

Principal Components

AnalysisPrincipal Components

PCA procedure
with no rotation
options

Observations	100
Variables	13

ProcedureThe PRINCOMP Procedure

Simple Statistics							
	x6	x7	x8	x9	x10	x11	x12
Mean	7.810000000	3.672000000	5.365000000	5.442000000	4.010000000	5.805000000	5.123000000
Std	1.396279327	0.700516404	1.530456788	1.208403237	1.126942767	1.315285044	1.072319774

Simple Statistics						
	x13	x14	x15	x16	x17	x18
Mean	6.974000000	6.043000000	5.150000000	4.278000000	4.610000000	3.886000000
Std	1.545055326	0.819738194	1.493047862	0.928839832	1.206003501	0.734437186

Correlation Matrix														
		x6	x7	x8	x9	x10	x11	x12	x13	x14	x15	x16	x17	x18
x6	X6 - Product Quality	1.0000	-.1372	0.0956	0.1064	-.0535	0.4775	-.1518	-.4013	0.0883	0.0270	0.1043	-.4931	0.0277
x7	X7 - E-Commerce Activities	-.1372	1.0000	0.0009	0.1402	0.4299	-.0527	0.7915	0.2295	0.0519	-.0274	0.1561	0.2707	0.1916
x8	X8 - Technical Support	0.0956	0.0009	1.0000	0.0967	-.0629	0.1926	0.0170	-.2708	0.7972	-.0736	0.0801	-.1861	0.0254
x9	X9 - Complaint Resolution	0.1064	0.1402	0.0967	1.0000	0.1969	0.5614	0.2298	-.1280	0.1404	0.0594	0.7569	0.3945	0.8651
x10	X10 - Advertising	-.0535	0.4299	-.0629	0.1969	1.0000	-.0116	0.5422	0.1342	0.0108	0.0842	0.1842	0.3336	0.2759
x11	X11 - Product Line	0.4775	-.0527	0.1926	0.5614	-.0116	1.0000	-.0613	-.4949	0.2731	0.0462	0.4244	-.3780	0.6019
x12	X12 - Salesforce Image	-.1518	0.7915	0.0170	0.2298	0.5422	-.0613	1.0000	0.2646	0.1075	0.0316	0.1951	0.3522	0.2716
x13	X13 - Competitive Pricing	-.4013	0.2295	-.2708	-.1280	0.1342	-.4949	0.2646	1.0000	-.2450	0.0232	-.1146	0.4711	-.0729
x14	X14 - Warranty & Claims	0.0883	0.0519	0.7972	0.1404	0.0108	0.2731	0.1075	-.2450	1.0000	0.0352	0.1971	-.1703	0.1094
x15	X15 - New Products	0.0270	-.0274	-.0736	0.0594	0.0842	0.0462	0.0316	0.0232	0.0352	1.0000	0.0685	0.0941	0.1057
x16	X16 - Order & Billing	0.1043	0.1561	0.0801	0.7569	0.1842	0.4244	0.1951	-.1146	0.1971	0.0685	1.0000	0.4070	0.7510
x17	X17 - Price Flexibility	-.4931	0.2707	-.1861	0.3945	0.3336	-.3780	0.3522	0.4711	-.1703	0.0941	0.4070	1.0000	0.4967
x18	X18 - Delivery Speed	0.0277	0.1916	0.0254	0.8651	0.2759	0.6019	0.2716	-.0729	0.1094	0.1057	0.7510	0.4967	1.0000

Eigenvalues of the Correlation Matrix				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.56707480	0.56943025	0.2744	0.2744
2	2.99764455	1.25956706	0.2306	0.5050
3	1.73807749	0.45085244	0.1337	0.6387
4	1.28722505	0.28198745	0.0990	0.7377
5	1.00523760	0.38662334	0.0773	0.8150
6	0.61861426	0.06718656	0.0476	0.8626
7	0.55142770	0.10443379	0.0424	0.9050
8	0.44699392	0.16625812	0.0344	0.9394
9	0.28073579	0.08002691	0.0216	0.9610
10	0.20070888	0.03451354	0.0154	0.9764
11	0.16619534	0.03513646	0.0128	0.9892
12	0.13105888	0.12205313	0.0101	0.9993
13	0.00900575		0.0007	1.0000

All variance (100%)
extracted with 13
factors

Principal Components Analysis

The PRINCOMP Procedure

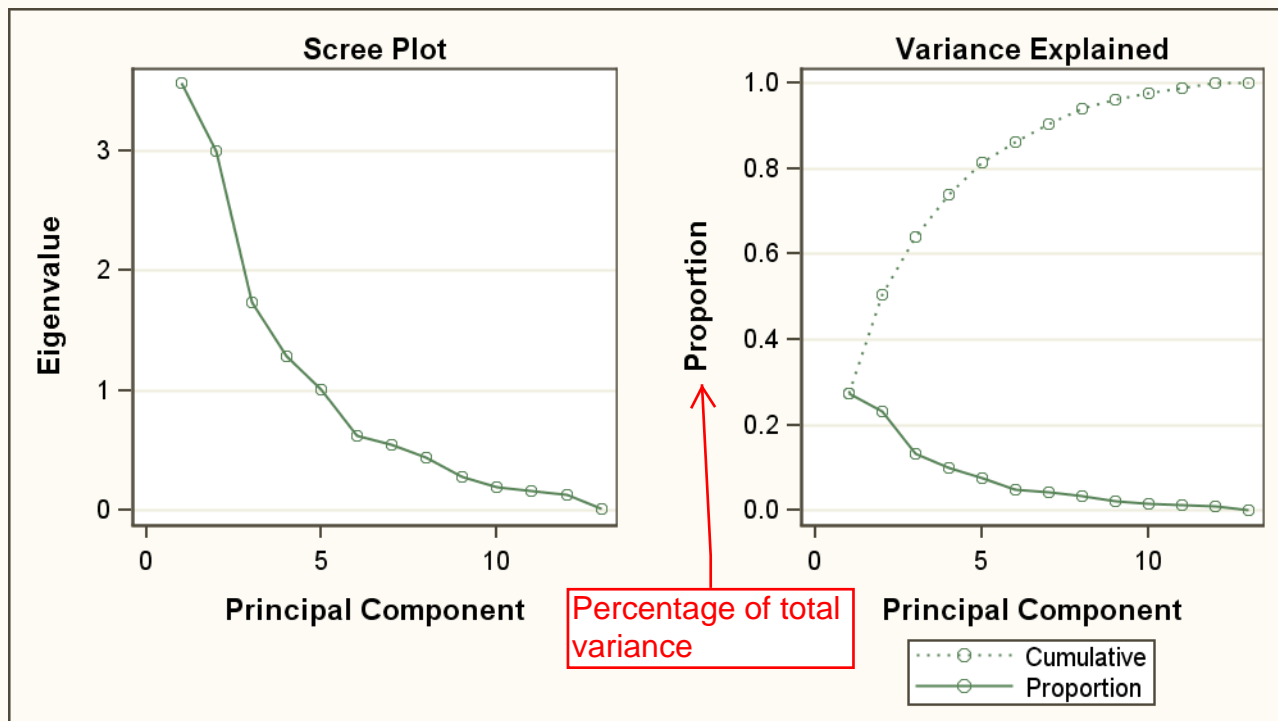
Unrotated factor loadings

		Eigenvectors						
		PRIN1	PRIN2	PRIN3	PRIN4	PRIN5	PRIN6	PRIN7
x6	X6 - Product Quality	0.008446	0.362093	-.046789	0.470255	0.050073	0.053218	0.665897
x7	X7 - E-Commerce Activities	0.244269	-.258875	0.359007	0.342228	-.097699	0.376719	-.207885
x8	X8 - Technical Support	0.069090	0.274059	0.525036	-.364880	0.014241	-.052463	0.128571
x9	X9 - Complaint Resolution	0.457137	0.123074	-.200458	-.102402	-.085960	0.056968	0.018868
x10	X10 - Advertising	0.255225	-.209683	0.182980	0.326436	0.125542	-.780693	0.137993
x11	X11 - Product Line	0.252450	0.421962	-.103700	0.217520	-.032055	0.163392	-.144097
x12	X12 - Salesforce Image	0.290987	-.272813	0.358673	0.295593	-.013096	0.195906	-.090505
x13	X13 - Competitive Pricing	-.008246	-.432241	-.014075	-.153777	0.023285	0.358024	0.627503
x14	X14 - Warranty & Claims	0.128458	0.267964	0.522777	-.322833	0.130058	0.001573	0.107127
x15	X15 - New Products	0.065686	-.012015	-.095045	0.015273	0.970118	0.145935	-.104671
x16	X16 - Order & Billing	0.430501	0.101718	-.168350	-.148939	-.056610	0.028760	0.137670
x17	X17 - Price Flexibility	0.278547	-.375150	-.149854	-.345748	0.013587	-.154763	0.094101
x18	X18 - Delivery Speed	0.478712	0.072835	-.216497	-.083898	-.037678	0.020893	-.066947

		Eigenvectors					
		PRIN8	PRIN9	PRIN10	PRIN11	PRIN12	PRIN13
x6		-.332255	0.224624	-.007874	0.189165	-.004950	0.003255
x7		-.180962	-.043336	0.568040	0.125663	-.242747	-.024897
x8		-.021438	0.362263	0.317860	-.378153	0.340652	0.007707
x9		0.044897	0.309076	-.143601	-.421513	-.646669	-.014147
x10		0.247025	-.126152	0.132664	-.087893	-.064371	-.012735
x11		0.514515	-.077804	0.095834	0.079386	0.183830	0.575848
x12		-.061311	0.124506	-.663204	-.145869	0.308661	0.049861
x13		0.483105	-.130051	0.074305	-.102645	0.009554	-.017853
x14		0.073585	-.295546	-.264417	0.461179	-.360901	-.013022
x15		-.045241	0.028927	0.056037	-.081985	0.003969	-.011435
x16		-.400150	-.668399	0.055765	-.264091	0.225869	0.008058
x17		-.281631	0.301071	0.053263	0.379418	0.067534	0.534199
x18		0.211163	0.202325	0.066811	0.385748	0.296113	-.615473

