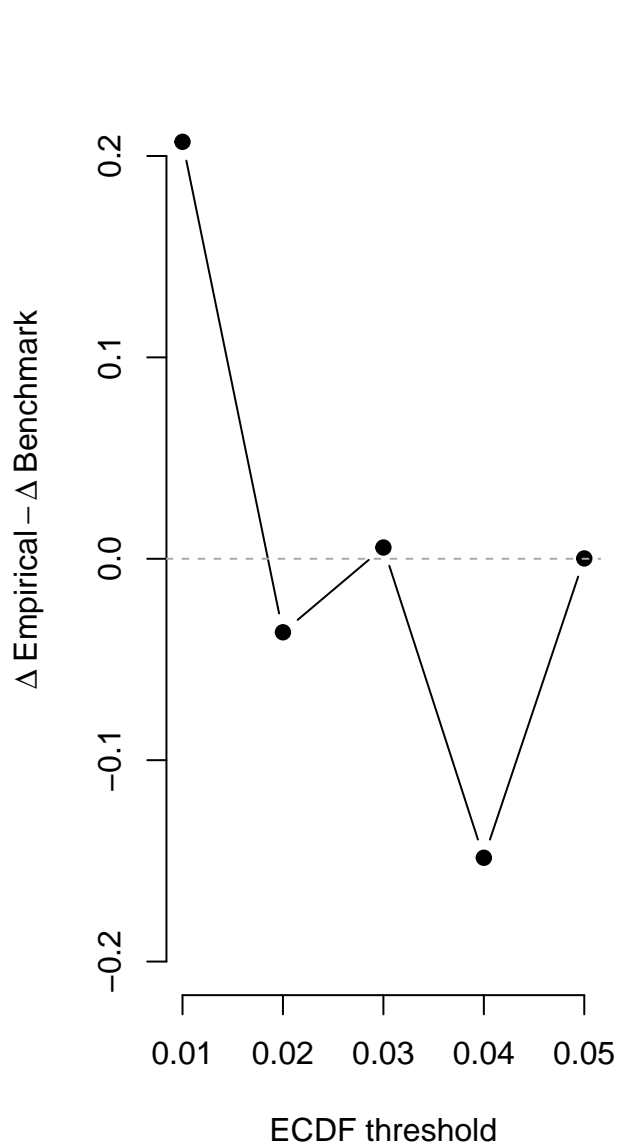


Image → Satisfaction → Loyalty

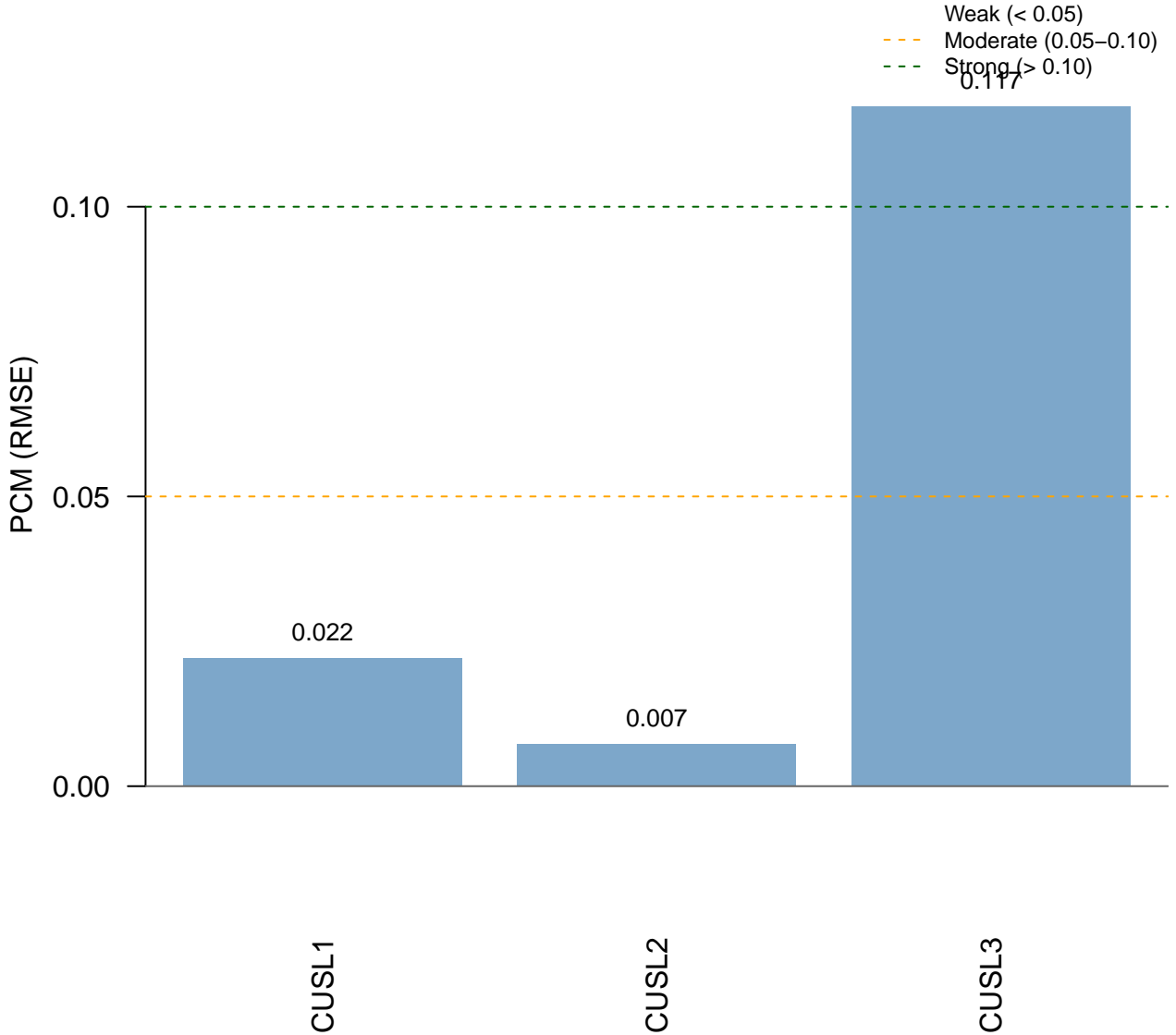


