An Evaluationary Work on Two Prevailing Research Methods: SEM and MR in the Context of Food Tourism

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Abstract

The aim of this study is to compare the fitness of structural equation modeling and multiple regression in the context of food tourism. To perform of this aim, 137 questionnaires were filled out of tourists who were attending food tourism. According to the results of the study, structural equation modeling was found much more advantageous over multiple regression, especially when latent constructs were to be measured.

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