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

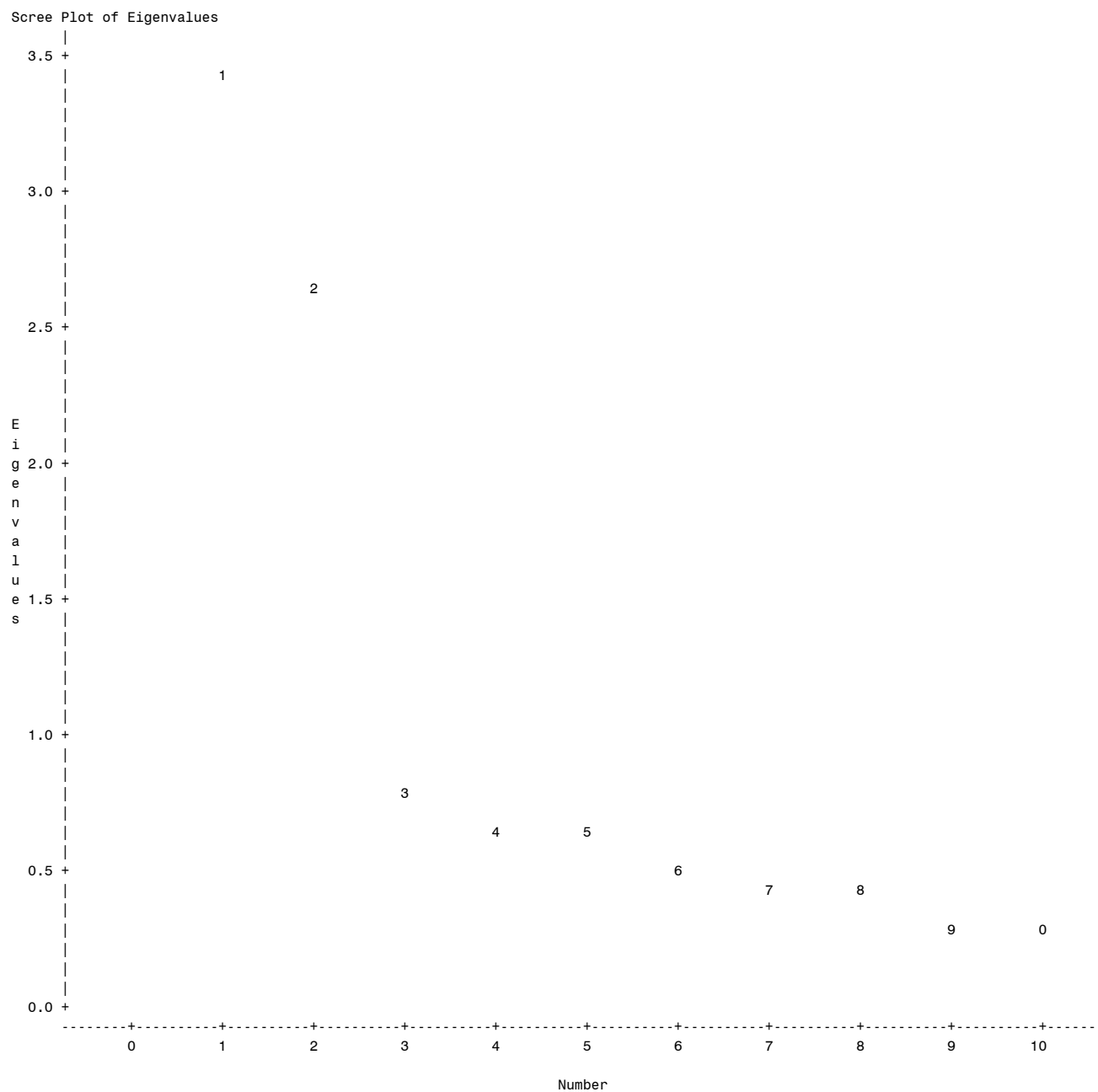**The FACTOR Procedure**
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

