The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	20672
N for Significance Tests	20672

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

	COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GC
COMPANIES_HELP_CONSUMERS_ENVRNMN	1.00000	0.10615	
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.10615	1.00000	
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.41831	0.02577	
I_MAKE_A_CONSCIOUS_EFFORT_TO_REC	-0.01559	-0.03720	
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.18974	0.23739	
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.19437	0.12124	
PEOPLE_HAVE_A_DUTY_TO_RECYCLE	0.18564	0.05350	
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	-0.01608	0.03306	
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	-0.00330	0.04738	
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	0.02270	0.02088	
I_FEEL_GUILTY_WHEN_I_EAT_SWEETS	0.00883	0.01976	
I_OFTEN_SNACK_BETWEEN_MEALS	0.01230	0.00836	
FATTENING_FOOD_MAKES_ME_FEEL_GUI	0.01093	0.01481	
I_FREQUENTLY_EAT_SWEETS	-0.01568	-0.00160	
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	-0.02809	0.17995	
NOTHING_WRONG_INDULGING_FATTENIN	0.01394	-0.03709	
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.05414	-0.04673	

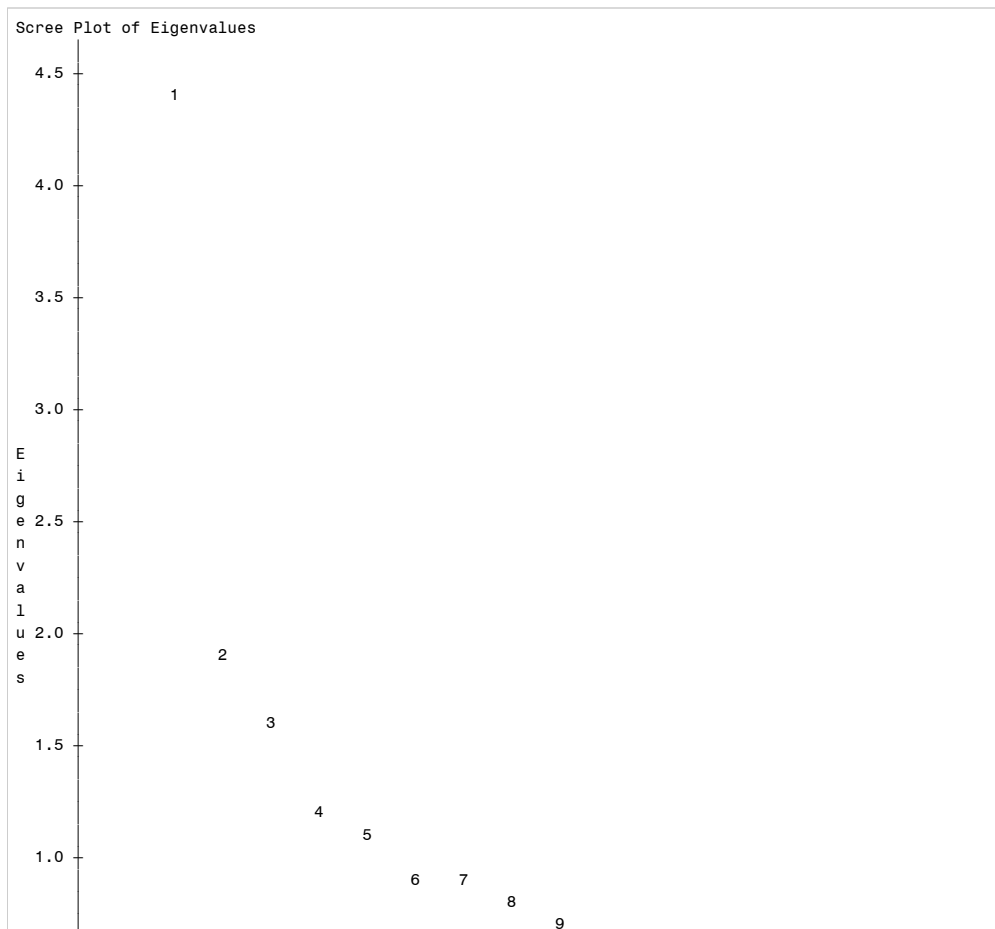| COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	I_MAKE_A_CONSCIOUS_EFFORT_
0.87233475	0.89851618	0.84433543	0.

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 = 17 Average = 1			
1	4.39296615	2.48131278	0.2584	0.2584
2	1.91165337	0.31435499	0.1125	0.3709
3	1.59729838	0.40941589	0.0940	0.4648
4	1.18788249	0.07274542	0.0699	0.5347
5	1.11513708	0.20114462	0.0656	0.6003
6	0.91399245	0.02241853	0.0538	0.6541
7	0.89157392	0.12982312	0.0524	0.7065
8	0.76175080	0.09909369	0.0448	0.7513
9	0.66265711	0.03309024	0.0390	0.7903
10	0.62956688	0.05656680	0.0370	0.8273
11	0.57300008	0.07194496	0.0337	0.8610
12	0.50105512	0.02759726	0.0295	0.8905
13	0.47345786	0.01719789	0.0279	0.9184
14	0.45625997	0.09481342	0.0268	0.9452
15	0.36144655	0.05123815	0.0213	0.9665
16	0.31020840	0.05011502	0.0182	0.9847
17	0.26009339		0.0153	1.0000