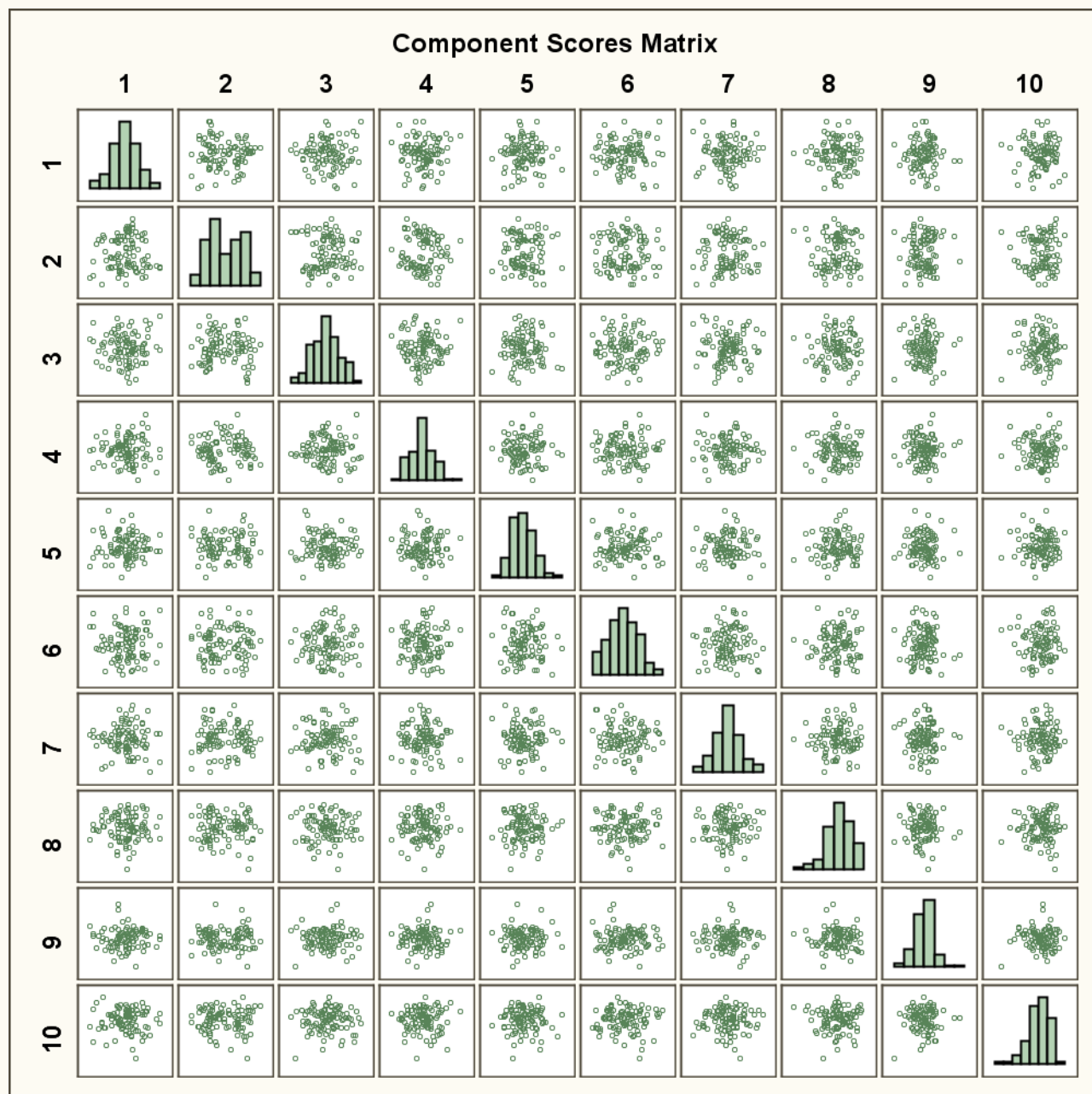
Principal Components Analysis

The PRINCOMP Procedure



Principal Components Analysis

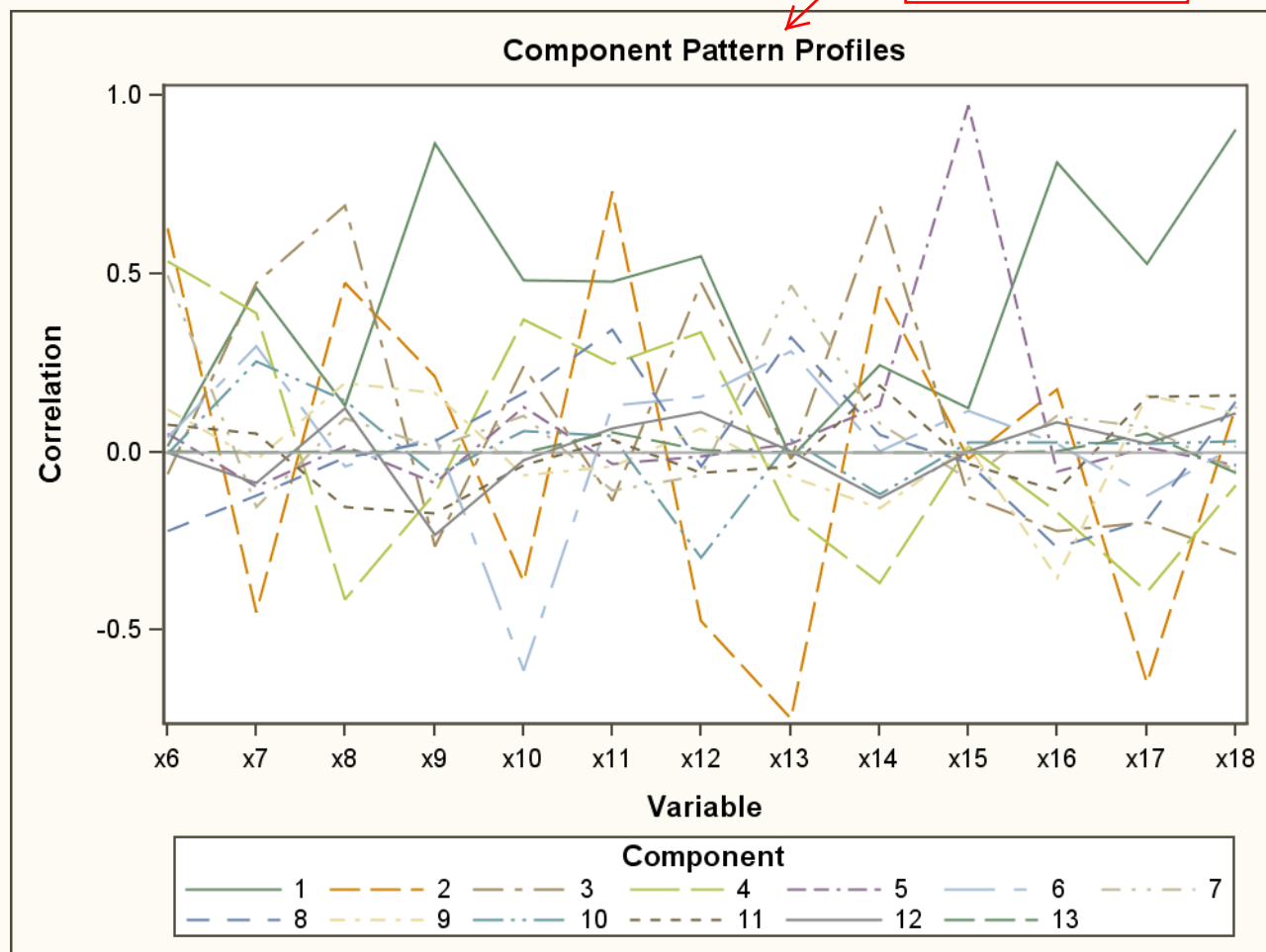
The PRINCOMP Procedure



Principal Components Analysis

The PRINCOMP Procedure

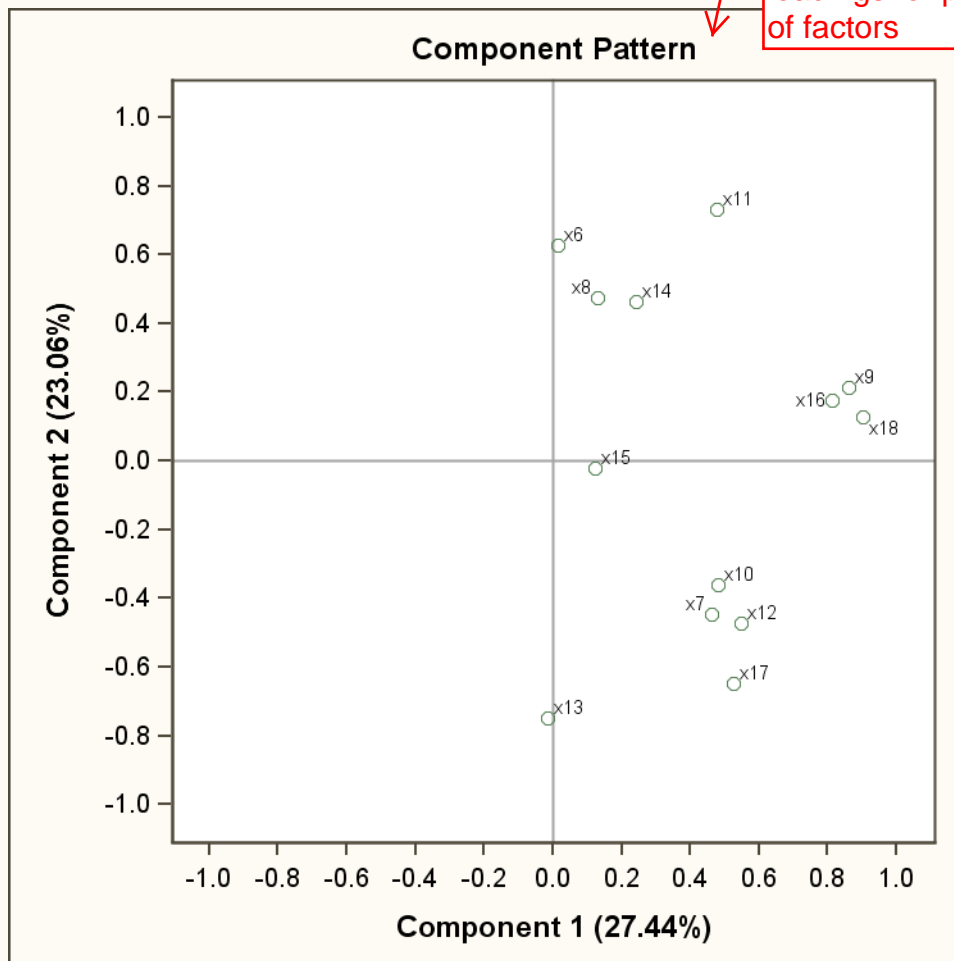
Plot of unrotated loadings



Principal Components Analysis

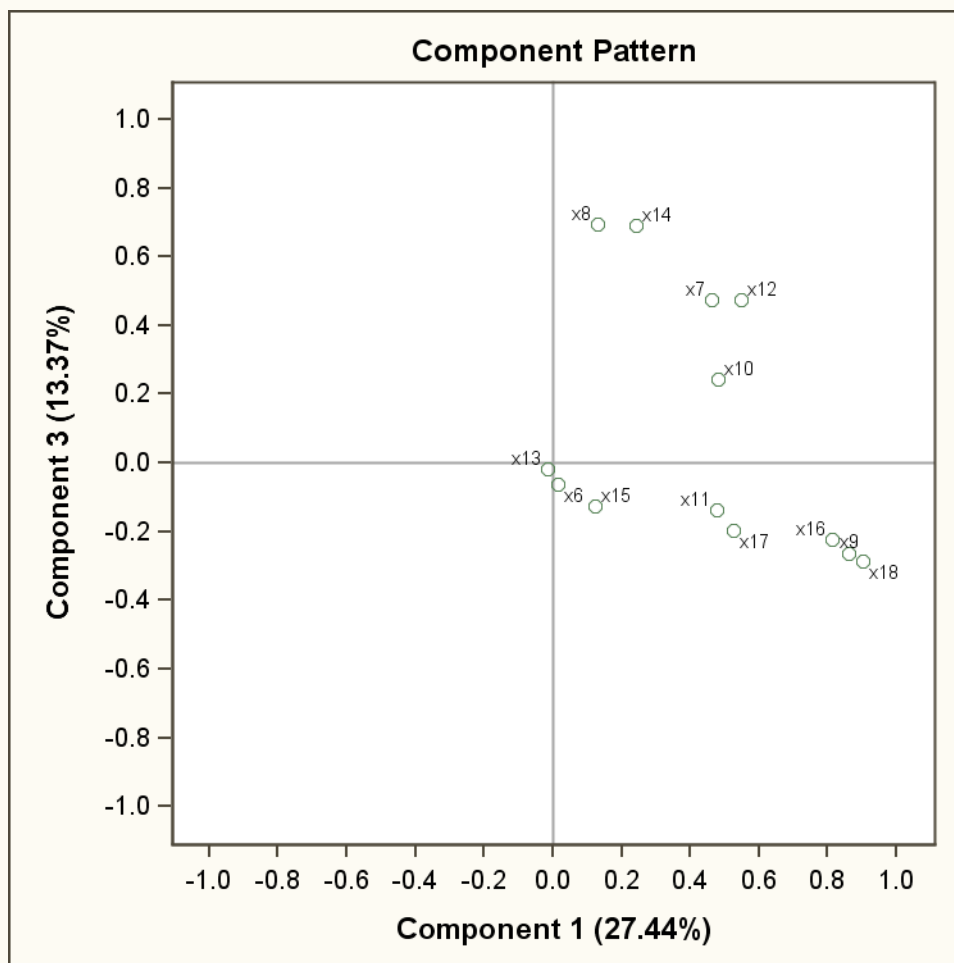