	Eigenvalue	Difference	Proportion	Cumulative
Eigenvalues of the Correlation Matrix: Total = 10 Average = 1				
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

```
Scree Plot of Eigenvalues
       |
  3.5 +
       |                    1
       |
       |
       |
       |
       |
  3.0 +
       |
       |
       |
       |
       |                2
       |
  2.5 +
       |
       |
       |
E      |
i      |
g 2.0 +
e      |
n      |
v      |
a      |
l      |
u      |
e 1.5 +
s      |
       |
       |
       |
       |
  1.0 +
       |
       |                3
       |
       |              4         5
       |
  0.5 +
       |                            6
       |                         7        8
       |
       |                                      9        0
       |
       |
  0.0 +
       --------+----------+----------+----------+----------+----------+----------+----------+----------+----------+----------+-------
              0          1          2          3          4          5          6          7          8          9          10

                                                    Number
```

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 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	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	6
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	25439
Number of Observations Used	22969

The HPCLUS Procedure

ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
2	8	20	PCA

ABC Statistics					
	Logarithm of Within-Cluster SSE				
Number of Clusters	Input	Reference	Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
2	11.5452	12.7689	1.2237	0.0187	1.2049
3	11.3787	12.4622	1.0835	0.00938	1.0741
4	11.2311	12.2582	1.0271	0.00429	1.0228
5	11.1487	12.1506	1.0018	0.00346	0.9984
6	11.0229	12.0277	1.0048	0.00507	0.9997
7	10.9377	11.8851	0.9474	0.00415	0.9432
8	10.8882	11.7957	0.9075	0.00419	0.9034

Estimated Number of Clusters	
Criterion	Number of Clusters
GLOBALPEAK	6

Cluster Summary								
		Distance from Cluster Centroid to Observation						
Cluster	Frequency	Maximum	Minimum	Average	SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
1	4148	3.8310	0.8995	1.1999	6645.6	1.2658	2	2.1559
2	3203	4.0635	0.8286	1.5015	8250.1	1.6049	1	2.1559
3	3706	4.9619	0.6401	1.7894	15233.5	2.0274	6	2.5864
4	3015	4.9886	0.7442	1.5996	8599.3	1.6888	5	2.0547
5	4659	4.9056	0.8379	1.5050	11822.1	1.5929	4	2.0547
6	4238	4.1680	0.7725	1.5014	10709.9	1.5897	1	2.1578

The HPCLUS Procedure

Iteration Statistics	
Iteration Number	**SSE**
0	93132
1	70989
2	67884
3	66525
4	64936
5	63821
6	62852
7	62150
8	61643
9	61409
10	61371
11	61331
12	61305
13	61293
14	61286
15	61276
16	61267
17	61263
18	61261
19	61261
20	61261

Descriptive Statistics		
Variable	**Mean**	**Standard Deviation**
clothes_last_long_time	4.344769	0.890240
buy_clothes_dont_need	2.355740	1.303217
attractive_to_others	3.735426	1.074570
disc_clothes_good	3.562280	1.145637
dress_to_please_myself	4.219296	0.965542

The HPCLUS Procedure

Within Cluster Statistics			
Variable	**Cluster**	**Mean**	**Standard Deviation**
clothes_last_long_time	1	4.6765	16.0234
	2	4.5779	13.0094
	3	3.3977	10.7685
	4	4.3028	12.0022
	5	4.4578	8.2093
	6	4.5776	7.3167
buy_clothes_dont_need	1	1.3722	4.9551
	2	1.3350	9.5568
	3	2.4334	7.2290
	4	3.7357	9.6949
	5	3.9088	5.4139
	6	1.3329	4.5408
attractive_to_others	1	4.3985	13.5630
	2	2.2470	11.0965
	3	3.0877	9.3734
	4	4.1682	11.3929
	5	4.2254	7.6268
	6	3.9313	6.5272
disc_clothes_good	1	4.4171	14.3450
	2	4.3540	11.2607
	3	3.1503	8.9628
	4	2.4209	9.6277
	5	4.4593	5.7580
	6	2.3134	5.8546
dress_to_please_myself	1	4.4829	15.6104
	2	4.5420	12.8349
	3	2.8171	10.3192
	4	4.4322	12.1774
	5	4.5284	8.1731
	6	4.4523	6.7782