

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	22929
N for Significance Tests	22929

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables					
	purchase_online_safe	buy_online	use_devices_for_deal	hear_products_email	internet_chnge_shop
purchase_online_safe	1.00000	0.21255	0.01640	0.20348	0.27329
buy_online	0.21255	1.00000	0.15065	0.15684	0.34363
use_devices_for_deal	0.01640	0.15065	1.00000	0.28048	0.23677
hear_products_email	0.20348	0.15684	0.28048	1.00000	0.02793
internet_chnge_shop	0.27329	0.34363	0.23677	0.02793	1.00000
environ_friendly	-0.06351	0.05451	0.03867	0.07929	-0.04790
recycle_prods	0.05129	-0.01710	-0.03438	-0.05214	0.06364
environ_good_business	0.03624	-0.01327	-0.02398	-0.03556	0.05845
environ_personal_ob	0.05301	-0.04751	-0.06600	-0.04965	0.03610
comp_help_cons_env	-0.02473	-0.00917	0.05526	0.05325	-0.02702

Partial Correlations Controlling all other Variables					
	environ_friendly	recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
purchase_online_safe	-0.06351	0.05129	0.03624	0.05301	-0.02473
buy_online	0.05451	-0.01710	-0.01327	-0.04751	-0.00917
use_devices_for_deal	0.03867	-0.03438	-0.02398	-0.06600	0.05526
hear_products_email	0.07929	-0.05214	-0.03556	-0.04965	0.05325
internet_chnge_shop	-0.04790	0.06364	0.05845	0.03610	-0.02702
environ_friendly	1.00000	0.08707	0.38374	0.08317	0.22859
recycle_prods	0.08707	1.00000	0.03056	0.30274	0.09075
environ_good_business	0.38374	0.03056	1.00000	0.14621	0.35201
environ_personal_ob	0.08317	0.30274	0.14621	1.00000	0.38434
comp_help_cons_env	0.22859	0.09075	0.35201	0.38434	1.00000

