The second order S-1 model: an alternative model for higher order multidimensional marketing constructs

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Abstract

Second-order reflective symmetrical model (SOSYM) is frequently applied in marketing and psychology. However, even without anomalous results the model frequently yields a second-order factor not clearly interpretable and stable because first-order factors of many constructs are not exchangeable as the model hypothesized. Little attention has been paid to the second-order S-1 model (SOS-1) an alternative model that relaxes exchangeability assumption of first-order factors. With an empirical example based on the SERVQUAL both models are tested. Results show that the SOSYM yields a typical improper solution. In contrast, the SOS-1 model, gives a second-order factor stable and clearly interpretable in case of non-exchangeable first-order factors. We recommend, therefore, to apply the SOS-1 instead of the SOSYM in case of modelling a second-order construct with non-exchangeable first-order factors.

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