The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	21378
N for Significance Tests	21378

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

	COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GO
COMPANIES_HELP_CONSUMERS_ENVRNMN	1.00000	0.11857	
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.11857	1.00000	
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.43831	0.02429	
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.23369	0.24702	
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.21312	0.12474	
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	-0.01133	0.03141	
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	-0.00945	0.05083	
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	0.02147	0.01556	
I_OFTEN_SNACK_BETWEEN_MEALS	0.01350	0.01207	
I_FREQUENTLY_EAT_SWEETS	-0.01324	0.00025	
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	-0.04026	0.18509	
NOTHING_WRONG_INDULGING_FATTENIN	0.02028	-0.03539	
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.08285	-0.04341	

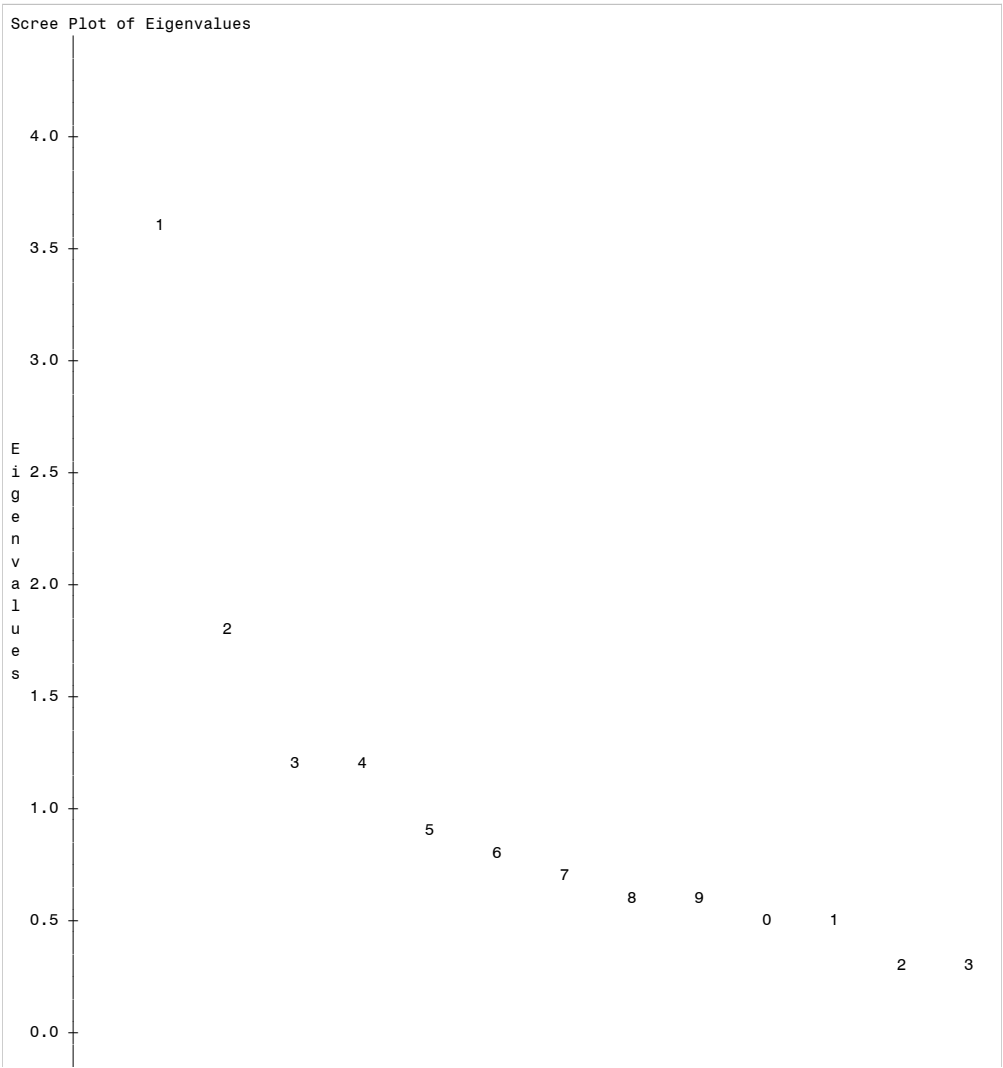| COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNM
0.83538640	0.87689768	0.80611406	0

