

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

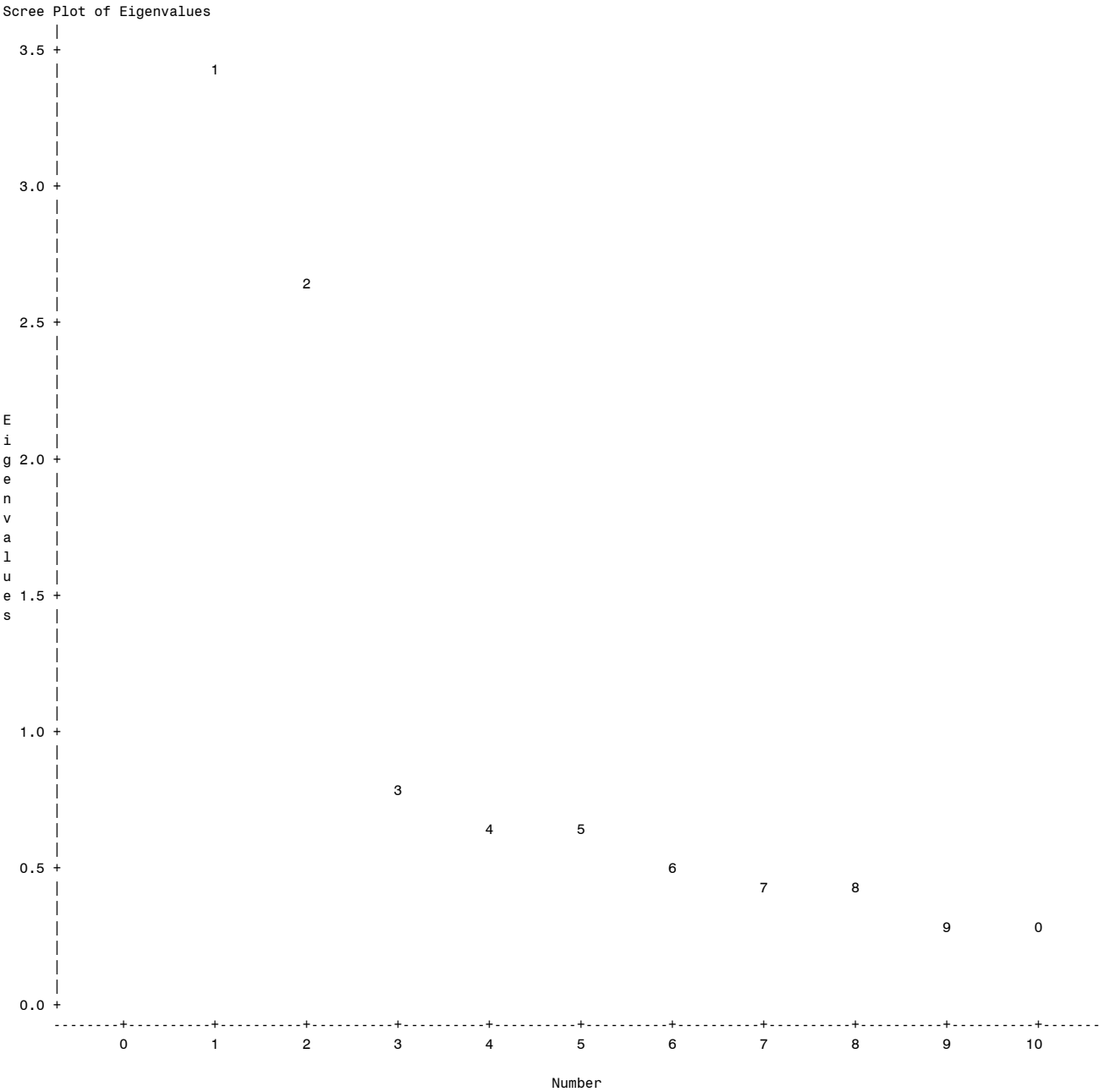
The FACTOR Procedure
Initial Factor Method: Principal Components

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 Community 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