

**The FACTOR Procedure**

<b>Input Data Type</b>	Raw Data
<b>Number of Records Read</b>	25439
<b>Number of Records Used</b>	22929
<b>N for Significance Tests</b>	22929

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

Partial Correlations Controlling all other Variables				
		<b>purchase_online_safe</b>	<b>buy_online</b>	<b>use_devices_for_deal</b>
<b>purchase_online_safe</b>	Safe to make purchases online.	1.00000	0.21255	0.01640
<b>buy_online</b>	More likely to buy online than in store.	0.21255	1.00000	0.15065
<b>use_devices_for_deal</b>	Use devices to look for deal.	0.01640	0.15065	1.00000
<b>hear_products_email</b>	Like to hear about products and services by email.	0.20348	0.15684	0.28048
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.27329	0.34363	0.23677
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	-0.06351	0.05451	0.03867
<b>recycle_prods</b>	Packaging for products should be recyclable.	0.05129	-0.01710	-0.03438
<b>environ_good_business</b>	Environmentally-sound is good for business.	0.03624	-0.01327	-0.02398
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	0.05301	-0.04751	-0.06600
<b>comp_help_cons_env</b>		-0.02473	-0.00917	0.05526

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

Partial Correlations Controlling all other Variables					
		hear_products_email	internet_chnge_shop	environ_friendly	recycle_prods
<b>purchase_online_safe</b>	Safe to make purchases online.	0.20348	0.27329	-0.06351	0.05129
<b>buy_online</b>	More likely to buy online than in store.	0.15684	0.34363	0.05451	-0.01710
<b>use_devices_for_deal</b>	Use devices to look for deal.	0.28048	0.23677	0.03867	-0.03438
<b>hear_products_email</b>	Like to hear about products and services by email.	1.00000	0.02793	0.07929	-0.05214
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.02793	1.00000	-0.04790	0.06364
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	0.07929	-0.04790	1.00000	0.08707
<b>recycle_prods</b>	Packaging for products should be recyclable.	-0.05214	0.06364	0.08707	1.00000
<b>environ_good_business</b>	Environmentally-sound is good for business.	-0.03556	0.05845	0.38374	0.03056
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	-0.04965	0.03610	0.08317	0.30274
<b>comp_help_cons_env</b>		0.05325	-0.02702	0.22859	0.09075

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

Partial Correlations Controlling all other Variables				
		environ_good_business	environ_personal_ob	comp_help_cons_env
<b>purchase_online_safe</b>	Safe to make purchases online.	0.03624	0.05301	-0.02473
<b>buy_online</b>	More likely to buy online than in store.	-0.01327	-0.04751	-0.00917
<b>use_devices_for_deal</b>	Use devices to look for deal.	-0.02398	-0.06600	0.05526
<b>hear_products_email</b>	Like to hear about products and services by email.	-0.03556	-0.04965	0.05325
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.05845	0.03610	-0.02702
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	0.38374	0.08317	0.22859
<b>recycle_prods</b>	Packaging for products should be recyclable.	0.03056	0.30274	0.09075
<b>environ_good_business</b>	Environmentally-sound is good for business.	1.00000	0.14621	0.35201
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	0.14621	1.00000	0.38434
<b>comp_help_cons_env</b>		0.35201	0.38434	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.83239405					
<b>purchase_online_safe</b>	<b>buy_online</b>	<b>use_devices_for_deal</b>	<b>hear_products_email</b>	<b>internet_chnge_shop</b>	<b>environ_friendly</b>
0.81779787	0.80885845	0.81068374	0.80979632	0.78375079	0.85984361

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.83239405			
<b>recycle_prods</b>	<b>environ_good_business</b>	<b>environ_personal_ob</b>	<b>comp_help_cons_env</b>
0.88723542	0.84045701	0.84272039	0.83281248