Image → Satisfaction → Loyalty

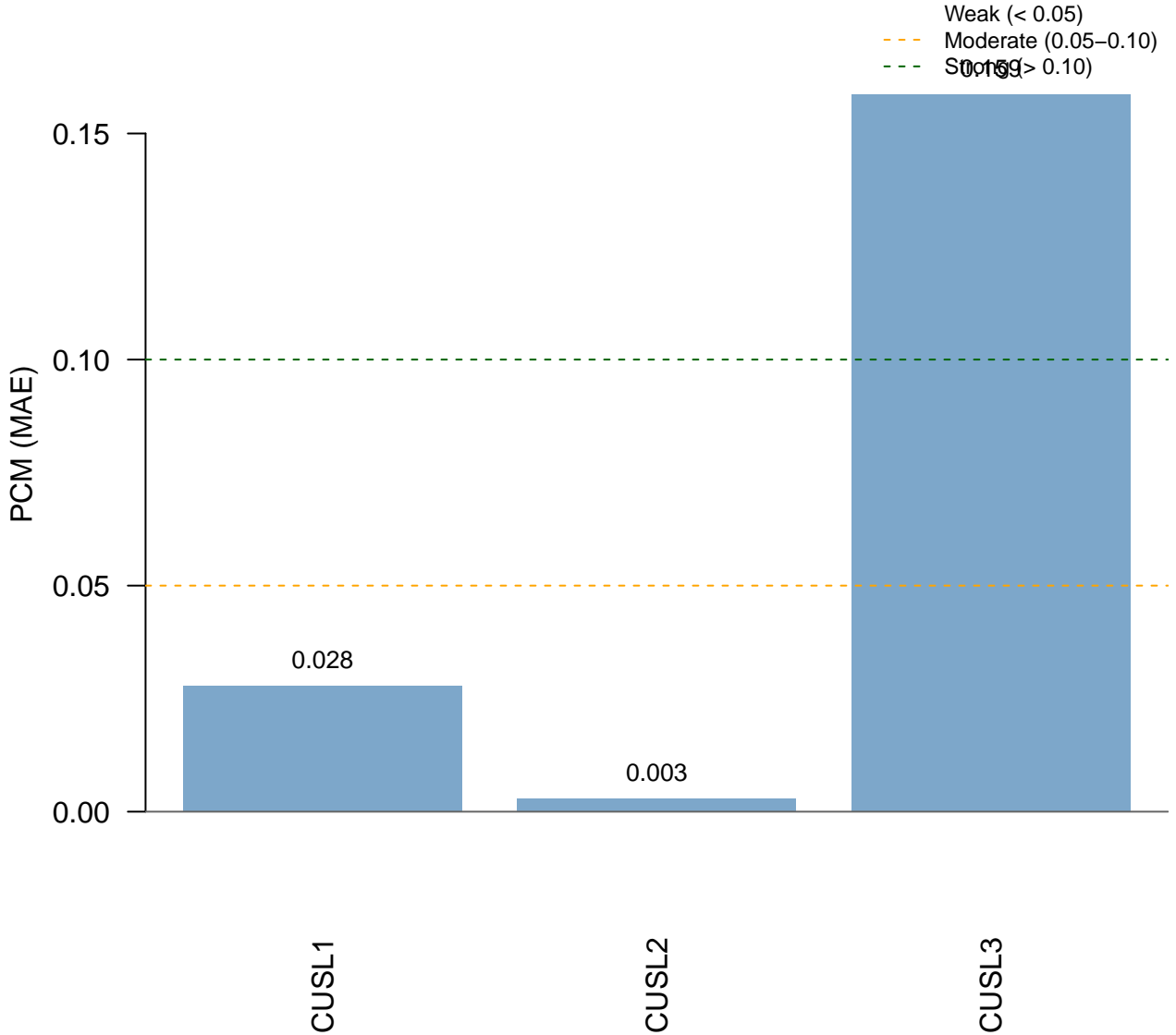
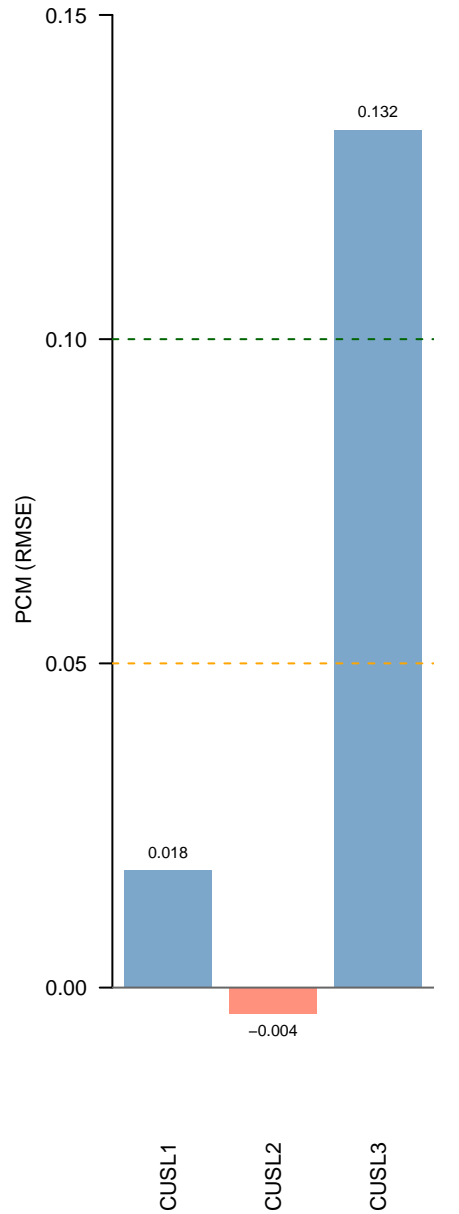