The PRINCOMP Procedure

Comparison of loadings for pairs of factors



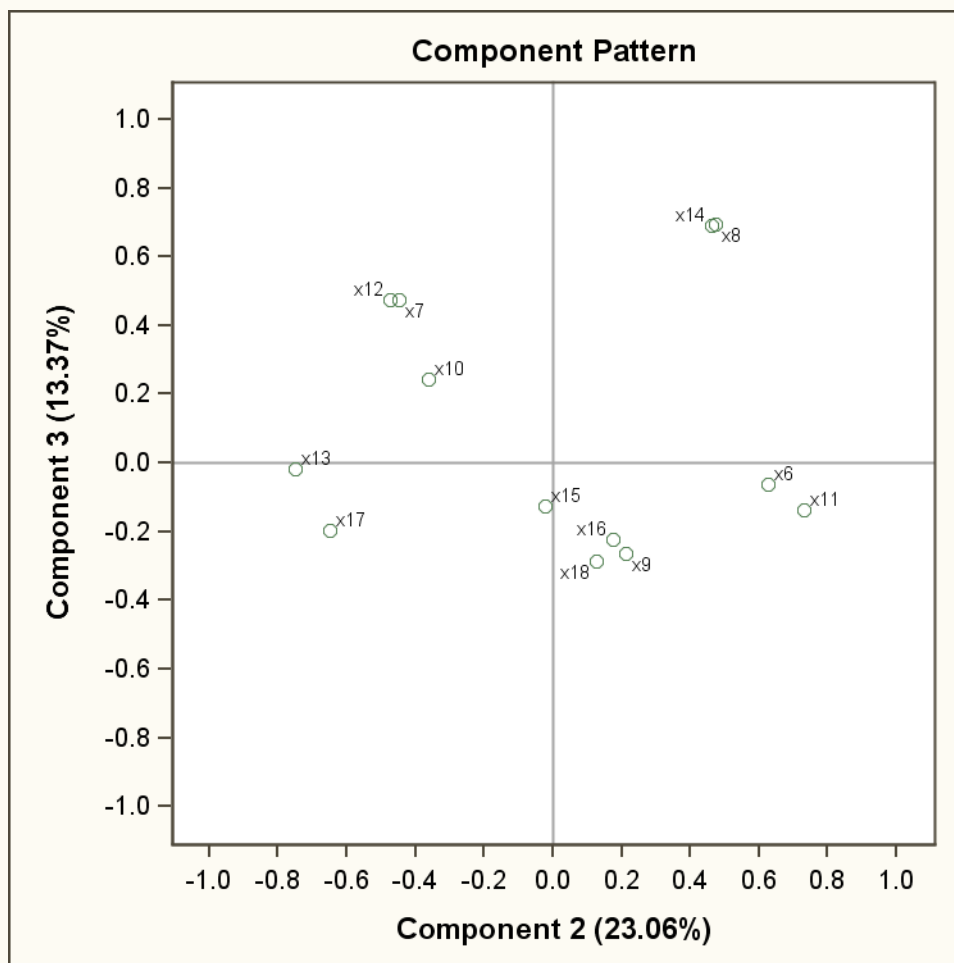
Principal Components Analysis

The PRINCOMP Procedure



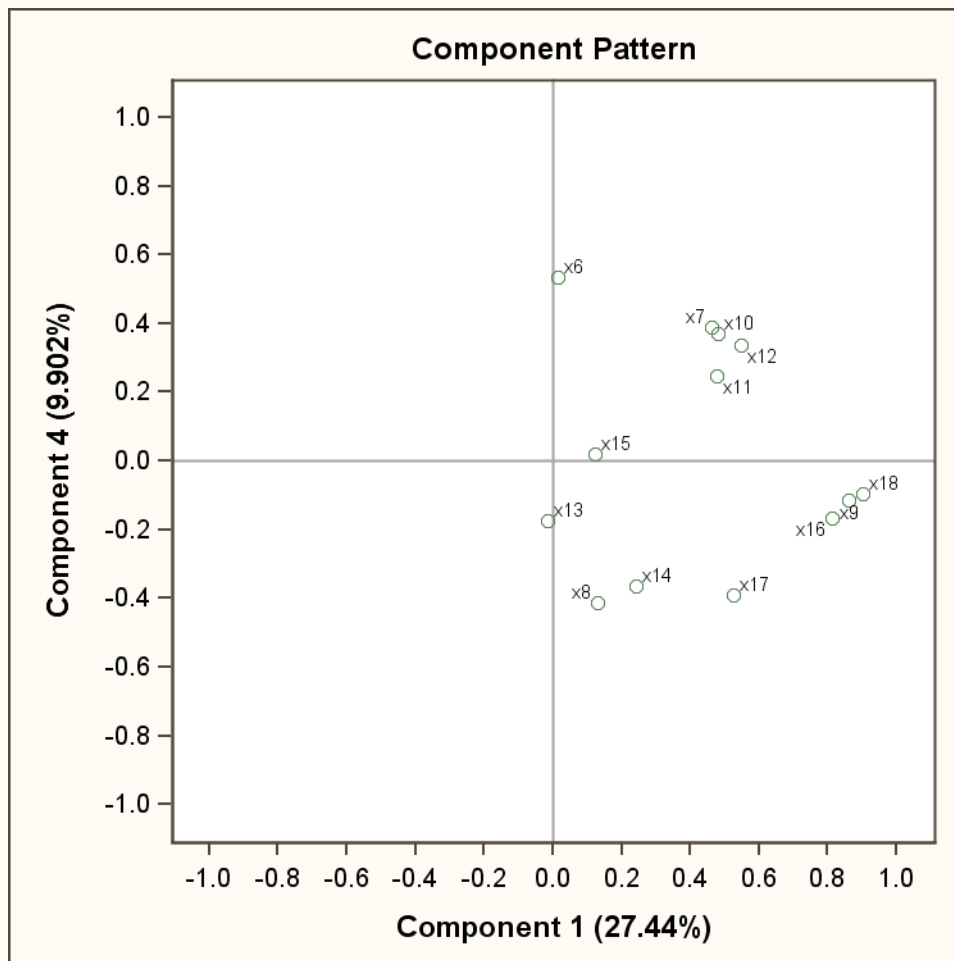
Principal Components Analysis

The PRINCOMP Procedure



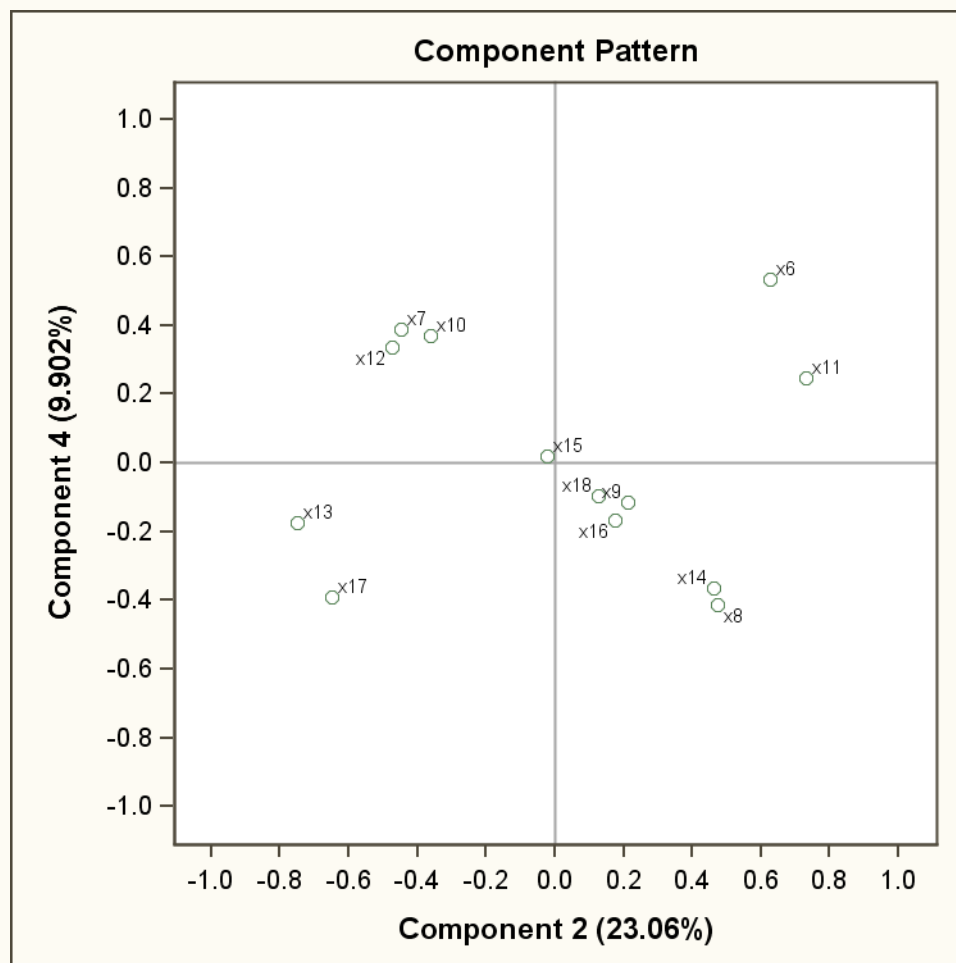
Principal Components Analysis

The PRINCOMP Procedure