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

**Prior Communality Estimates: ONE**

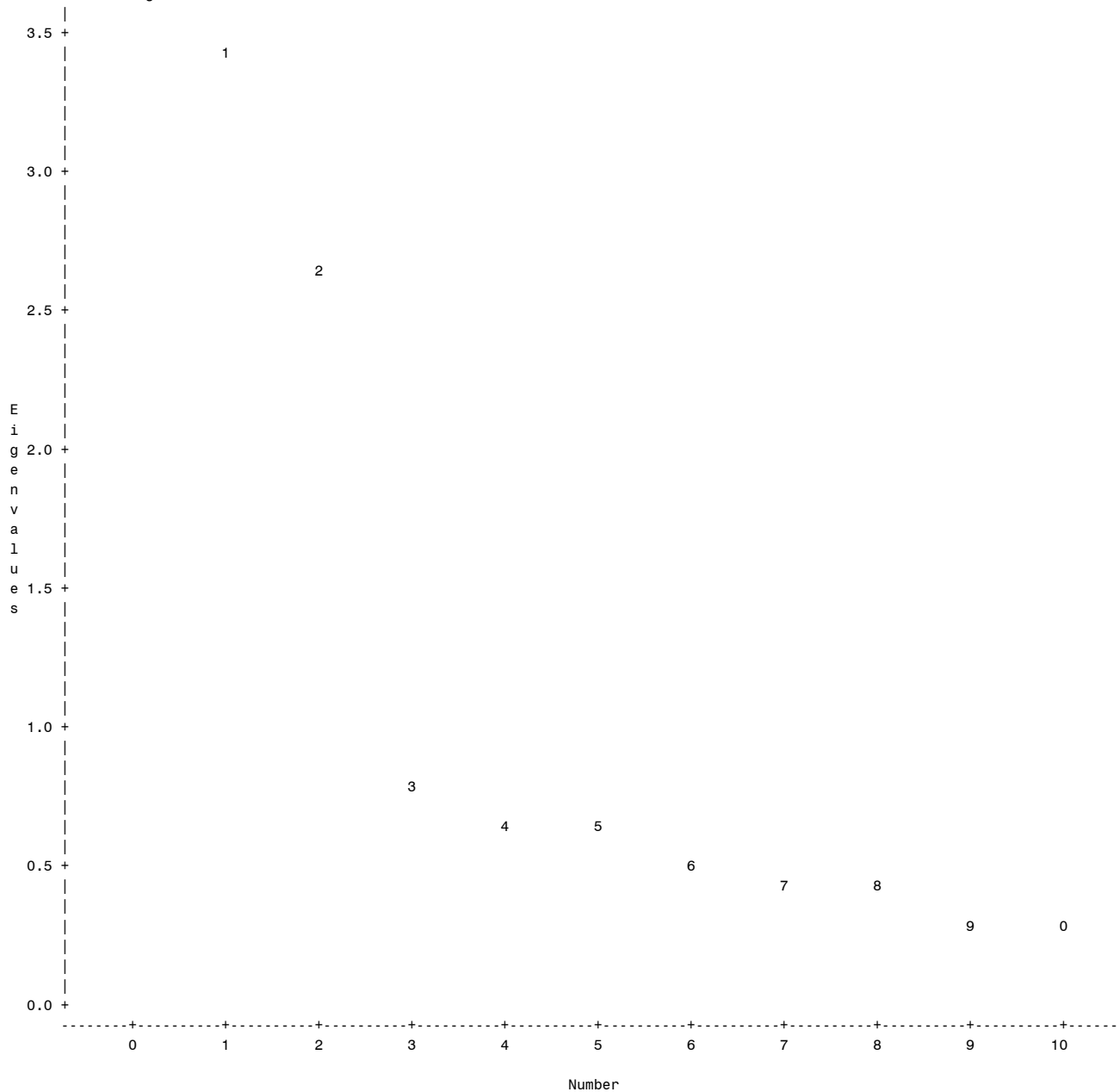
Eigenvalues of the Correlation Matrix: Total = 10 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
<b>1</b>	3.45517407	0.78415722	0.3455	0.3455
<b>2</b>	2.67101685	1.87165778	0.2671	0.6126
<b>3</b>	0.79935906	0.18843607	0.0799	0.6926
<b>4</b>	0.61092299	0.00170677	0.0611	0.7536
<b>5</b>	0.60921622	0.12078275	0.0609	0.8146
<b>6</b>	0.48843347	0.07383804	0.0488	0.8634
<b>7</b>	0.41459543	0.01676978	0.0415	0.9049
<b>8</b>	0.39782565	0.09741683	0.0398	0.9447
<b>9</b>	0.30040882	0.04736139	0.0300	0.9747
<b>10</b>	0.25304743		0.0253	1.0000