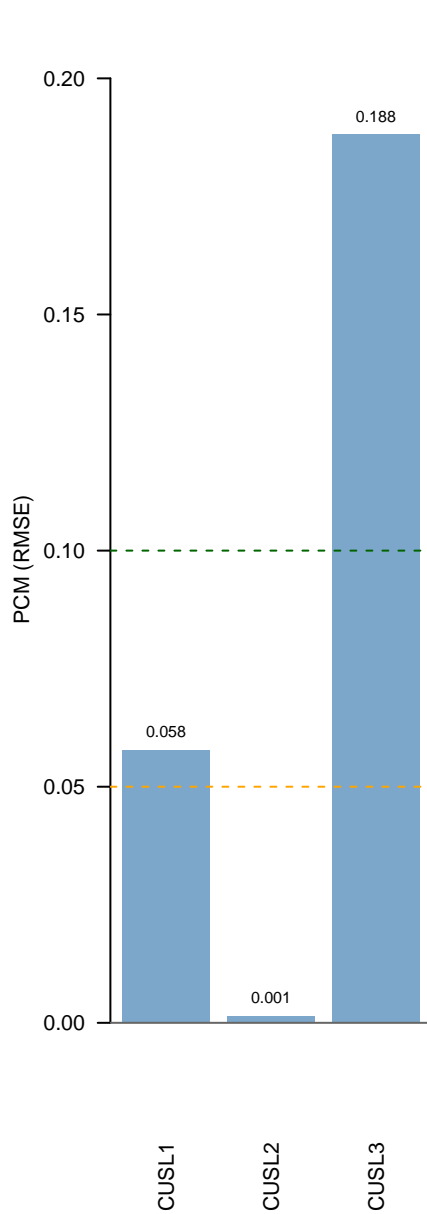
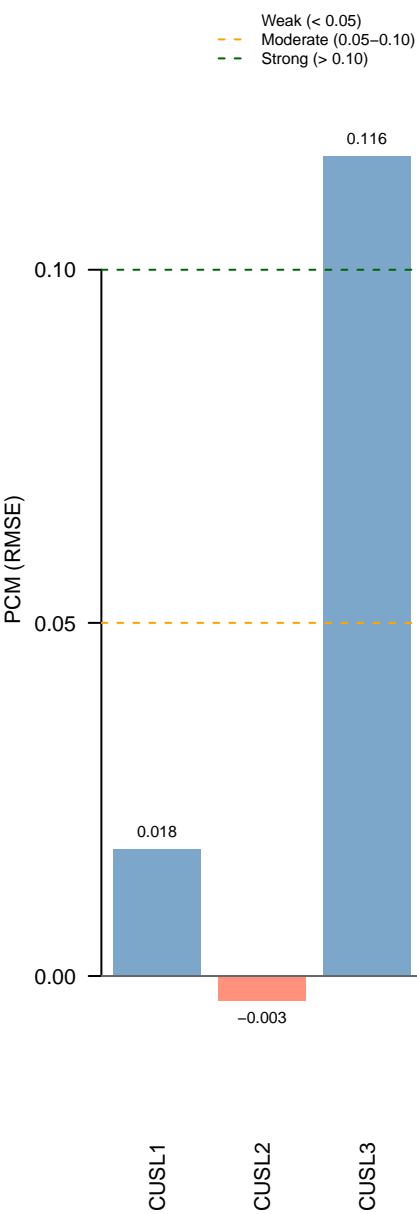


