

Mplus code to conduct the analysis reported in Hayes, Montoya, and Rockwood (2017),  
*Australasian Marketing Journal*

```
DATA:  
  file is 'c:\mplus\teams60.txt';  
VARIABLE:  
  names are dysfunc negtone negexp perform division d1 d2 d3;  
  usevariables are dysfunc negexp negtone perform d1 d2 d3 toneexp;  
DEFINE:  
  toneexp = negtone*negexp;  
ANALYSIS:  
  !bootstrap=10000;  
MODEL:  
  perform ON d1 d2 d3  
    dysfunc (cp)  
    negtone (b1)  
    negexp (b2)  
    toneexp (b3);  
  negtone ON d1 d2 d3  
    dysfunc (a1);  
  d1;  
  d2;  
  d3;  
  negexp;  
  dysfunc;  
  toneexp;  
  negtone with negexp;  
  negtone with toneexp;  
MODEL CONSTRAINT:  
  new (althetaL althetaM althetaH alb3);  
  althetaL=a1*(b1+b3*(-0.552));  
  althetaM=a1*(b1+b3*(-0.008));  
  althetaH=a1*(b1+b3*(+0.535));  
  alb3=a1*b3;  
OUTPUT:  
  !cinterval(bootstrap);  
  
!Remove exclamation points for bootstrap confidence intervals
```