**2 factors will be retained by the NFACTOR criterion.**

## The FACTOR Procedure

### Initial Factor Method: Principal Components

Scree Plot of Eigenvalues



Factor Pattern			
		Factor1	Factor2
<b>purchase_online_safe</b>	Safe to make purchases online.	0.31510	0.65442
<b>buy_online</b>	More likely to buy online than in store.	0.27438	0.74129
<b>use_devices_for_deal</b>	Use devices to look for deal.	0.24727	0.67148
<b>hear_products_email</b>	Like to hear about products and services by email.	0.26205	0.64603
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.34809	0.70449
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	0.78513	-0.21973
<b>recycle_prods</b>	Packaging for products should be recyclable.	0.65161	-0.22603
<b>environ_good_business</b>	Environmentally-sound is good for business.	0.81797	-0.24676

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

Factor Pattern			
		Factor1	Factor2
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	0.78561	-0.31219
<b>comp_help_cons_env</b>		0.83806	-0.26640

Variance Explained by Each Factor	
Factor1	Factor2
3.4551741	2.6710168

Final Communality Estimates: Total = 6.126191					
<b>purchase_online_safe</b>	<b>buy_online</b>	<b>use_devices_for_deal</b>	<b>hear_products_email</b>	<b>internet_chnge_shop</b>	<b>environ_friendly</b>
0.52755619	0.62479218	0.51203046	0.48602250	0.61747373	0.66471290

<b>recycle_prods</b>	<b>environ_good_business</b>	<b>environ_personal_ob</b>	<b>comp_help_cons_env</b>
0.47568317	0.72996849	0.71464082	0.77331048

**The FACTOR Procedure**  
**Rotation Method: Varimax**

Orthogonal Transformation Matrix		
	1	2
1	0.93644	0.35083
2	-0.35083	0.93644

Rotated Factor Pattern			
		Factor1	Factor2
<b>purchase_online_safe</b>	Safe to make purchases online.	0.06548	0.72337
<b>buy_online</b>	More likely to buy online than in store.	-0.00312	0.79043
<b>use_devices_for_deal</b>	Use devices to look for deal.	-0.00402	0.71555
<b>hear_products_email</b>	Like to hear about products and services by email.	0.01875	0.69690
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.07881	0.78183
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	0.81232	0.06968
<b>recycle_prods</b>	Packaging for products should be recyclable.	0.68949	0.01694
<b>environ_good_business</b>	Environmentally-sound is good for business.	0.85255	0.05589
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	0.84520	-0.01674
<b>comp_help_cons_env</b>		0.87825	0.04455

Variance Explained by Each Factor	
Factor1	Factor2
3.3586613	2.7675296

Final Community Estimates: Total = 6.126191					
<b>purchase_online_safe</b>	<b>buy_online</b>	<b>use_devices_for_deal</b>	<b>hear_products_email</b>	<b>internet_chnge_shop</b>	<b>environ_friendly</b>
0.52755619	0.62479218	0.51203046	0.48602250	0.61747373	0.66471290

<b>recycle_prods</b>	<b>environ_good_business</b>	<b>environ_personal_ob</b>	<b>comp_help_cons_env</b>
0.47568317	0.72996849	0.71464082	0.77331048



