＜＜コンジョイント分析＞＞

```
＃来場意図分析
getwd()
conjoint <- read.csv(“conjoint_data.csv”,header=T,fileEncoding=”CP932”)
attach(conjoint)
head(conjoint)
cor(conjoint[,-c(1,2)])
cor(conjoint[,-c(1)])
out1 <- 1m(y~unique＋fan.community+pace)
summary(out1)

＃創造分析
getwd()
conjoint <- read.csv(“conjoint_data.csv”,header=T,fileEncoding=”CP932”)
attach(conjoint)
head(conjoint)
cor(conjoint[,-c(1,2)])
cor(conjoint[,-c(1)])
out1 <- 1m(y~number＋community+place)
summary(out1)
```

＜＜共分散構造分析＞＞

```
＃パッケージインストール
install.packages("readxl")
install.packages("psych")
install.packages("ggplot2")
install.packages("car")
install.packages("lavaan")
install.packages("semTools")



＃相関行列の表示
setwd("~/Downloads/")
data<-read.csv(“SportQuestionaire.csv”,header=T,fileEncoding=”CP932”)
newdata<-data[,c(2,5,7:42)]
data1<-cor(newdata)
```

```
summary(data1)

＃探索的因子分析
resf4<-factanal(data1,factors=14,rotation="promax")
resf4

＃ファンの創造性の確認的因子分析
HFc.model.cfa<-'
+ fcre=~creativity2+creativity3+creativity4+creativity5
+ fcom=~communicationl+communication2+communication3
+ fkou=~kouryoku2+kouryoku3+kouryoku4+kouryoku5
+ fgoods=~goods2+goods3
+ ffood=~food2+food3
+ froyal=~roya12+royal3
+ fjoy=~joy1+joy2
+ fplace=~placel+place2
+'

HFc.cfa<-
lavaan(HFc.model.cfa,data=newdata,auto.var=TRUE,auto.fix.first=TRUE,auto.cov.lv.x=T
RUE)

summary (HFc.cfa, fit.measures=TRUE, standardized=T, rsquare=T)

＃ファンの創造性の構造方程式
HFc.model.sem <-‘
+ fcre=~creativity2+creativity3+creativity4+creativity5
+ fcom=~communicationl+communication2+communication3
+fkou=~kouryoku2+kouryoku3+kouryoku4+kouryoku5
+ fgoods=~goods2+goods3
+ ffood=~food2+food3
+froyal=~roya12+roya13
+fjoy=~joy1+joy2
+ fplace=~placel+place2
+fcre~fcom+fkou+fgoods+ffood+froyal+fjov+fplace
+’
```

```
HFc.sem<-
lavaan(HFc.model.sem,data=newdata,auto.var=TRUE,auto.fix.first=TRUE,auto.cov.lv.x=T
RUE)

summary (HFc.sem, fit.measures=TRUE, standardized=T, rsquare=T)

＃来場意図の確認的因子分析
HFv. model.cfa<-'
+ fcre=~creativity2+creativity3+creativity4+creativity5
+ fcom=-communicationl+communication2+communication3
+ fkou=~kouryoku2+kouryoku3+kouryoku4+kouryoku5
+ ffood=~food2+food3
+ fgoods=~goods2+goods3
+ fplace=~placel+place2
+ fep=~experience1+experience2
+ fgro=~ground1+ground2+ground3
+ flc=~like+comepace
+'

HFv.cfa<-
lavaan(HFv.model.cfa,data=newdata,auto.var=TRUE,auto.fix.first=TRUE,auto.cov.lv.x=T
RUE)

summary (HFv.cfa, fit.measures=TRUE, standardized=T, rsquare=T)

＃来場意図の構造方程式
HFv.model.sem <-'
+ fcre=~creativity2+creativity3+creativity4+creativity5
+ fcom=-communicationl+communication2+communication3
+ fkou=~kouryoku2+kouryoku3+kouryoku4+kouryoku5
+ ffood=~food2+food3
+ fgoods=~goods2+goods3
+ fplace=~placel+place2
+ fep=~experience1+experience2
+ fgro=~ground1+ground2+ground3
```

```
+ flc=~like+comepace
+ flc~fcre+fkou+fcom+fgoods+ffood+fplace+fep+fgro'

HFv.sem<-
lavaan(HFv.model.sem,data=newdata,auto.var=TRUE,auto.fix.first=TRUE,auto.cov.1v.x=
TRUE)

summary (HFv.sem, fit.measures=TRUE, standardized=T, rsquare=T)
```