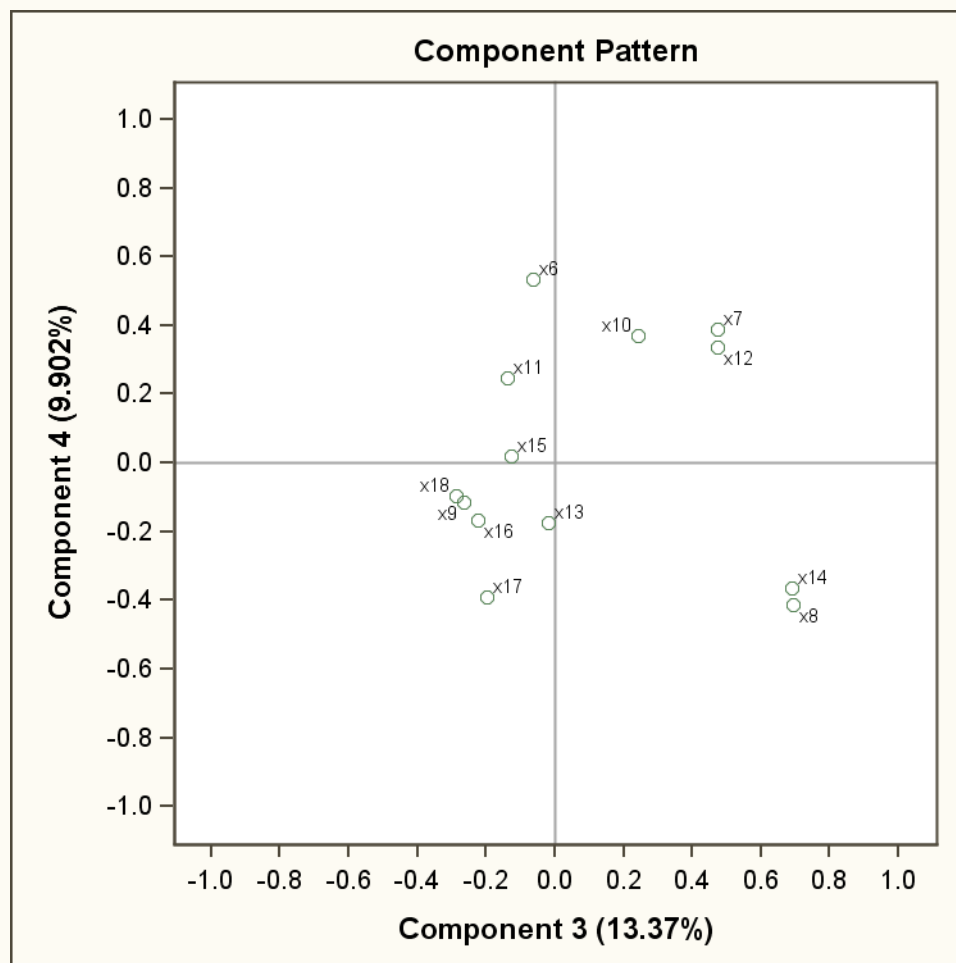
Principal Components Analysis

The PRINCOMP Procedure



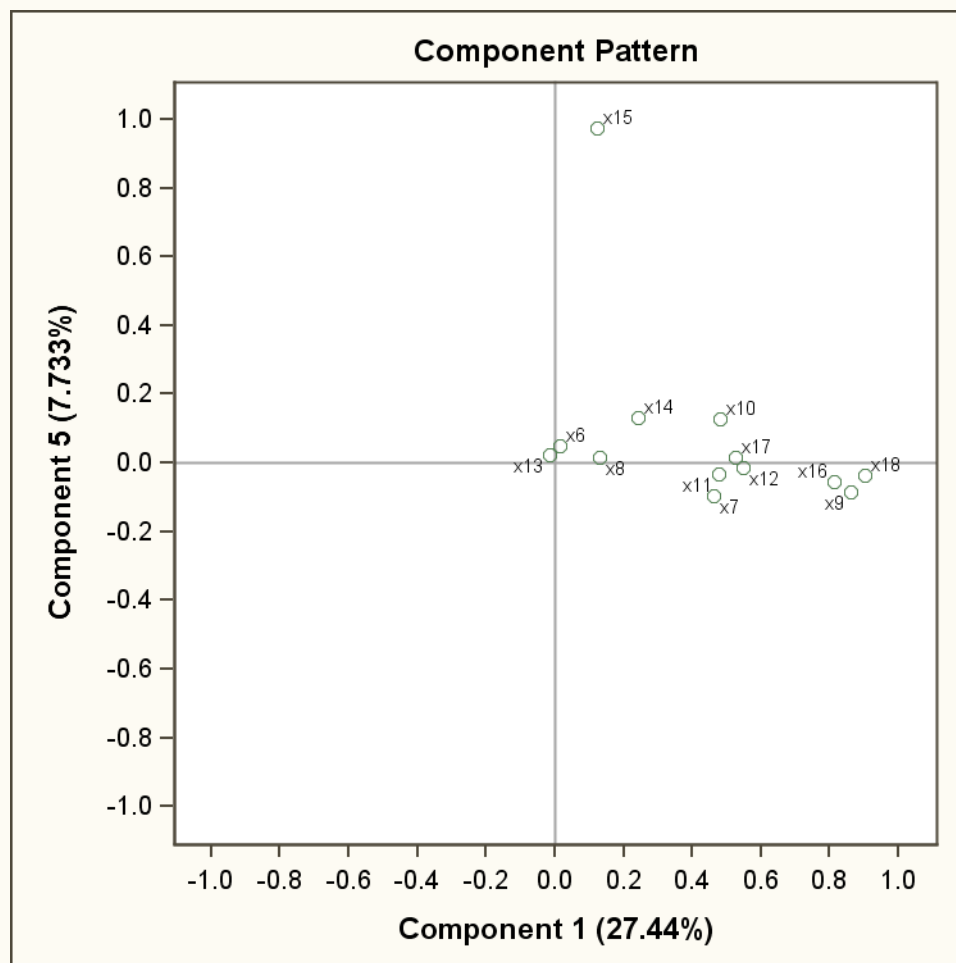
Principal Components Analysis

The PRINCOMP Procedure



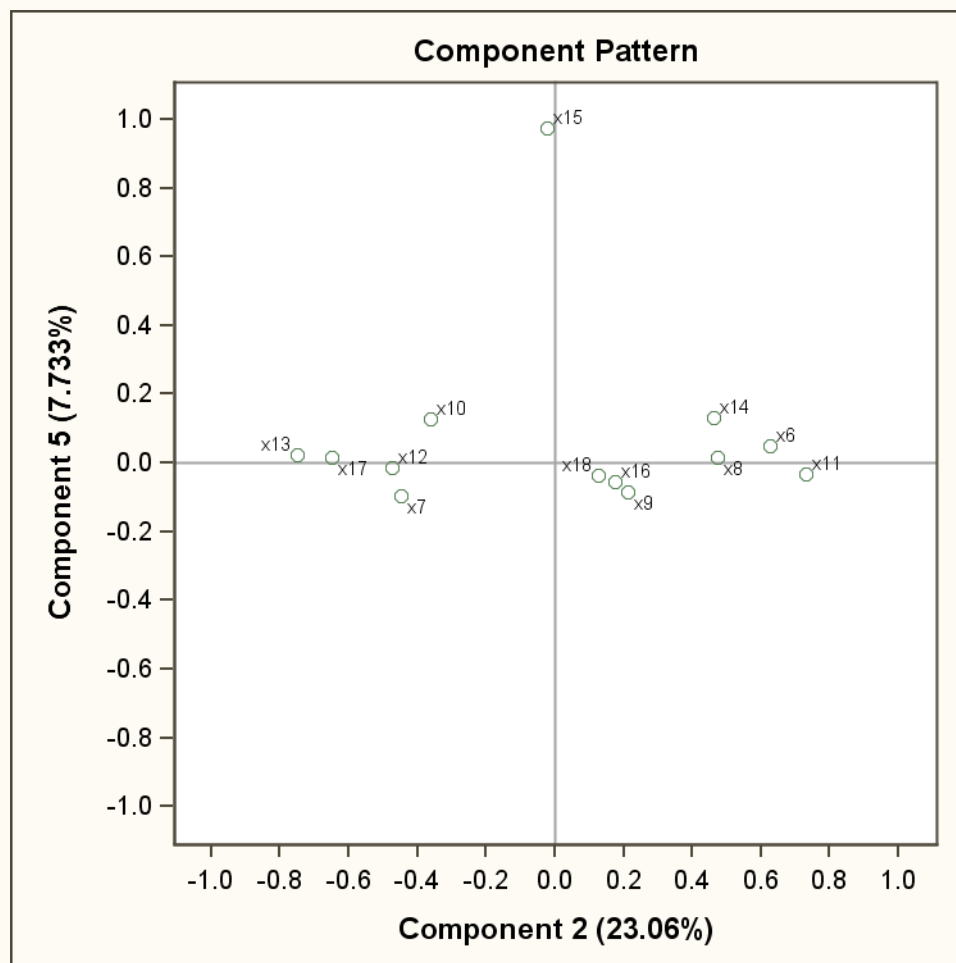
Principal Components Analysis

The PRINCOMP Procedure



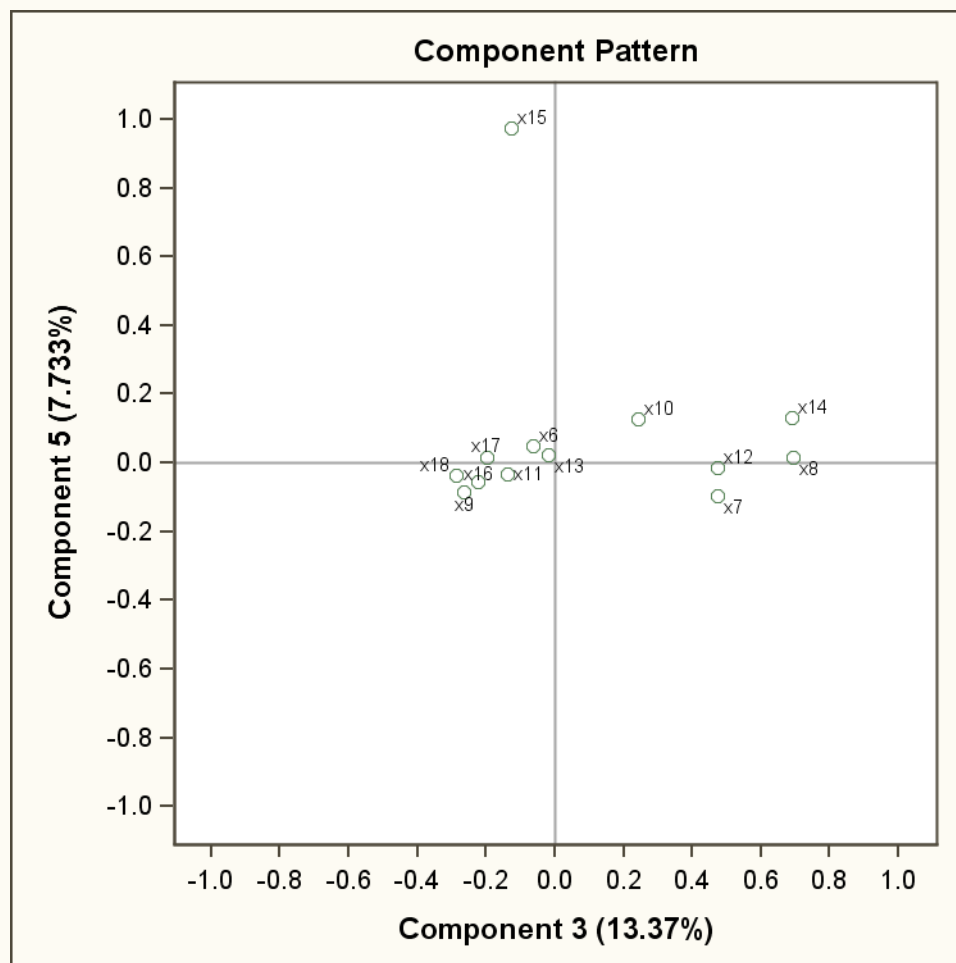
Principal Components Analysis