**The FACTOR Procedure**  
**Rotation Method: Varimax**

**Scoring Coefficients Estimated by Regression**

Squared Multiple Correlations of the Variables with Each Factor	
Factor1	Factor2
1.0000000	1.0000000

Standardized Scoring Coefficients			
		Factor1	Factor2
<b>purchase_online_safe</b>	Safe to make purchases online.	-0.00056	0.26143
<b>buy_online</b>	More likely to buy online than in store.	-0.02300	0.28775
<b>use_devices_for_deal</b>	Use devices to look for deal.	-0.02118	0.26052
<b>hear_products_email</b>	Like to hear about products and services by email.	-0.01383	0.25310
<b>internet_chnge_shop</b>	Internet changed how I shop for products.	0.00181	0.28233
<b>environ_friendly</b>	More likely to purchase from environmentally-friendly companies	0.24165	0.00268
<b>recycle_prods</b>	Packaging for products should be recyclable.	0.20629	-0.01308
<b>environ_good_business</b>	Environmentally-sound is good for business.	0.25410	-0.00346
<b>environ_personal_ob</b>	Personal obligation to be environmentally-responsible.	0.25392	-0.02969
<b>comp_help_cons_env</b>		0.26213	-0.00830

The HPCLUS Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	4

Data Access Information			
Data	Engine	Role	Path
WORK.MYSCORES1	V9	Input	On Client
WORK.MYCLUSTER	V9	Output	On Client

Model Information	
Maximum Iteration	100
Stop Criterion	Cluster Change
Stop Criterion Value	0
Clusters	2
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	25439
Number of Observations Used	21348

## The HPCLUS Procedure

ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
2	6	20	PCA

ABC Statistics					
Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
2	11.8261	13.2097	1.3835	0.0211	1.3624
3	11.7014	13.0511	1.3497	0.00916	1.3405
4	11.6030	12.9382	1.3352	0.00450	1.3307
5	11.5470	12.8495	1.3026	0.00395	1.2986
6	11.4799	12.6788	1.1990	0.00420	1.1948

Estimated Number of Clusters	
Criterion	Number of Clusters
FIRSTPEAK	2

Cluster Summary								
Cluster	Frequency	Distance from Cluster Centroid to Observation			SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
		Maximum	Minimum	Average				
1	12250	7.1765	0.9035	2.4341	81389.6	2.5776	2	2.4037
2	9098	6.4064	0.6064	2.3630	55393.0	2.4675	1	2.4037

Iteration Statistics	
Iteration Number	SSE
0	338661
1	155913
2	149191
3	146979

### The HPCLUS Procedure

Iteration Statistics	
Iteration Number	SSE
4	145983
5	145395
6	144966
7	144538
8	144063
9	143632
10	143161
11	142622
12	141936
13	141010
14	139833
15	138820
16	138361
17	138205
18	138128
19	137802
20	136926
21	136787
22	136783
23	136783
24	136783
25	136783

Descriptive Statistics		
Variable	Mean	Standard Deviation
onlineshopper	-0.000906	0.995959
environconscious	0.009552	0.995598
clothes_last_long_time	4.348510	0.885201
buy_clothes_dont_need	2.346496	1.298441
attractive_to_others	3.731825	1.069201
disc_clothes_good	3.565908	1.140980
dress_to_please_myself	4.216976	0.960672

### The HPCLUS Procedure

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
onlineshopper	1	0.0398	1.9863
	2	-0.0557	2.0874
environconscious	1	-0.1417	1.7851
	2	0.2132	2.1631
clothes_last_long_time	1	4.4948	6.6287
	2	4.1516	8.8058
buy_clothes_dont_need	1	1.3582	3.1464
	2	3.6772	4.4898
attractive_to_others	1	3.5704	5.7129
	2	3.9492	7.4473
disc_clothes_good	1	3.5665	5.8002
	2	3.5651	7.8703
dress_to_please_myself	1	4.2430	6.2334
	2	4.1819	8.4865