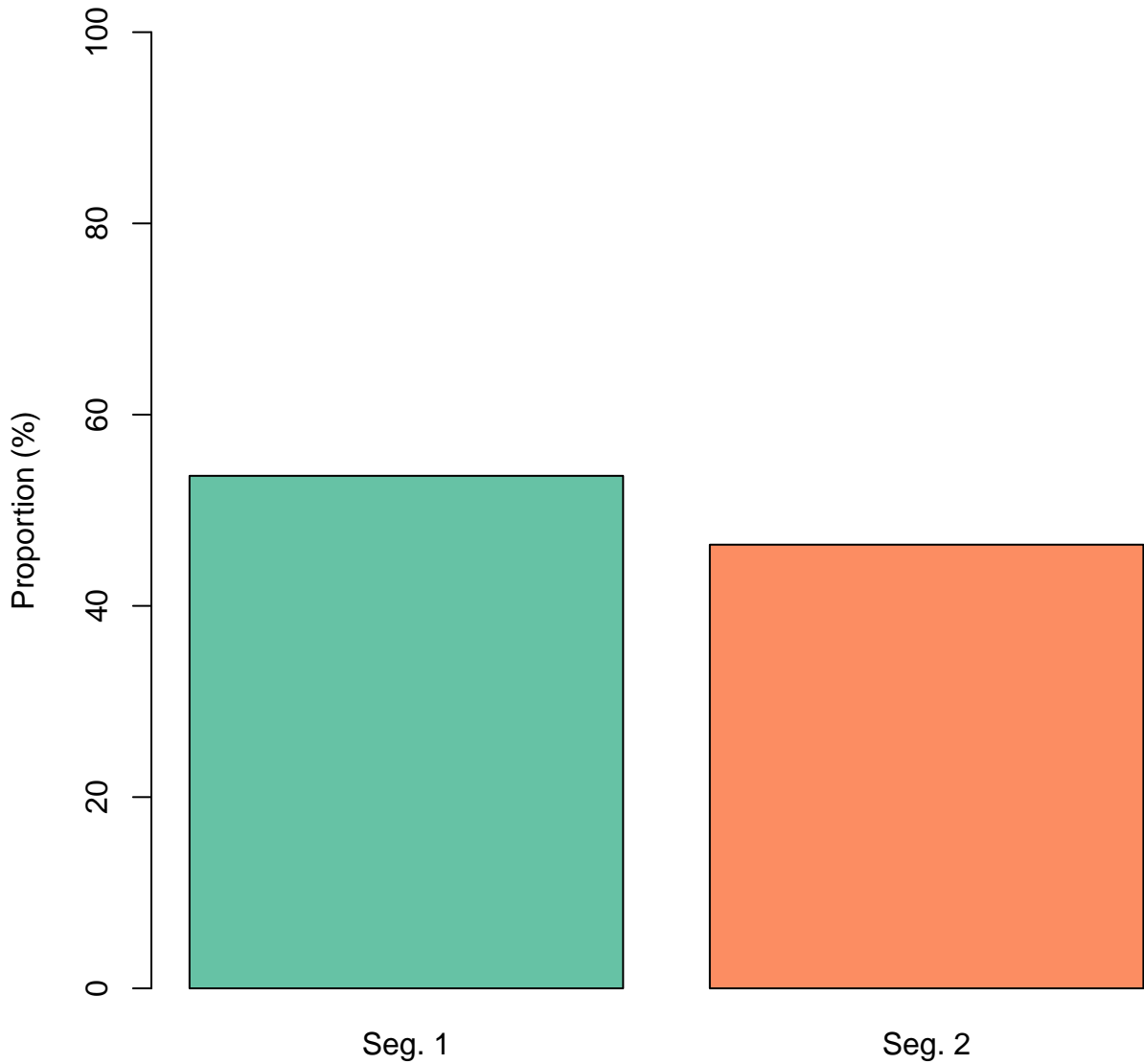
Image -> Satisfaction -> Loyalty Expectation -> Satisfaction -> Loyalty