The PRINCOMP Procedure



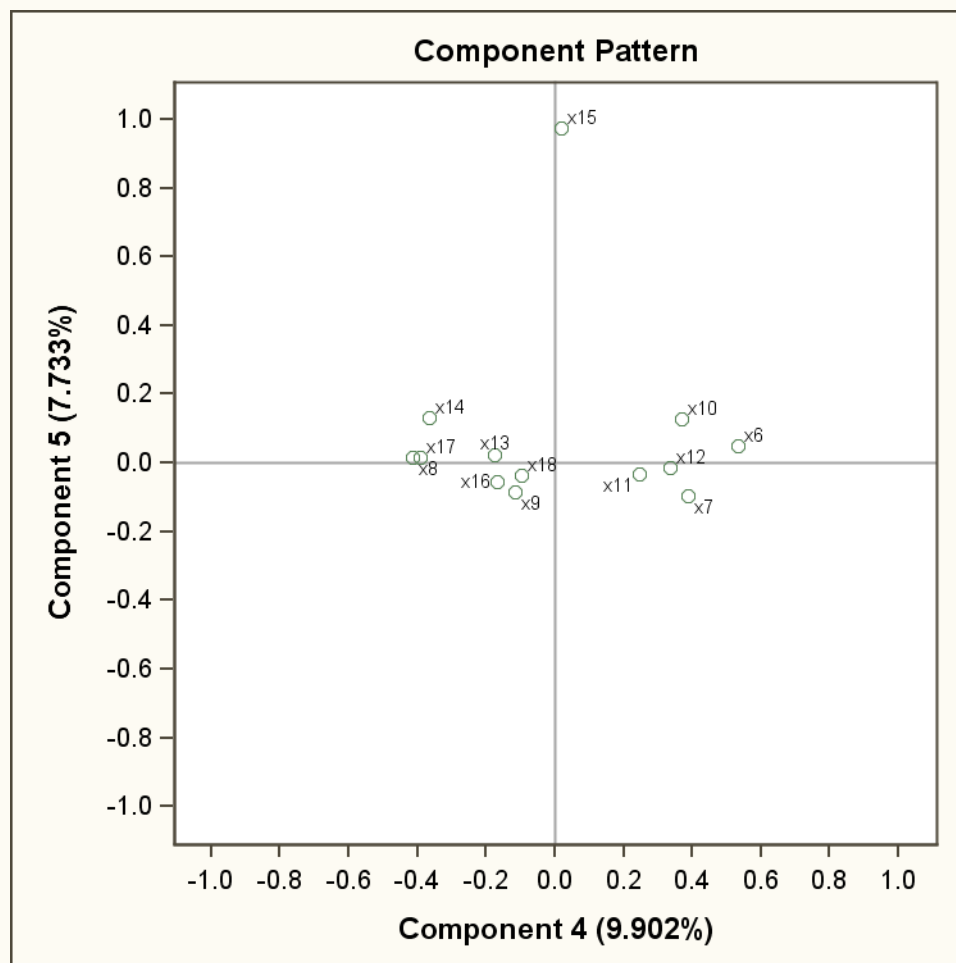
Principal Components Analysis

The PRINCOMP Procedure



Principal Components Analysis

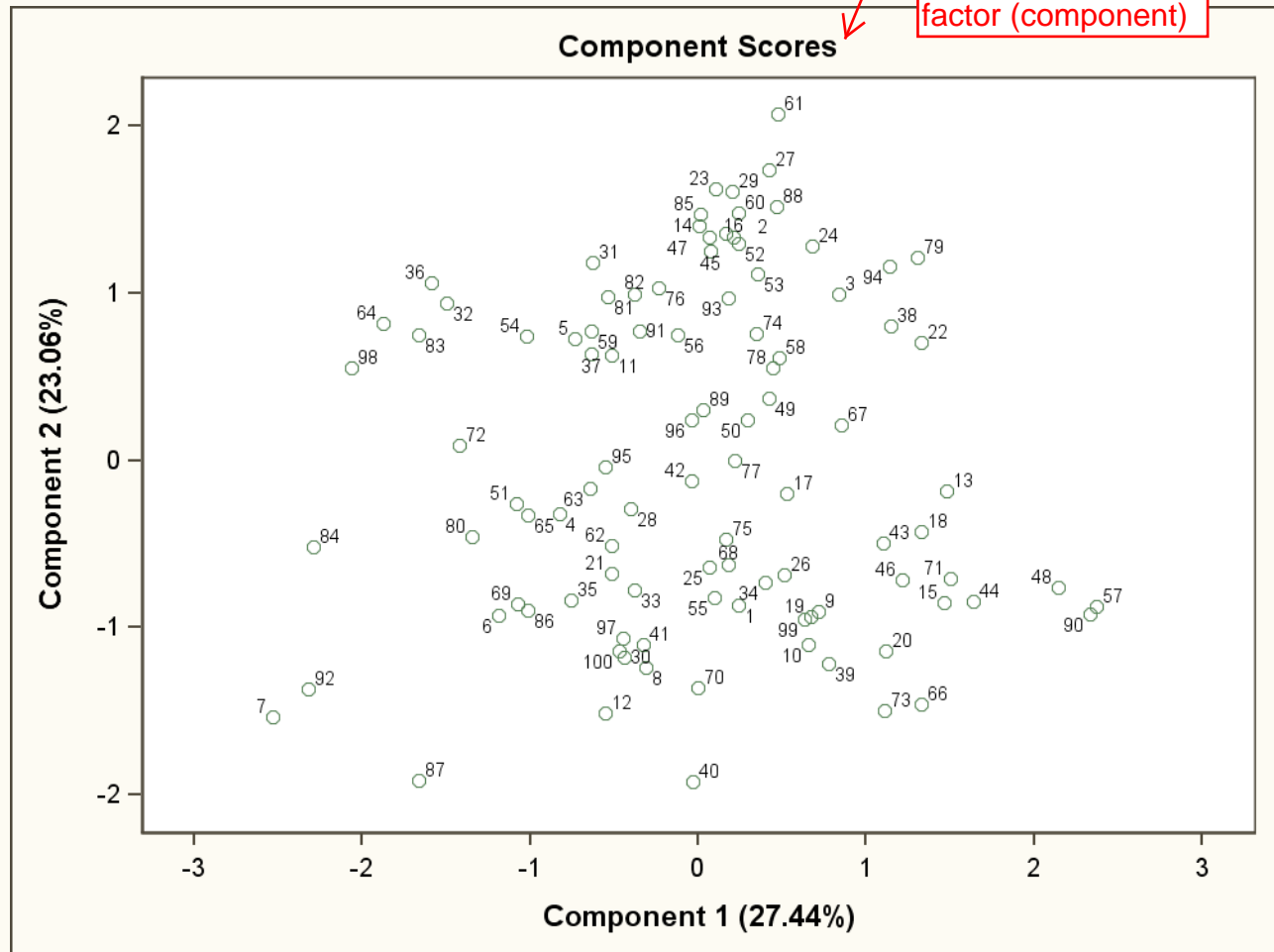
The PRINCOMP Procedure



Principal Components Analysis

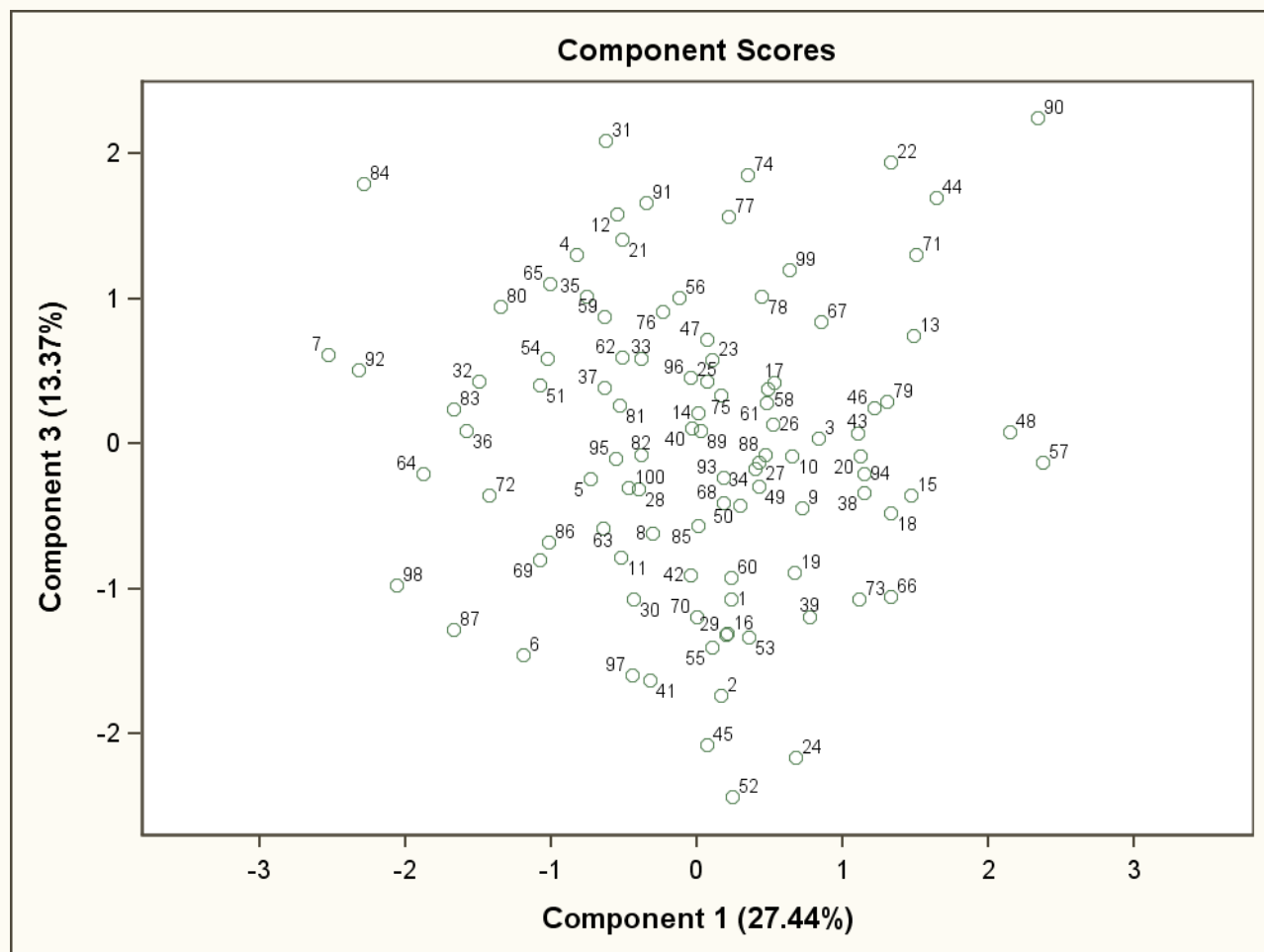
The PRINCOMP Procedure

Values of individual cases for each factor (component)