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

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

The FACTOR Procedure
Initial Factor Method: Principal Components

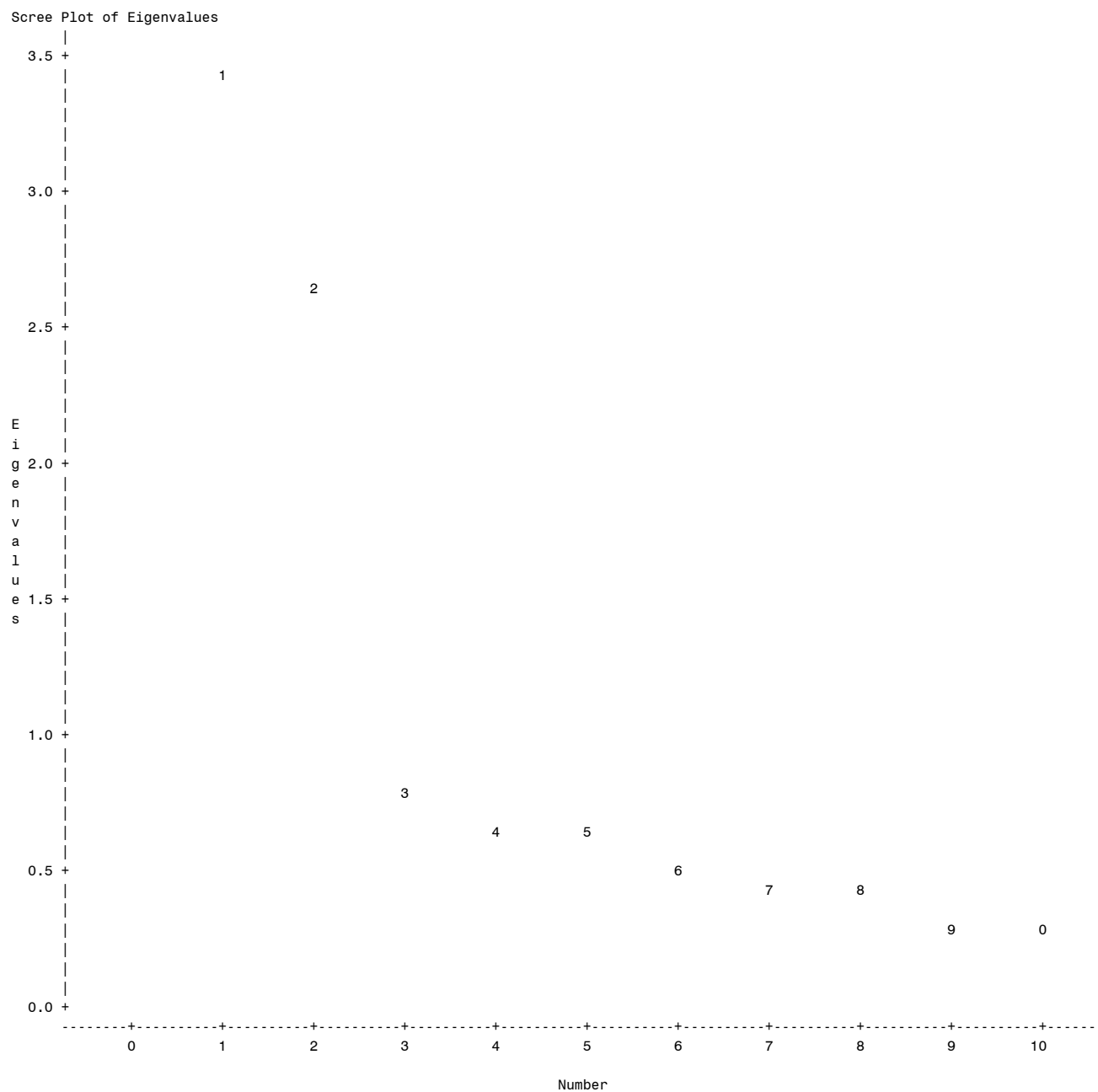
Prior Communality Estimates: ONE

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

2 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure

Initial Factor Method: Principal Components



Factor Pattern		
	Factor1	Factor2
purchase_online_safe	0.31510	0.65442
buy_online	0.27438	0.74129
use_devices_for_deal	0.24727	0.67148
hear_products_email	0.26205	0.64603
internet_chnge_shop	0.34809	0.70449
environ_friendly	0.78513	-0.21973
recycle_prods	0.65161	-0.22603
environ_good_business	0.81797	-0.24676

The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern		
	Factor1	Factor2
environ_personal_ob	0.78561	-0.31219
comp_help_cons_env	0.83806	-0.26640

Variance Explained by Each Factor	
Factor1	Factor2
3.4551741	2.6710168

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

recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
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
purchase_online_safe	0.06548	0.72337
buy_online	-0.00312	0.79043
use_devices_for_deal	-0.00402	0.71555
hear_products_email	0.01875	0.69690
internet_chnge_shop	0.07881	0.78183
environ_friendly	0.81232	0.06968
recycle_prods	0.68949	0.01694
environ_good_business	0.85255	0.05589
environ_personal_ob	0.84520	-0.01674
comp_help_cons_env	0.87825	0.04455

Variance Explained by Each Factor	
Factor1	Factor2
3.3586613	2.7675296

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

recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
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
purchase_online_safe	-0.00056	0.26143
buy_online	-0.02300	0.28775
use_devices_for_deal	-0.02118	0.26052
hear_products_email	-0.01383	0.25310
internet_chnge_shop	0.00181	0.28233
environ_friendly	0.24165	0.00268
recycle_prods	0.20629	-0.01308
environ_good_business	0.25410	-0.00346
environ_personal_ob	0.25392	-0.02969
comp_help_cons_env	0.26213	-0.00830

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	1.419208747	-1.929522479	1.000000000	1.000000000
2	1.246361465	2.210353896	5.000000000	1.000000000
3	-3.565773342	-1.706841487	5.000000000	1.000000000
4	1.419208747	-1.929522479	5.000000000	5.000000000
5	-2.859522693	2.377288541	1.000000000	1.000000000

Initial Seeds			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	1.000000000	1.000000000	1.000000000
2	1.000000000	5.000000000	5.000000000
3	5.000000000	5.000000000	1.000000000
4	5.000000000	1.000000000	5.000000000
5	5.000000000	1.000000000	5.000000000

