

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	13318
N for Significance Tests	13318

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables				
	buy_online	more_shopping_internet	internet_chnge_shop	buy_friend_rec_prod
buy_online	1.00000	0.46582	0.11691	0.00814
more_shopping_internet	0.46582	1.00000	0.48979	0.03233
internet_chnge_shop	0.11691	0.48979	1.00000	0.09289
buy_friend_rec_prod	0.00814	0.03233	0.09289	1.00000
buy_ad_prod_on_social	0.05369	-0.01159	0.01039	0.41697
trust_prod_info	0.05237	-0.01444	-0.01474	0.29923

Partial Correlations Controlling all other Variables		
	buy_ad_prod_on_social	trust_prod_info
buy_online	0.05369	0.05237
more_shopping_internet	-0.01159	-0.01444
internet_chnge_shop	0.01039	-0.01474
buy_friend_rec_prod	0.41697	0.29923
buy_ad_prod_on_social	1.00000	0.32784
trust_prod_info	0.32784	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.71751044					
buy_online	more_shopping_internet	internet_chnge_shop	buy_friend_rec_prod	buy_ad_prod_on_social	trust_prod_info
0.74819939	0.65213468	0.73122776	0.73214165	0.71542581	0.75547946

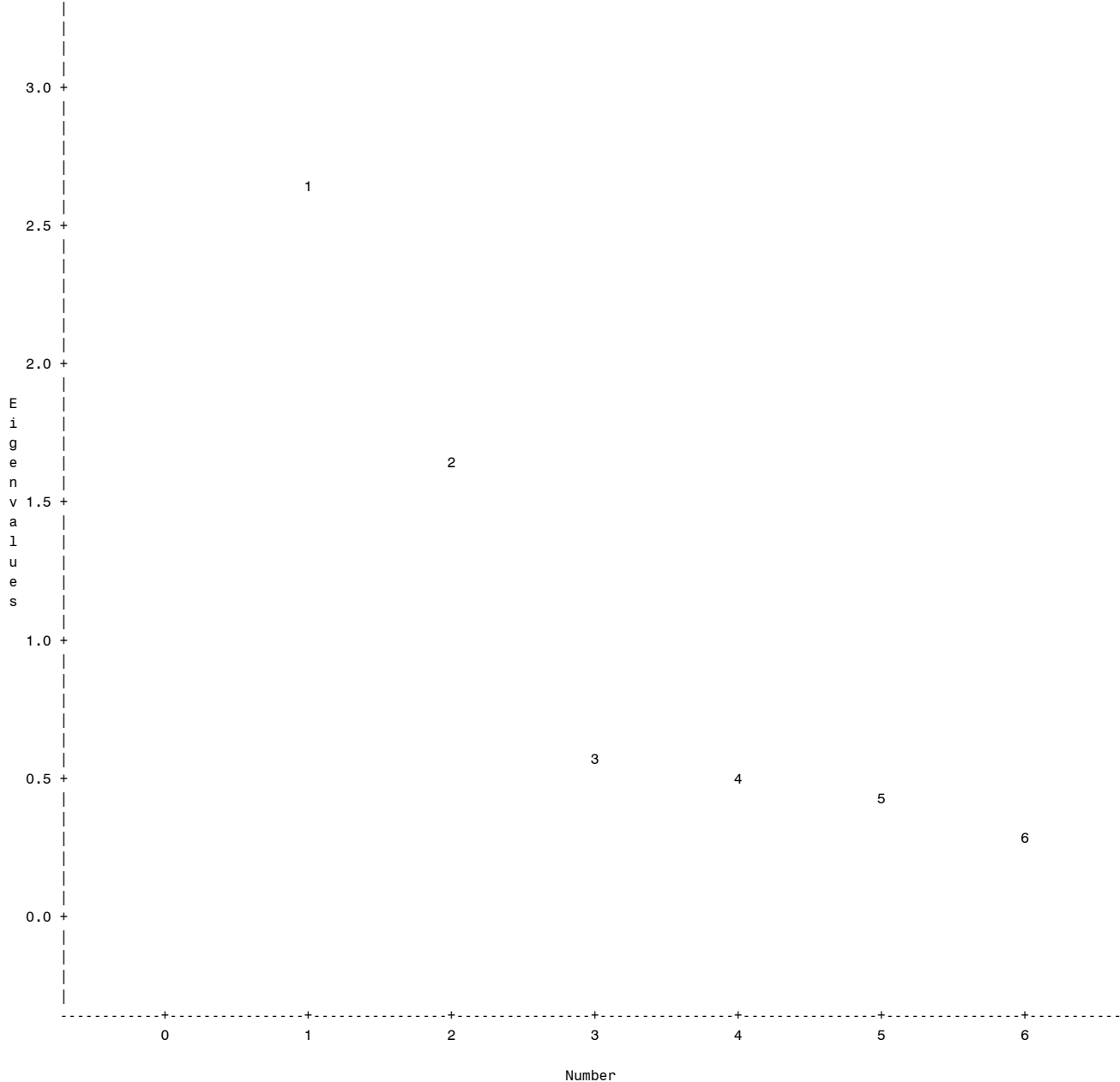
The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.62651745	0.99156036	0.4378	0.4378
2	1.63495708	1.09262477	0.2725	0.7102
3	0.54233231	0.06518145	0.0904	0.8006
4	0.47715086	0.07365520	0.0795	0.8802
5	0.40349566	0.08794902	0.0672	0.9474
6	0.31554664		0.0526	1.0000

2 factors will be retained by the NFACTOR criterion.

Scree Plot of Eigenvalues



The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern		
	Factor1	Factor2
buy_online	0.67201	-0.46201
more_shopping_internet	0.69775	-0.56309
internet_chnge_shop	0.66724	-0.49047
buy_friend_rec_prod	0.68152	0.49396
buy_ad_prod_on_social	0.64637	0.55329
trust_prod_info	0.60050	0.56013

Variance Explained by Each Factor	
Factor1	Factor2
2.6265174	1.6349571

Final Community Estimates: Total = 4.261475					
buy_online	more_shopping_internet	internet_chnge_shop	buy_friend_rec_prod	buy_ad_prod_on_social	trust_prod_info
0.66504660	0.80393017	0.68576559	0.70846487	0.72392008	0.67434723

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	2
1	0.72738	0.68623
2	-0.68623	0.72738

Rotated Factor Pattern		
	Factor1	Factor2
buy_online	0.80585	0.12510
more_shopping_internet	0.89394	0.06924
internet_chnge_shop	0.82191	0.10113
buy_friend_rec_prod	0.15675	0.82698
buy_ad_prod_on_social	0.09047	0.84601
trust_prod_info	0.05241	0.81951

Variance Explained by Each Factor	
Factor1	Factor2
2.1595748	2.1018997

Final Communality Estimates: Total = 4.261475					
buy_online	more_shopping_internet	internet_chnge_shop	buy_friend_rec_prod	buy_ad_prod_on_social	trust_prod_info
0.66504660	0.80393017	0.68576559	0.70846487	0.72392008	0.67434723

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
buy_online	0.38002	-0.02997
more_shopping_internet	0.42958	-0.06821
internet_chnge_shop	0.39065	-0.04387
buy_friend_rec_prod	-0.01859	0.39782
buy_ad_prod_on_social	-0.05323	0.41503
trust_prod_info	-0.06880	0.40609