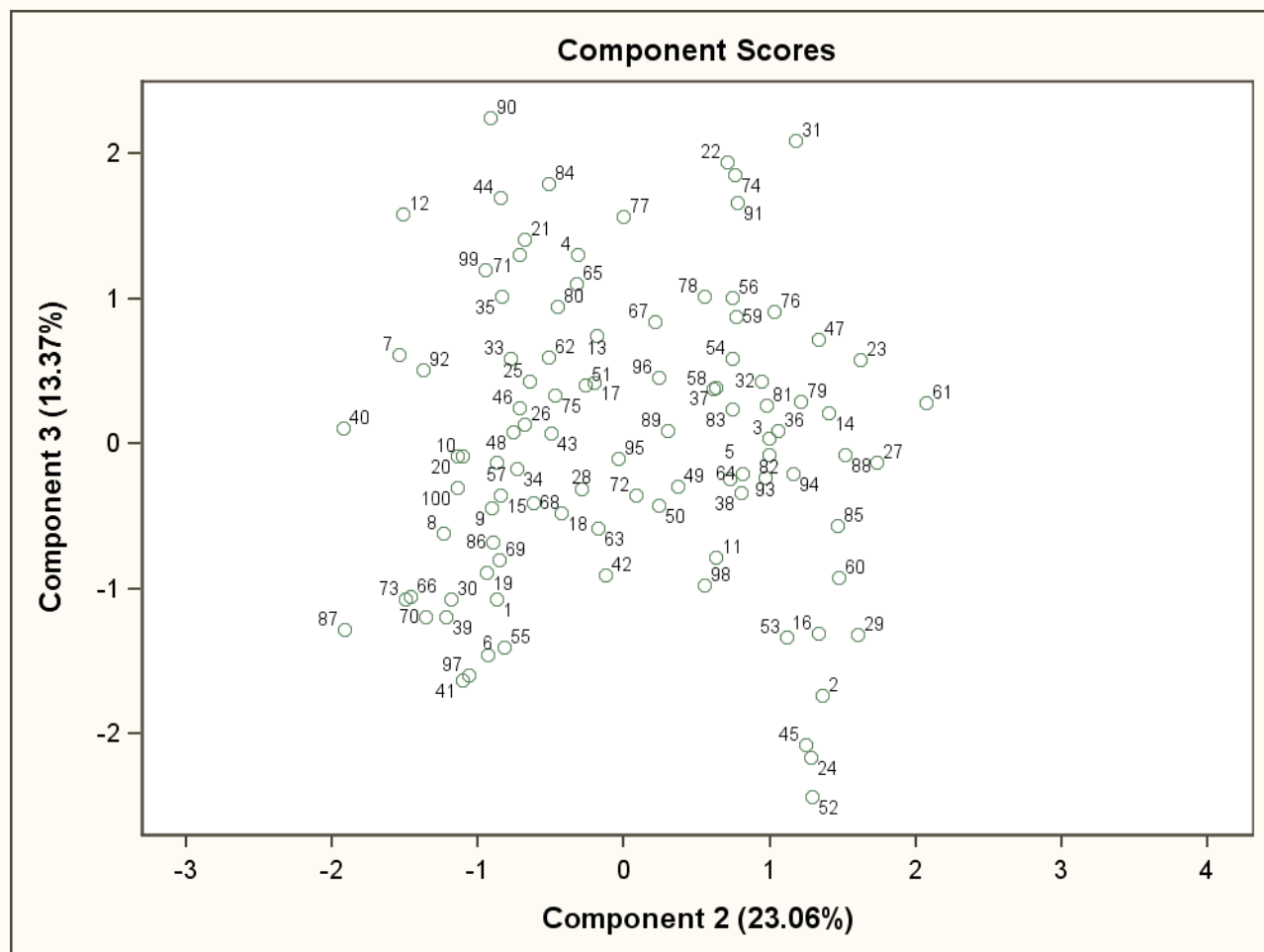
Principal Components Analysis

The PRINCOMP Procedure



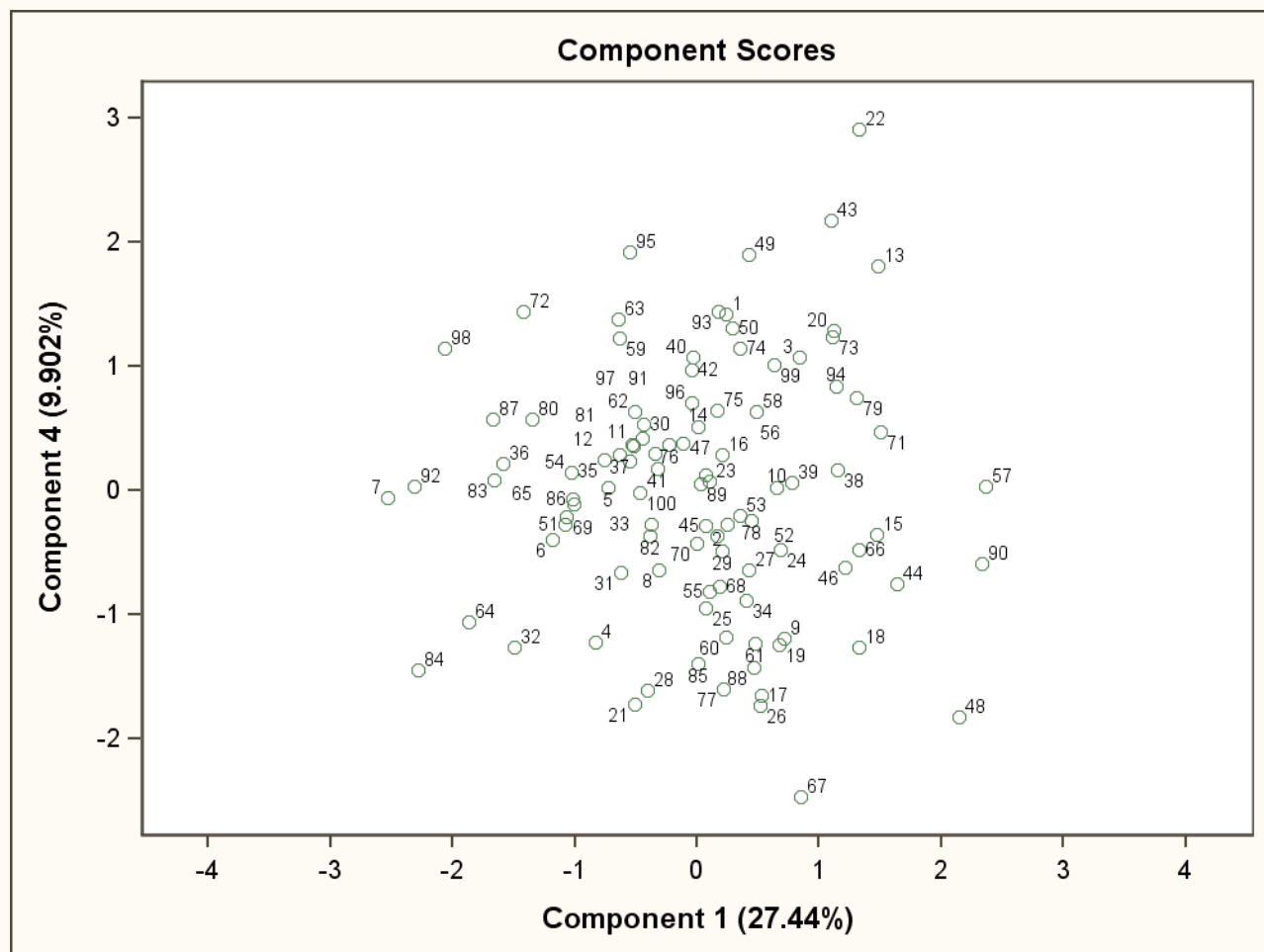
Principal Components Analysis

The PRINCOMP Procedure



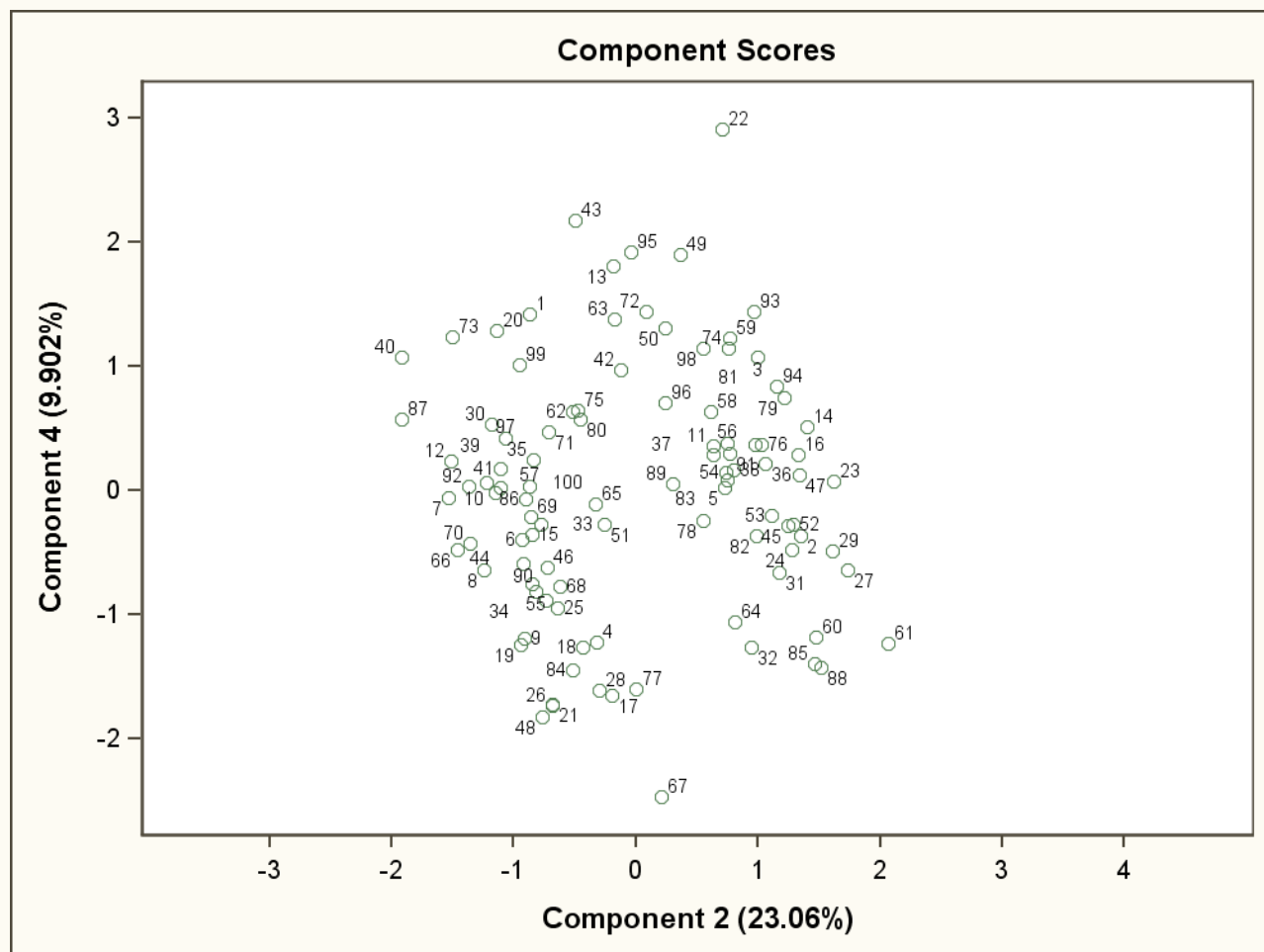
Principal Components Analysis

The PRINCOMP Procedure



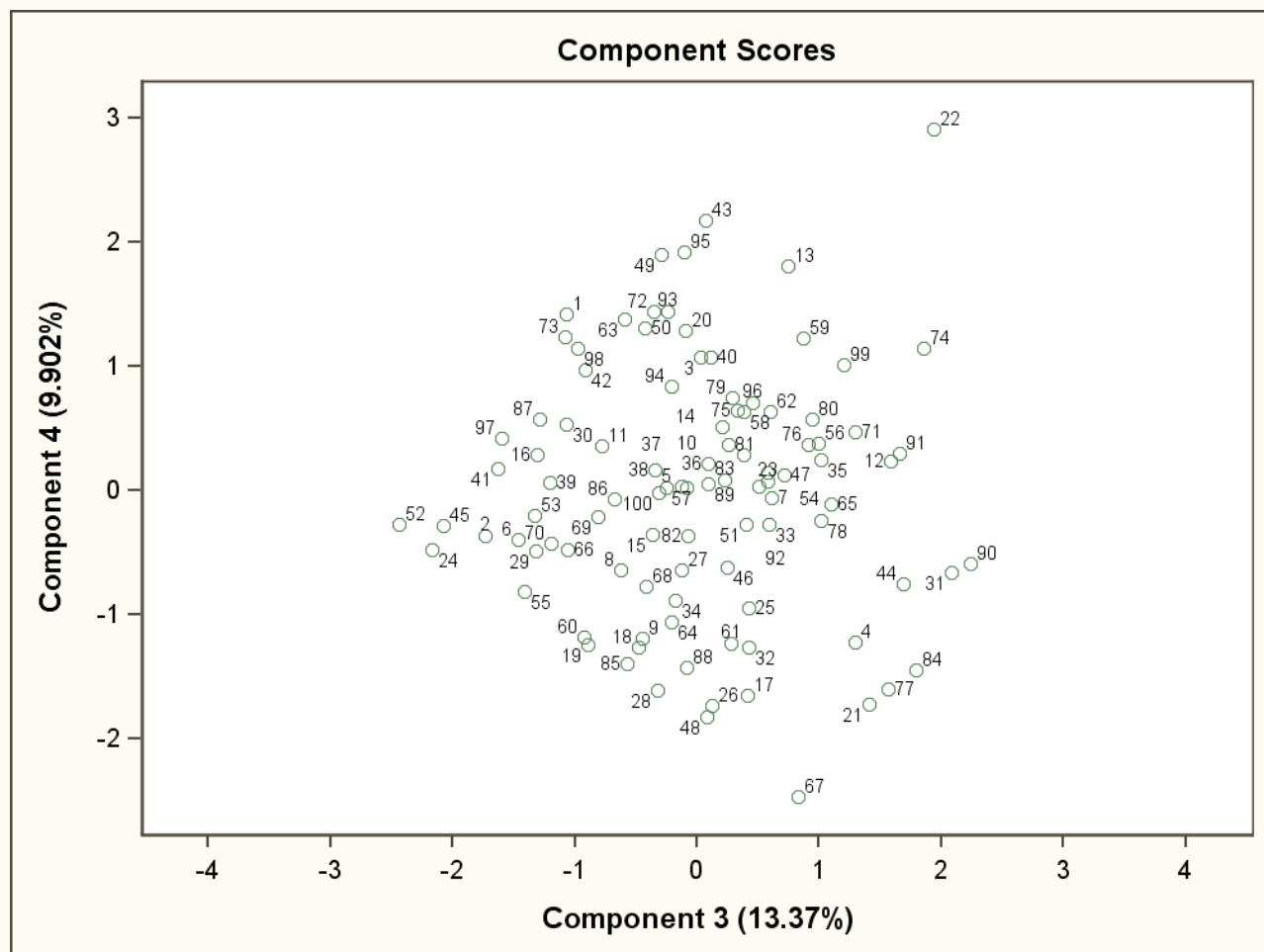
Principal Components Analysis

The PRINCOMP Procedure



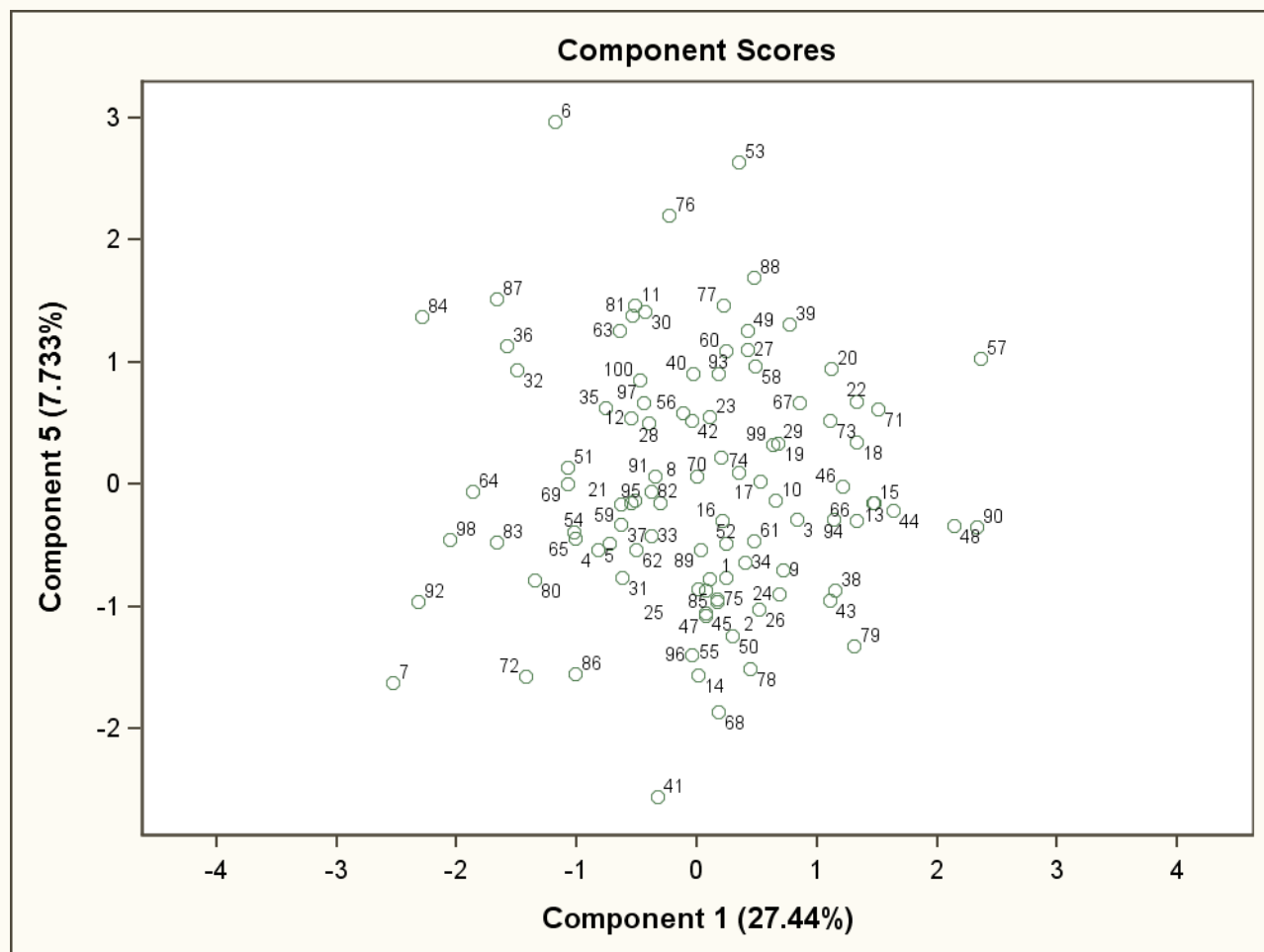
Principal Components Analysis

The PRINCOMP Procedure



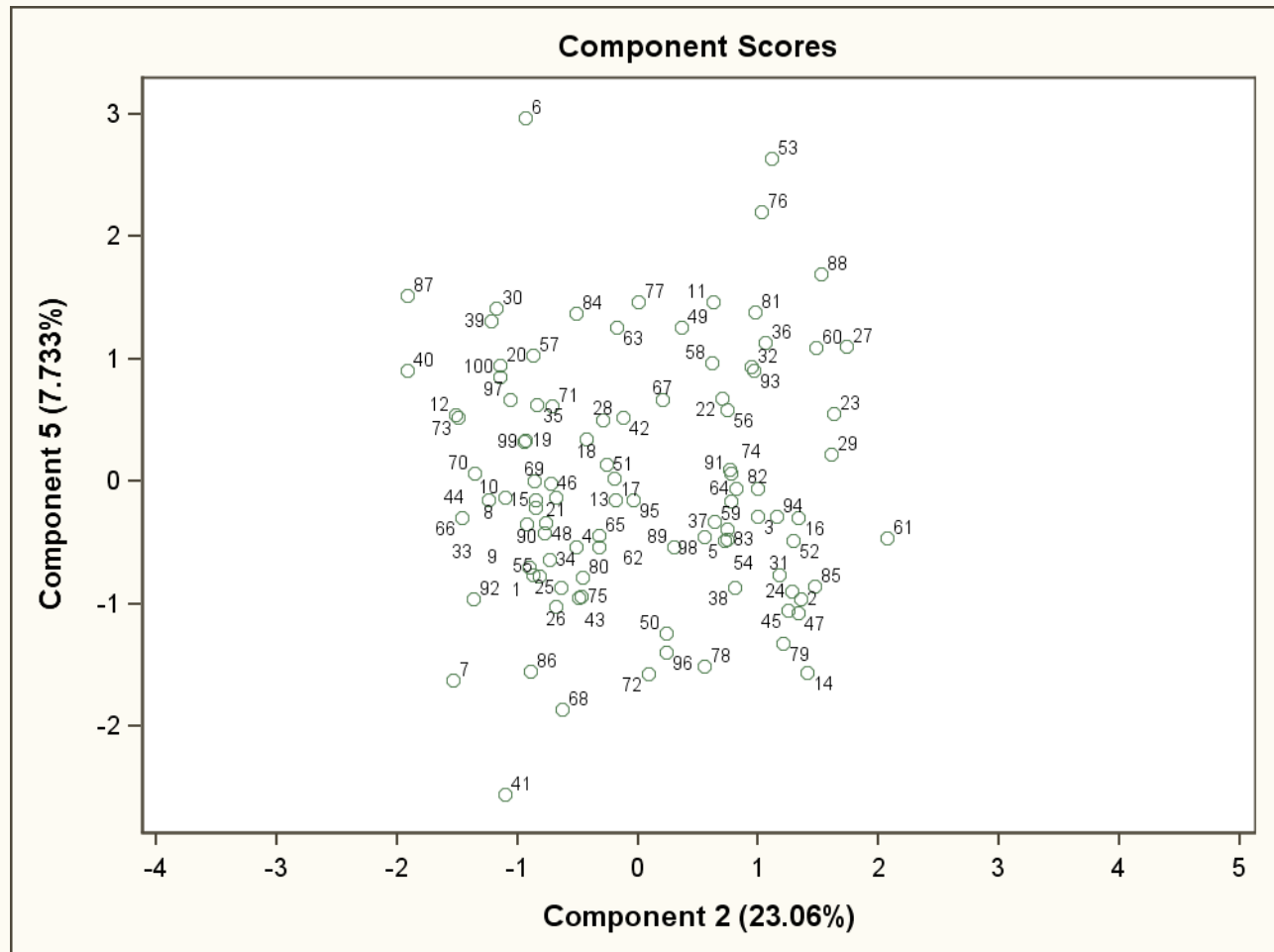
Principal Components Analysis

The PRINCOMP Procedure



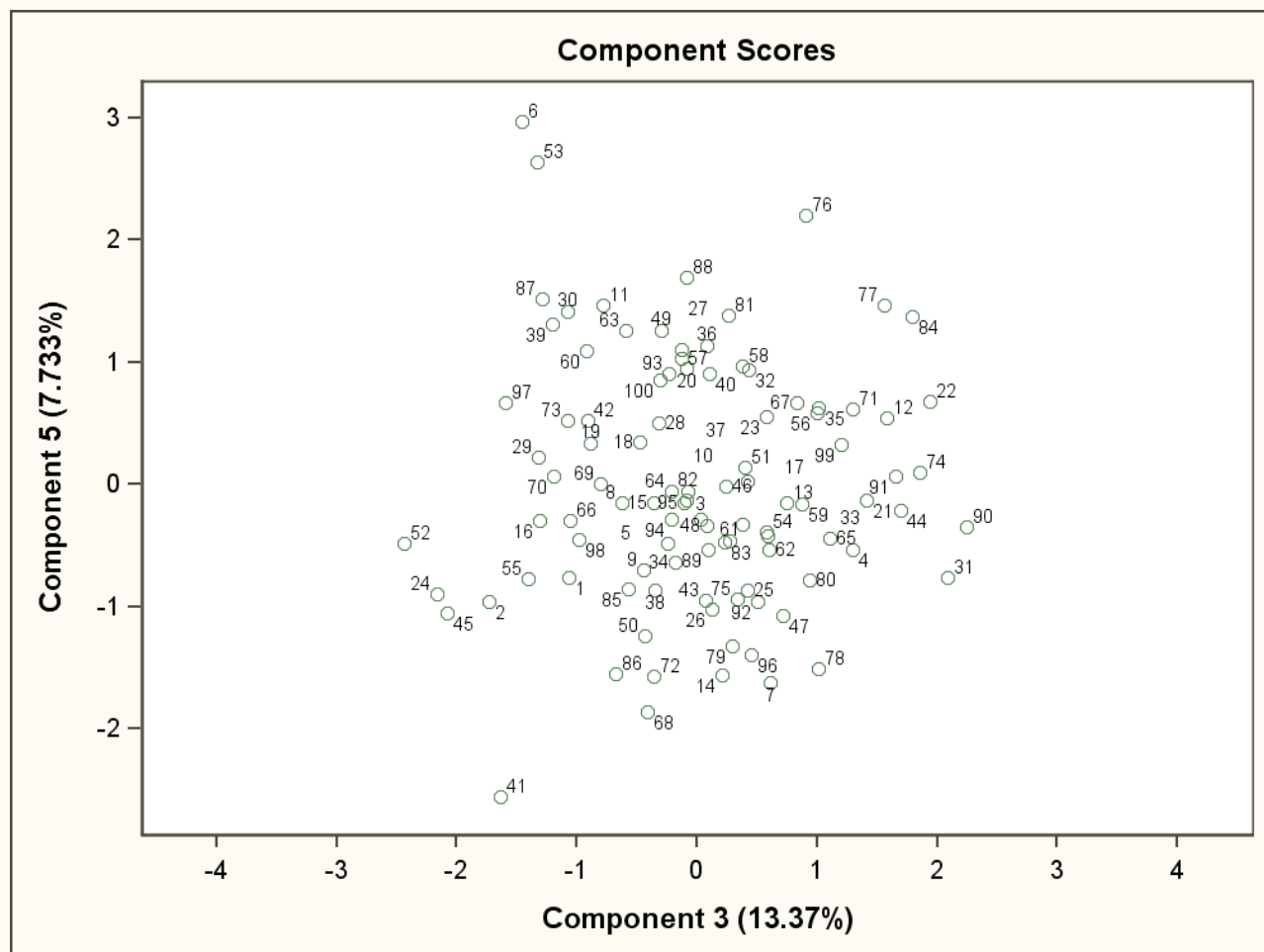
Principal Components Analysis

The PRINCOMP Procedure



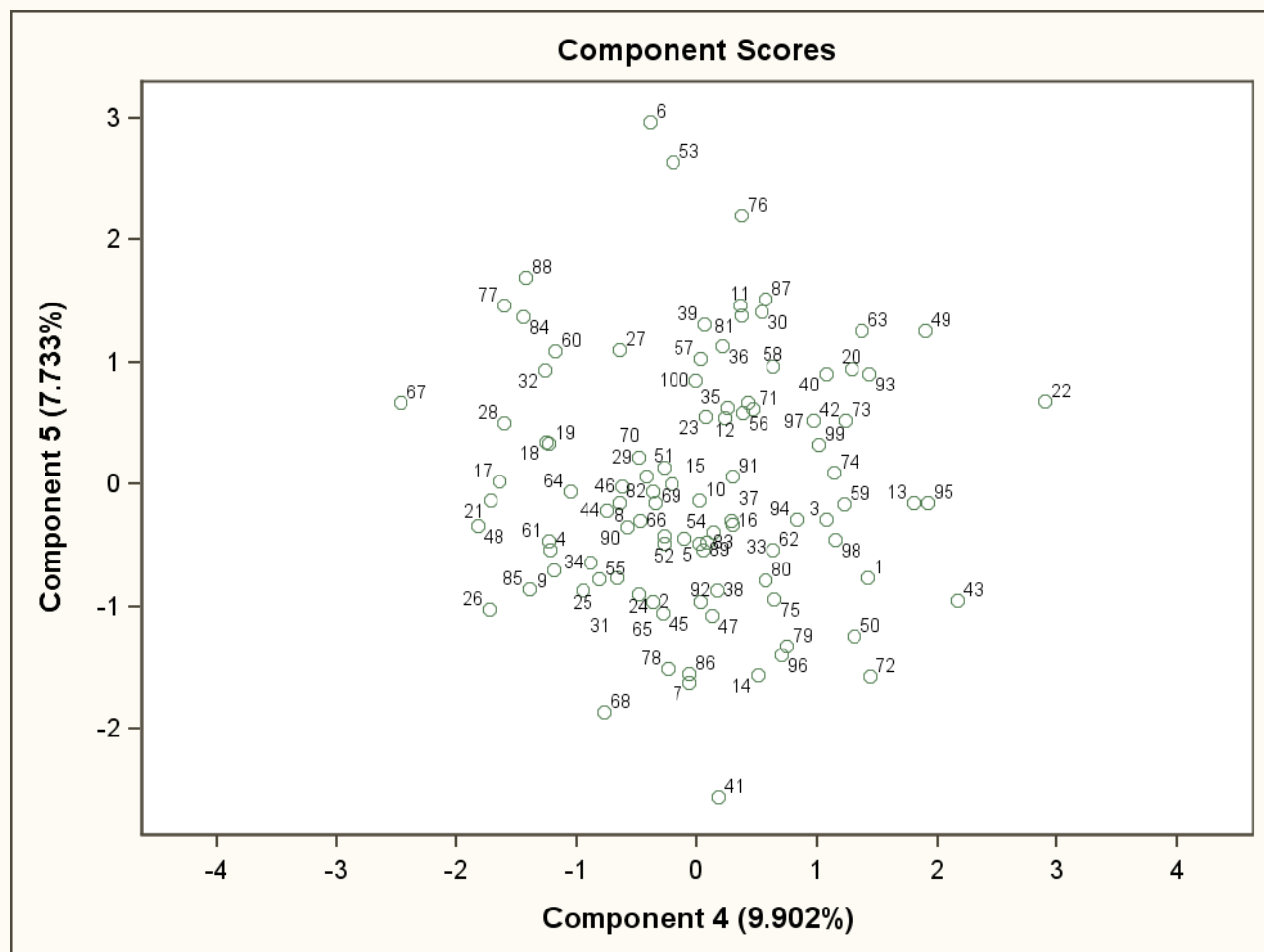
Principal Components Analysis

The PRINCOMP Procedure



Principal Components Analysis

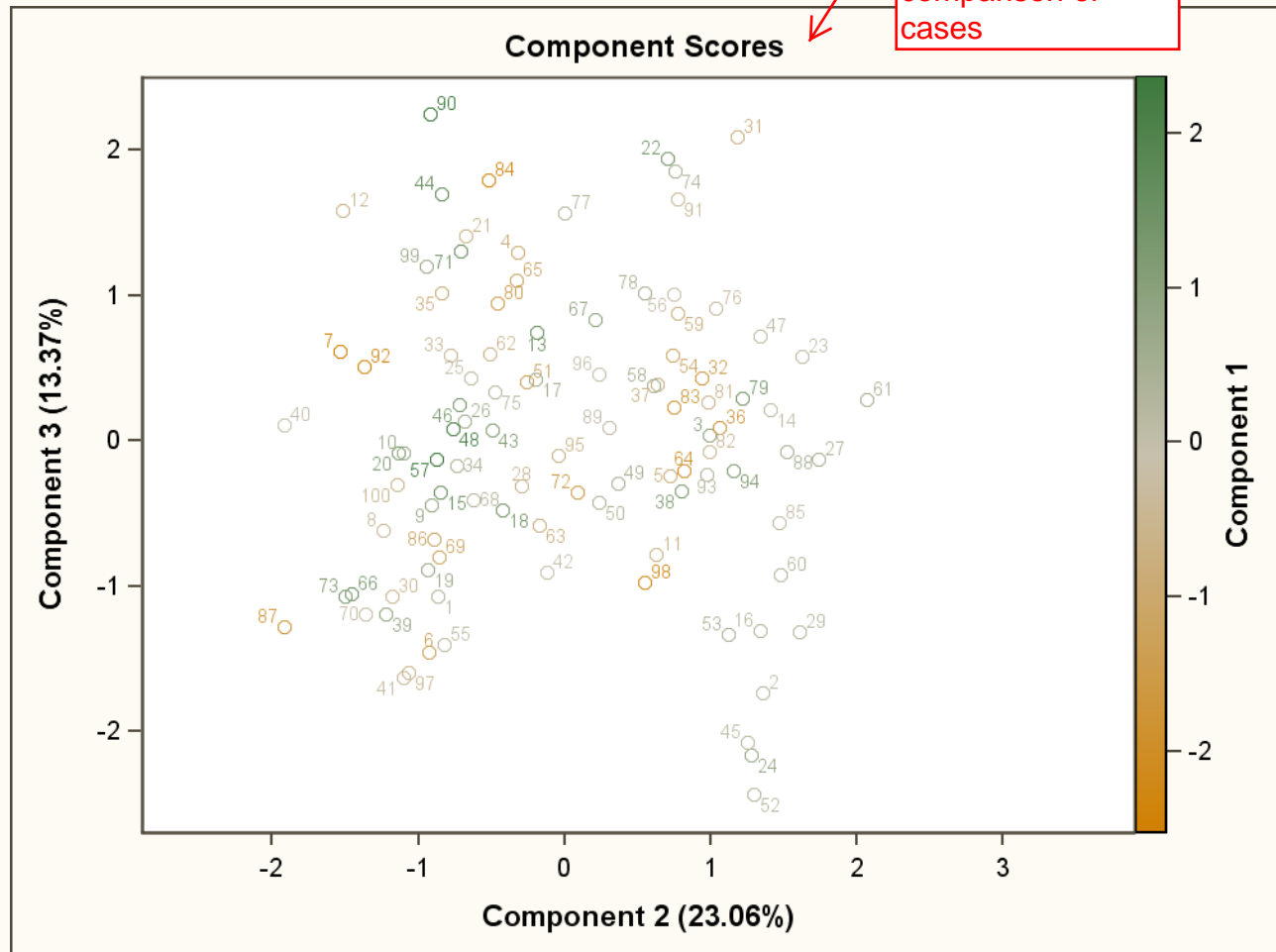
The PRINCOMP Procedure



Principal Components Analysis

The PRINCOMP Procedure

3-dimensional
comparison of
cases



Factor Analysis Results