Minimum Distance Between Initial Seeds = 8

Iteration History						
Iteration	Criterion	Relative Change in Cluster Seeds				
		1	2	3	4	5
1	1.6556	0.4673	0.4421	0.4795	0.4411	0.5444
2	0.9083	0.0660	0.0569	0.0434	0.0568	0.0562
3	0.8821	0.0509	0.0340	0.0296	0.0446	0.0303
4	0.8689	0.0427	0.0208	0.0246	0.0306	0.0207
5	0.8627	0.0384	0.0115	0.0188	0.0156	0.0151
6	0.8594	0.0400	0.0105	0.0167	0.00521	0.0109
7	0.8558	0.0512	0.0154	0.0202	0.00210	0.00912
8	0.8498	0.0522	0.0146	0.0250	0.00187	0.0121
9	0.8439	0.0354	0.00805	0.0236	0.00364	0.0143
10	0.8404	0.0269	0.00883	0.0234	0.00428	0.0117
11	0.8377	0.0185	0.00990	0.0242	0.00424	0.00867
12	0.8357	0.0112	0.0105	0.0240	0.00382	0.00712
13	0.8340	0.00585	0.0126	0.0262	0.00280	0.00774
14	0.8323	0.00410	0.0125	0.0251	0.00197	0.00725
15	0.8306	0.00259	0.0124	0.0232	0.00154	0.00801
16	0.8293	0.00110	0.00995	0.0205	0.00115	0.00802
17	0.8283	0.00153	0.00761	0.0161	0.00181	0.00843

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.8277

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	4841	0.8217	5.1786		2	2.3019
2	5091	0.7230	4.9698		3	2.1963
3	3909	0.8766	6.2528		2	2.1963
4	6709	0.8319	5.3655		2	2.6677
5	4458	0.9013	5.8031		1	2.6870

431 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.89548	0.198254	0.247278
environconscious	1.00000	0.96550	0.067965	0.072921
clothes_last_long_time	0.89256	0.75464	0.285278	0.399146
buy_clothes_dont_need	1.30910	0.73991	0.680594	2.130812
attractive_to_others	1.07783	0.79974	0.449536	0.816651
disc_clothes_good	1.15034	0.80563	0.509605	1.039174
dress_to_please_myself	0.97247	0.82025	0.288686	0.405849
OVER-ALL	1.06558	0.82760	0.396900	0.658100

Pseudo F Statistic = 4113.62

Approximate Expected Over-All R-Squared = 0.36786

Cubic Clustering Criterion = 34.811

WARNING: The two values above are invalid for correlated variables.

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.337482050	-0.253188904	4.572244553	1.586900685
2	0.389611742	-0.024204402	4.692461909	1.385046729
3	-0.454034760	-0.389484760	4.554210526	1.405773857
4	0.223226695	0.303710022	4.463879496	3.959741856
5	-0.746473325	0.198675940	3.329365079	2.720760921

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	4.048095339	2.196428571	4.405877342
2	4.275297009	4.460958206	4.498676441
3	2.313595327	4.159501062	4.357559682
4	4.289745567	3.914622788	4.537256107
5	3.229014813	2.997654784	3.102906704

Cluster Standard Deviations				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.833628392	0.995879911	0.688008418	0.775993686
2	0.834932606	1.038819989	0.603152697	0.524854494
3	1.039517867	0.992075469	0.728979828	0.706356791
4	0.882313537	0.982285736	0.755813918	0.722155088
5	0.909593209	0.776870650	0.972691070	0.936682897

Cluster Standard Deviations			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	0.847846853	0.762241510	0.814981890
2	0.638195703	0.500972443	0.765304327
3	0.875313477	0.806981065	0.930884194
4	0.790966120	0.976119339	0.655248701
5	0.853157983	0.849166023	0.991384216

The MEANS Procedure

CLUSTER=.

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	431	0.1508121	0.3582815	0	1.0000000
new_balance	431	0.0464037	0.2106023	0	1.0000000
gend_resp	269	0.4498141	0.4984023	0	1.0000000
white	431	0.6264501	0.4843084	0	1.0000000
instagram	431	0.0348028	0.1834930	0	1.0000000
amazon	431	0.0742459	0.2624754	0	1.0000000
full_employed	374	0.3609626	0.4809231	0	1.0000000
age18to34	431	0.1461717	0.3536888	0	1.0000000
marriage_status	431	0.5150812	0.5003533	0	1.0000000
college_grad	431	0.1508121	0.3582815	0	1.0000000
onlinepurchase	431	0.0394432	0.1948730	0	1.0000000
alcohol	431	0.1972158	0.3983590	0	1.0000000
credit20xlast30	431	0.0371230	0.1892828	0	1.0000000
restaurants	431	0.5266821	0.4998678	0	1.0000000

CLUSTER=1

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	4841	0.1600909	0.3667282	0	1.0000000
new_balance	4841	0.1204297	0.3254969	0	1.0000000
gend_resp	3080	0.3331169	0.4714045	0	1.0000000
white	4841	0.8266887	0.3785553	0	1.0000000
instagram	4841	0.0543276	0.2266864	0	1.0000000
amazon	4841	0.3288577	0.4698467	0	1.0000000
full_employed	4246	0.4879887	0.4999146	0	1.0000000
age18to34	4841	0.1888040	0.3913932	0	1.0000000
marriage_status	4841	0.6401570	0.4800038	0	1.0000000
college_grad	4841	0.3827722	0.4861136	0	1.0000000
onlinepurchase	4841	0.2111134	0.4081408	0	1.0000000
alcohol	4841	0.5608345	0.4963366	0	1.0000000
credit20xlast30	4841	0.1328238	0.3394193	0	1.0000000
restaurants	4841	0.8717207	0.3344351	0	1.0000000