Value -> Satisfaction -> Loyalty

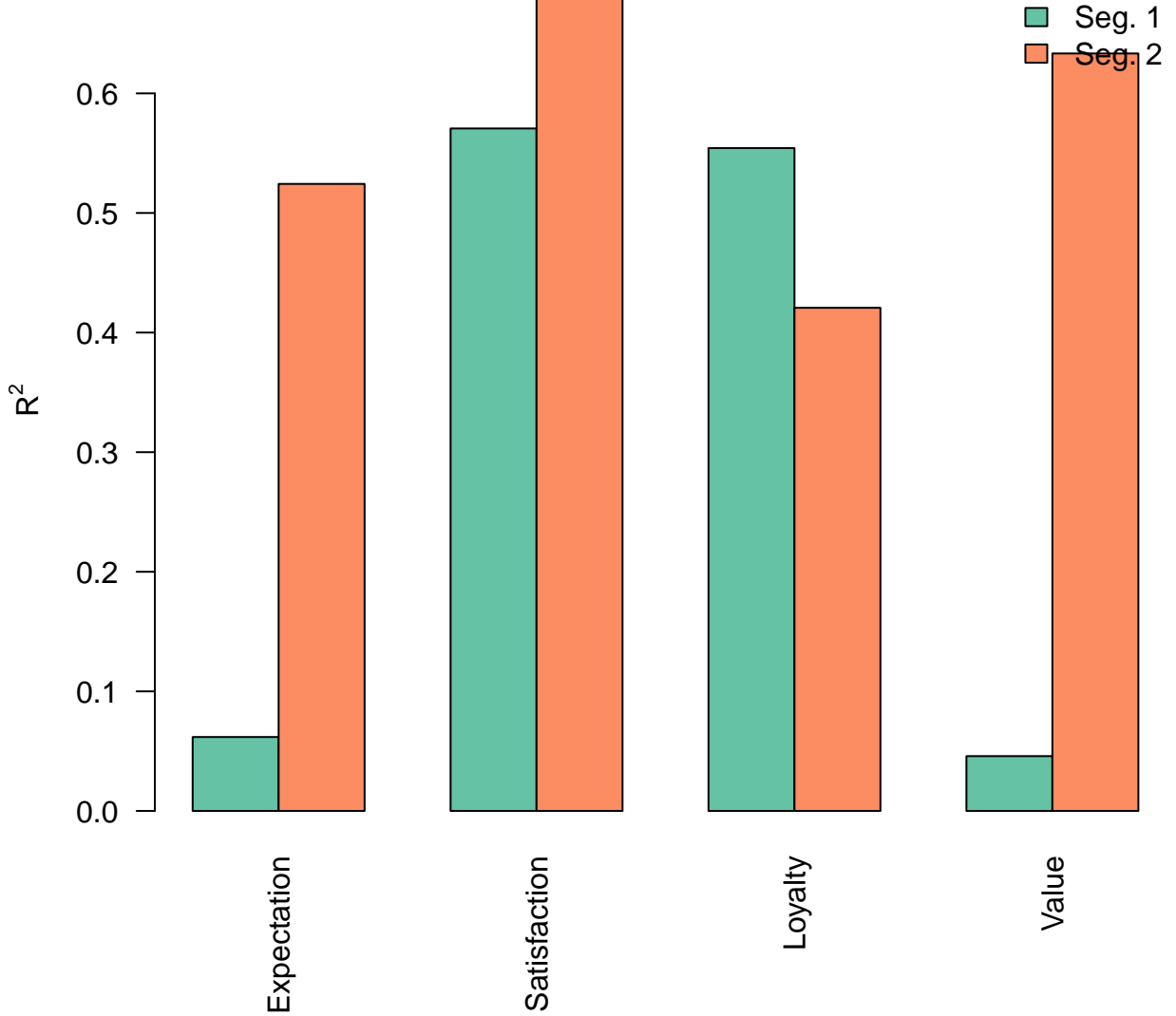
- Weak (< 0.05)
- Moderate (0.05-0.10)