2 factors will be retained by the NFACTOR criterion.

```
Scree Plot of Eigenvalues

         |
    4.5 -+
         |           1
         |
    4.0 -+
         |
         |
    3.5 -+
         |
         |
    3.0 -+
         |
E        |
i        |
g        |
e   2.5 -+
n        |
v        |
a        |
l   2.0 -+
u        |       2
e        |
s        |         3
    1.5 -+
         |
         |      4
         |        5
    1.0 -+
         |          6   7
         |              8
         |                9
```
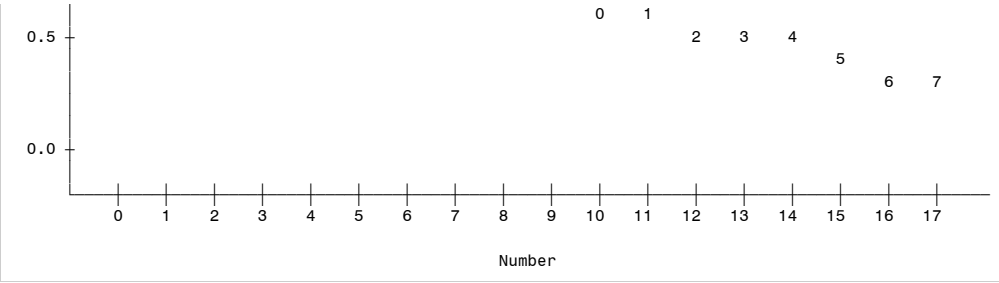
Factor Pattern		
	Factor1	Factor2
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.79631	0.23896
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.61086	0.05112
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.75047	0.26932
I_MAKE_A_CONSCIOUS_EFFORT_TO_REC	0.58447	0.11874
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.70819	0.09244
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.78822	0.15963
PEOPLE_HAVE_A_DUTY_TO_RECYCLE	0.68846	0.17909
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.45635	-0.35450
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	-0.00305	0.12397
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.15129	0.67146
I_FEEL_GUILTY_WHEN_I_EAT_SWEETS	0.31138	-0.37546
I_OFTEN_SNACK_BETWEEN_MEALS	0.03224	0.36082
FATTENING_FOOD_MAKES_ME_FEEL_GUI	0.31957	-0.34283
I_FREQUENTLY_EAT_SWEETS	-0.05447	0.52375
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.37929	-0.34013
NOTHING_WRONG_INDULGING_FATTENIN	-0.03113	0.49884
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.55229	-0.28242

Variance Explained by Each Factor	
Factor1	Factor2
4.3929661	1.9116534

COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	I_MAKE_A_CONSCIOUS_EFFORT
0.69120362	0.37576614	0.63574243	0.

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	**2**
1	0.97647	-0.21565
2	0.21565	0.97647

Rotated Factor Pattern		
	Factor1	**Factor2**
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.82910	0.06161
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.60751	-0.08182
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.79089	0.10114
I_MAKE_A_CONSCIOUS_EFFORT_TO_REC	0.59633	-0.01010
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.71146	-0.06245
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.80410	-0.01410
PEOPLE_HAVE_A_DUTY_TO_RECYCLE	0.71088	0.02640
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.36916	-0.44457
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	0.02376	0.12171
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.00293	0.68829
I_FEEL_GUILTY_WHEN_I_EAT_SWEETS	0.22308	-0.43378
I_OFTEN_SNACK_BETWEEN_MEALS	0.10930	0.34537
FATTENING_FOOD_MAKES_ME_FEEL_GUI	0.23812	-0.40368
I_FREQUENTLY_EAT_SWEETS	0.05976	0.52317
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.29702	-0.41392
NOTHING_WRONG_INDULGING_FATTENIN	0.07718	0.49382
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.47839	-0.39488

Variance Explained by Each Factor	
Factor1	**Factor2**
4.2775690	2.0270505

COMPANIES_HELP_CONSUMERS_ENVRNMN	ECO_FRIENDLY_PRODS_HIGHER_QUALIT	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	I_MAKE_A_CONSCIOUS_EFFORT
0.69120362	0.37576614	0.63574243	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	0.20396	0.08297
ECO_FRIENDLY_PRODS_HIGHER_QUALIT	0.14155	-0.00388
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.19720	0.10073
I_MAKE_A_CONSCIOUS_EFFORT_TO_REC	0.14331	0.03196
IMPT_OTHERS_SEE_ME_ENVRNMNTLLY_C	0.16785	0.01246
MORE_LIKELY_PRCH_ENVRNMNTLLY_FRN	0.19321	0.04285
PEOPLE_HAVE_A_DUTY_TO_RECYCLE	0.17323	0.05768
CONSIDER_MY_DIET_TO_BE_VERY_HEAL	0.06145	-0.20348
DON_T_HAVE_TIME_PREPARE_EAT_HEAL	0.01331	0.06348
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	0.04212	0.35041
I_FEEL_GUILTY_WHEN_I_EAT_SWEETS	0.02686	-0.20707
I_OFTEN_SNACK_BETWEEN_MEALS	0.04787	0.18272
FATTENING_FOOD_MAKES_ME_FEEL_GUI	0.03236	-0.19081
I_FREQUENTLY_EAT_SWEETS	0.04698	0.27021
I_M_USUALLY_FIRST_TO_TRY_NEW_HEA	0.04594	-0.19236
NOTHING_WRONG_INDULGING_FATTENIN	0.04935	0.25634
TRY_TO_EAT_HEALTHIER_FOOD_THESE_	0.09090	-0.17137