CLUSTER=2

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	5091	0.1958358	0.3968817	0	1.0000000
new_balance	5091	0.1043017	0.3056816	0	1.0000000
gend_resp	3399	0.3665784	0.4819409	0	1.0000000
white	5091	0.7760754	0.4169131	0	1.0000000
instagram	5091	0.0840699	0.2775199	0	1.0000000
amazon	5091	0.3301905	0.4703278	0	1.0000000
full_employed	4463	0.5180372	0.4997305	0	1.0000000
age18to34	5091	0.1909252	0.3930688	0	1.0000000
marriage_status	5091	0.5945787	0.4910216	0	1.0000000
college_grad	5091	0.3474759	0.4762152	0	1.0000000
onlinepurchase	5091	0.2107641	0.4078912	0	1.0000000
alcohol	5091	0.5462581	0.4979045	0	1.0000000
credit20xlast30	5091	0.1162836	0.3205962	0	1.0000000
restaurants	5091	0.8695738	0.3368049	0	1.0000000

The MEANS Procedure

CLUSTER=3

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	3909	0.1808647	0.3849553	0	1.0000000
new_balance	3909	0.0867229	0.2814646	0	1.0000000
gend_resp	2281	0.3985094	0.4896987	0	1.0000000
white	3909	0.7490407	0.4336206	0	1.0000000
instagram	3909	0.0613968	0.2400874	0	1.0000000
amazon	3909	0.2409823	0.4277343	0	1.0000000
full_employed	3519	0.5336743	0.4989356	0	1.0000000
age18to34	3909	0.2018419	0.4014262	0	1.0000000
marriage_status	3909	0.6211307	0.4851676	0	1.0000000
college_grad	3909	0.2409823	0.4277343	0	1.0000000
onlinepurchase	3909	0.1483755	0.3555173	0	1.0000000
alcohol	3909	0.4655922	0.4988785	0	1.0000000
credit20xlast30	3909	0.0775134	0.2674386	0	1.0000000
restaurants	3909	0.8135073	0.3895536	0	1.0000000

CLUSTER=4

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	6709	0.2665077	0.4421657	0	1.0000000
new_balance	6709	0.1181994	0.3228682	0	1.0000000
gend_resp	5239	0.2931857	0.4552663	0	1.0000000
white	6709	0.7287226	0.4446520	0	1.0000000
instagram	6709	0.1310180	0.3374452	0	1.0000000
amazon	6709	0.3478909	0.4763367	0	1.0000000
full_employed	5803	0.5242116	0.4994565	0	1.0000000
age18to34	6709	0.1685795	0.3744080	0	1.0000000
marriage_status	6709	0.5485169	0.4976776	0	1.0000000
college_grad	6709	0.3280668	0.4695443	0	1.0000000
onlinepurchase	6709	0.2696378	0.4438047	0	1.0000000
alcohol	6709	0.5404680	0.4983968	0	1.0000000
credit20xlast30	6709	0.1234163	0.3289390	0	1.0000000
restaurants	6709	0.8740498	0.3318180	0	1.0000000

CLUSTER=5

Variable	N	Mean	Std Dev	Minimum	Maximum
nike	4458	0.2413638	0.4279584	0	1.0000000
new_balance	4458	0.0805294	0.2721415	0	1.0000000
gend_resp	2696	0.4224777	0.4940454	0	1.0000000
white	4458	0.6913414	0.4619917	0	1.0000000
instagram	4458	0.0908479	0.2874249	0	1.0000000
amazon	4458	0.2451772	0.4302405	0	1.0000000
full_employed	3860	0.5917098	0.4915810	0	1.0000000
age18to34	4458	0.1924630	0.3942789	0	1.0000000
marriage_status	4458	0.5473306	0.4978106	0	1.0000000
college_grad	4458	0.2694033	0.4436996	0	1.0000000
onlinepurchase	4458	0.1756393	0.3805557	0	1.0000000
alcohol	4458	0.4138627	0.4925797	0	1.0000000
credit20xlast30	4458	0.0971288	0.2961662	0	1.0000000
restaurants	4458	0.7658143	0.4235363	0	1.0000000