

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
purchase_online_safe	Safe to make purchases online.	1.00000	0.21255	0.01640
buy_online	More likely to buy online than in store.	0.21255	1.00000	0.15065
use_devices_for_deal	Use devices to look for deal.	0.01640	0.15065	1.00000
hear_products_email	Like to hear about products and services by email.	0.20348	0.15684	0.28048
internet_chnge_shop	Internet changed how I shop for products.	0.27329	0.34363	0.23677
environ_friendly	More likely to purchase from environmentally-friendly companies	-0.06351	0.05451	0.03867
recycle_prods	Packaging for products should be recyclable.	0.05129	-0.01710	-0.03438
environ_good_business	Environmentally-sound is good for business.	0.03624	-0.01327	-0.02398
environ_personal_ob	Personal obligation to be environmentally-responsible.	0.05301	-0.04751	-0.06600
comp_help_cons_env		-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
purchase_online_safe	Safe to make purchases online.	0.20348	0.27329	-0.06351	0.05129
buy_online	More likely to buy online than in store.	0.15684	0.34363	0.05451	-0.01710
use_devices_for_deal	Use devices to look for deal.	0.28048	0.23677	0.03867	-0.03438
hear_products_email	Like to hear about products and services by email.	1.00000	0.02793	0.07929	-0.05214
internet_chnge_shop	Internet changed how I shop for products.	0.02793	1.00000	-0.04790	0.06364
environ_friendly	More likely to purchase from environmentally-friendly companies	0.07929	-0.04790	1.00000	0.08707
recycle_prods	Packaging for products should be recyclable.	-0.05214	0.06364	0.08707	1.00000
environ_good_business	Environmentally-sound is good for business.	-0.03556	0.05845	0.38374	0.03056
environ_personal_ob	Personal obligation to be environmentally-responsible.	-0.04965	0.03610	0.08317	0.30274
comp_help_cons_env		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
purchase_online_safe	Safe to make purchases online.	0.03624	0.05301	-0.02473
buy_online	More likely to buy online than in store.	-0.01327	-0.04751	-0.00917
use_devices_for_deal	Use devices to look for deal.	-0.02398	-0.06600	0.05526
hear_products_email	Like to hear about products and services by email.	-0.03556	-0.04965	0.05325
internet_chnge_shop	Internet changed how I shop for products.	0.05845	0.03610	-0.02702
environ_friendly	More likely to purchase from environmentally-friendly companies	0.38374	0.08317	0.22859
recycle_prods	Packaging for products should be recyclable.	0.03056	0.30274	0.09075
environ_good_business	Environmentally-sound is good for business.	1.00000	0.14621	0.35201
environ_personal_ob	Personal obligation to be environmentally-responsible.	0.14621	1.00000	0.38434
comp_help_cons_env		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

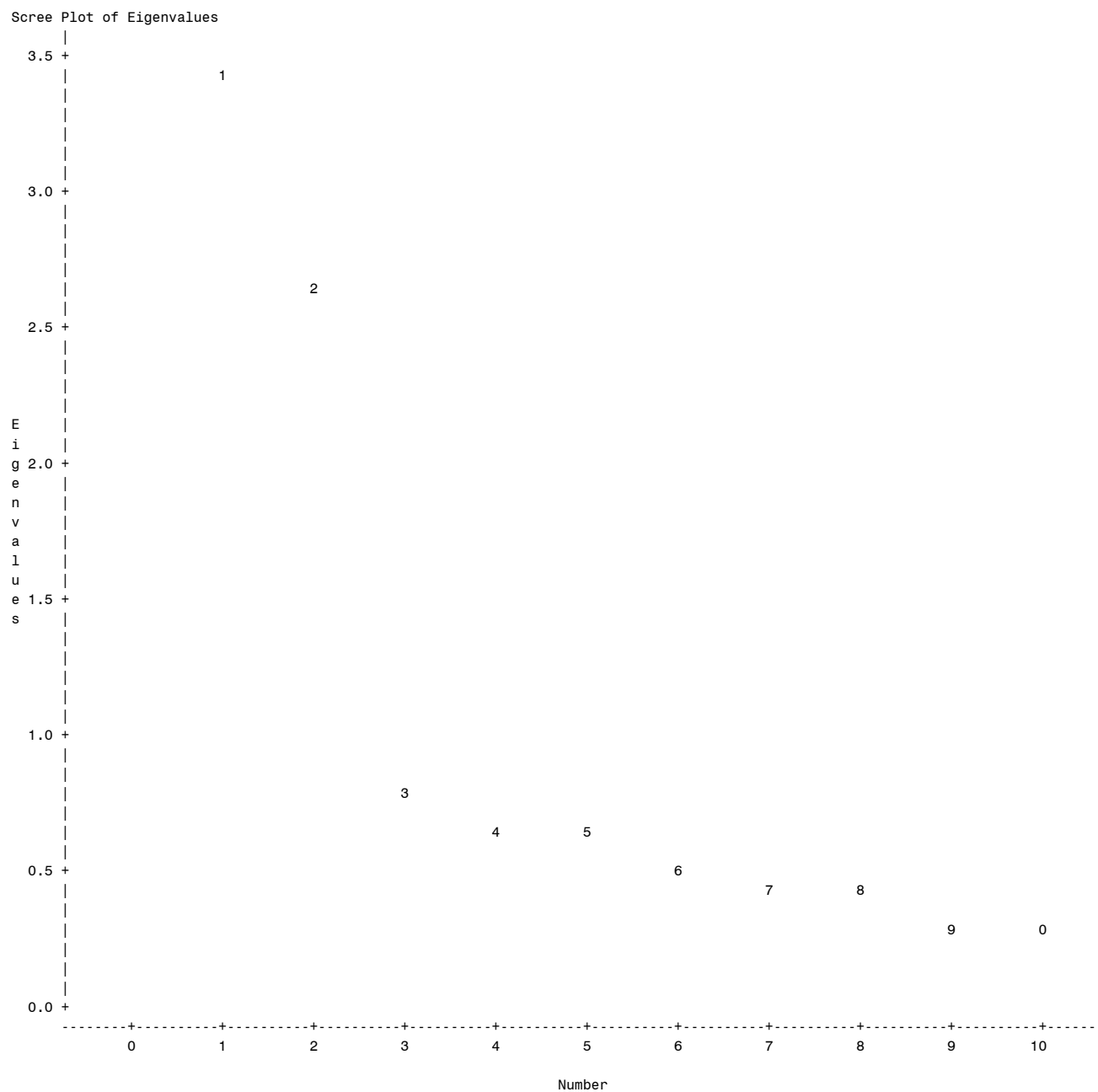
Prior Communality Estimates: ONE

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

The FACTOR Procedure
Initial Factor Method: Principal Components

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

Variance Explained by Each Factor	
Factor1	Factor2
3.3586613	2.7675296

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