- Strong (> 0.10)



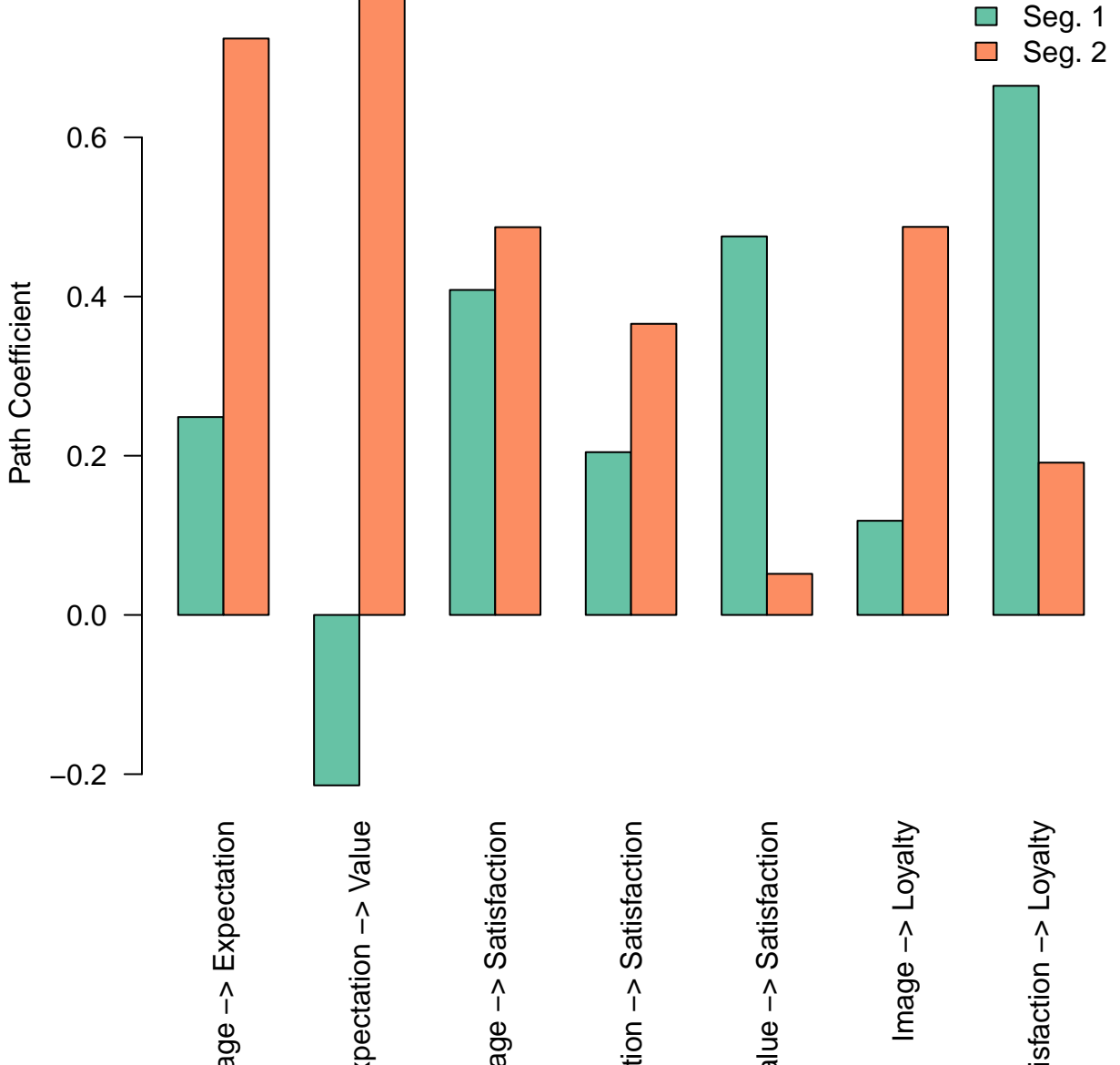
PLS-POS: Segment Proportions (K = 2)



PLS-POS: R² per Construct (K = 2)



PLS-POS: Path Coefficients (K = 2)



PLS-POS: Objective Criterion vs K

