

APPENDIX B. Statistic description of the variables and covariance matrix.

Table 1. Mean, standard deviation, skewness, and kurtosis of the variables

<b>variable</b>	<b>mean</b>	<b>Std dev</b>	<b>Skewness</b>	<b>kurtosis</b>
<b>Prom_1</b>	2.167488	1.21522	0.8549444	2.761483
<b>Prom_2</b>	2.044335	1.1828	0.921901	2.890464
<b>Prom_3</b>	1.768473	1.117188	1.489972	4.423305
<b>Prom_4</b>	2.374384	1.117188	0.6166522	1.972065
<b>Prom_5</b>	1.935961	1.23113	1.143274	3.173854
<b>Comm_1</b>	3.91133	0.9184682	-0.4005092	2.41727
<b>Comm_2</b>	3.807882	0.9160488	-0.3477482	2.471317
<b>Comm_3</b>	3.349754	1.152199	-0.1462038	2.303933
<b>Comm_4</b>	3.492611	1.105206	-0.1797827	2.231267
<b>Comm_5</b>	2.862069	1.274537	0.0582798	1.98313
<b>Sat_1</b>	3.8867	0.9809929	-0.6236166	2.816127
<b>Sat_2</b>	4.019704	0.9063068	-0.5987128	2.689172
<b>Sat_3</b>	4.093596	0.9206694	-0.6819943	2.493698
<b>Sat_4</b>	3.847291	1.000658	-0.4339442	2.228256
<b>Sat_5</b>	3.921182	0.91397	-0.5070251	2.617357

Table2. Covariance matrix

	Comm_1	Comm_2	Comm_3	Comm_4	Comm_5	Prom_1	Prom_2	Prom_3	Prom_4	Prom_5	Sat_1	Sat_2	Sat_3	Sat_4	Sat_5
Comm_1	0.839	0.658	0.489	0.699	0.150	0.251	0.280	0.265	0.363	0.290	0.606	0.593	0.644	0.632	0.594
Comm_2	0.658	0.835	0.565	0.710	0.195	0.308	0.314	0.310	0.372	0.318	0.579	0.546	0.550	0.660	0.596
Comm_3	0.489	0.565	1.321	0.813	0.137	0.404	0.443	0.357	0.578	0.441	0.503	0.456	0.435	0.674	0.560
Comm_4	0.699	0.710	0.813	1.215	0.240	0.248	0.303	0.282	0.382	0.327	0.622	0.616	0.594	0.706	0.669
Comm_5	0.150	0.195	0.137	0.240	1.616	0.146	0.100	0.131	-0.150	0.095	0.019	0.057	0.092	0.127	0.171
Prom_1	0.251	0.308	0.404	0.248	0.146	1.469	1.121	0.955	1.169	1.011	0.255	0.223	0.216	0.198	0.210
Prom_2	0.280	0.314	0.443	0.303	0.100	1.121	1.392	1.025	1.205	1.032	0.301	0.270	0.237	0.288	0.255
Prom_3	0.265	0.310	0.357	0.282	0.131	0.955	1.025	1.242	1.092	0.936	0.230	0.202	0.189	0.216	0.199
Prom_4	0.363	0.372	0.578	0.382	-0.150	1.169	1.205	1.092	2.047	1.285	0.392	0.387	0.275	0.308	0.281
Prom_5	0.290	0.318	0.441	0.327	0.095	1.011	1.032	0.936	1.285	1.508	0.269	0.257	0.188	0.212	0.226
Sat_1	0.606	0.579	0.503	0.622	0.019	0.255	0.301	0.230	0.392	0.269	0.958	0.702	0.666	0.697	0.607
Sat_2	0.593	0.546	0.456	0.616	0.057	0.223	0.270	0.202	0.387	0.257	0.702	0.817	0.668	0.683	0.642
Sat_3	0.644	0.550	0.435	0.594	0.092	0.216	0.237	0.189	0.275	0.188	0.666	0.668	0.843	0.699	0.658
Sat_4	0.632	0.660	0.674	0.706	0.127	0.198	0.288	0.216	0.308	0.212	0.697	0.683	0.699	0.996	0.727
Sat_5	0.594	0.596	0.560	0.669	0.171	0.210	0.255	0.199	0.281	0.226	0.607	0.642	0.658	0.727	0.831

Table 3. Critical ratio

	<b>Estimates</b>	<b>Standard error</b>	<b>Critical ratio</b>	<b>p-values</b>
<b>Customer satisfaction -&gt; Customer commitment</b>	0.852	0.051	16.668	0.000
<b>Promotion -&gt; Customer commitment</b>	0.144	0.043	3.343	0.001
<b>Promotion -&gt; Customer satisfaction</b>	0.292	0.061	4.786	0.000