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

	Eigenvalue	Difference	Proportion	Cumulative
Eigenvalues of the Correlation Matrix: Total = 13 Average = 1				
1	3.60876756	1.77620677	0.2776	0.2776
2	1.83256079	0.63513516	0.1410	0.4186
3	1.19742562	0.04646480	0.0921	0.5107
4	1.15096082	0.22010976	0.0885	0.5992
5	0.93085106	0.12893611	0.0716	0.6708
6	0.80191495	0.13281659	0.0617	0.7325
7	0.66909835	0.03269708	0.0515	0.7840
8	0.63640127	0.05702584	0.0490	0.8329
9	0.57937543	0.07635825	0.0446	0.8775
10	0.50301718	0.01808139	0.0387	0.9162
11	0.48493578	0.14473399	0.0373	0.9535
12	0.34020179	0.07571239	0.0262	0.9797
13	0.26448940		0.0203	1.0000

2 factors will be retained by the NFACTOR criterion.

```
Scree Plot of Eigenvalues

        |
        |
   4.0 -|
        |
        |
        |           1
   3.5 -|
        |
        |
   3.0 -|
        |
        |
E       |
i  2.5 -|
g       |
e       |
n       |
v  2.0 -|
a       |
l       |                2
u       |
e  1.5 -|
s       |
        |              3        4
   1.0 -|
        |                  5
        |                     6
        |                        7
        |                           8        9
   0.5 -|                                        0        1
        |                                                      2        3
   0.0 -|
        |
```

Number
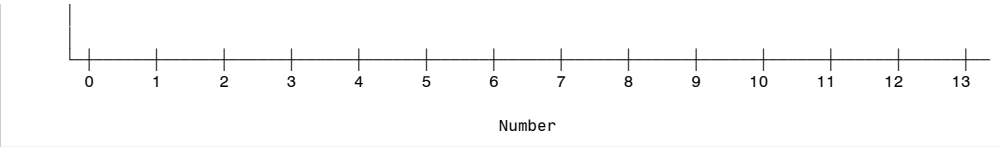
Factor Pattern	Factor1	Factor2
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.81015	0.20477
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.65029	0.08639
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.77881	0.23184
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.72798	0.09318
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.81577	0.13412
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.47930	-0.39790
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	0.00252	0.25684
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.13788	0.64305
I_OFTEN_SNACK_BETWEEN_MEALS	0.01506	0.52025
I_FREQUENTLY_EAT_SWEETS	-0.07200	0.65611
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.41586	-0.23079
NOTHING_WRONG_INDULGING_FATTENIN	-0.03955	0.48866
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.54674	-0.26783

Variance Explained by Each Factor	
Factor1	Factor2
3.6087676	1.8325608

COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNM
0.69827565	0.43033999	0.66029217	0

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	**2**
1	0.99512	-0.09870
2	0.09870	0.99512

Rotated Factor Pattern		
	Factor1	**Factor2**
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.82641	0.12381
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.65564	0.02178
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.79789	0.15384
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.73362	0.02087
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.82502	0.05294
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.43768	-0.44327
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	0.02786	0.25534
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.07373	0.65352
I_OFTEN_SNACK_BETWEEN_MEALS	0.06633	0.51622
I_FREQUENTLY_EAT_SWEETS	-0.00689	0.66001
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.39105	-0.27071
NOTHING_WRONG_INDULGING_FATTENIN	0.00887	0.49018
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.51764	-0.32049

Variance Explained by Each Factor	
Factor1	**Factor2**
3.5914626	1.8498657

COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNM
0.69827565	0.43033999	0.66029217	0

The SAS System

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**
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.23443	0.08904
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.18397	0.02912
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.22724	0.10459
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.20576	0.03069
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.23217	0.05052
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.11073	-0.22918
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	0.01453	0.13940
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.00338	0.35296
I_OFTEN_SNACK_BETWEEN_MEALS	0.03217	0.28209
I_FREQUENTLY_EAT_SWEETS	0.01548	0.35825
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.10224	-0.13670
NOTHING_WRONG_INDULGING_FATTENIN	0.01541	0.26643
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.13634	-0.16039