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x11	5.8050000	1.3152850
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x15	5.1500000	1.4930479
x16	4.2780000	0.9288398
x17	4.6100000	1.2060035
x18	3.8860000	0.7344372

Descriptive statistics of variables to be analyzed

Factor Analysis Results

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

Partial Correlations Controlling all other Variables									
		x6	x7	x8	x9	x10	x11	x12	x13
x6	X6 - Product Quality	1.00000	-0.03771	0.04869	0.08213	0.12226	0.02317	0.00626	-0.05437
x7	X7 - E-Commerce Activities	-0.03771	1.00000	0.05971	-0.11740	-0.00164	0.15678	0.72879	0.01774
x8	X8 - Technical Support	0.04869	0.05971	1.00000	0.15045	-0.04877	-0.06686	-0.07717	-0.12510
x9	X9 - Complaint Resolution	0.08213	-0.11740	0.15045	1.00000	-0.09162	0.15186	0.15429	-0.04897
x10	X10 - Advertising	0.12226	-0.00164	-0.04877	-0.09162	1.00000	0.10140	0.33311	-0.09010
x11	X11 - Product Line	0.02317	0.15678	-0.06686	0.15186	0.10140	1.00000	-0.27304	0.08759
x12	X12 - Salesforce Image	0.00626	0.72879	-0.07717	0.15429	0.33311	-0.27304	1.00000	0.13802
x13	X13 - Competitive Pricing	-0.05437	0.01774	-0.12510	-0.04897	-0.09010	0.08759	0.13802	1.00000
x14	X14 - Warranty & Claims	-0.12393	-0.09100	0.79187	-0.12279	0.01994	0.10312	0.17167	0.01926
x15	X15 - New Products	0.07585	-0.09110	-0.14330	-0.06054	0.02572	0.11766	0.05399	-0.01503
x16	X16 - Order & Billing	0.18884	0.10465	-0.16045	0.31201	-0.04369	-0.04379	-0.10021	-0.10615
x17	X17 - Price Flexibility	-0.13458	0.13394	-0.03124	0.14307	0.15061	-0.95288	-0.24120	0.21164
x18	X18 - Delivery Speed	-0.01305	-0.13622	0.02777	0.08071	-0.06399	0.94102	0.25413	-0.12649

Partial Correlations Controlling all other Variables						
		x14	x15	x16	x17	x18
x6	X6 - Product Quality	-0.12393	0.07585	0.18884	-0.13458	-0.01305
x7	X7 - E-Commerce Activities	-0.09100	-0.09110	0.10465	0.13394	-0.13622
x8	X8 - Technical Support	0.79187	-0.14330	-0.16045	-0.03124	0.02777
x9	X9 - Complaint Resolution	-0.12279	-0.06054	0.31201	0.14307	0.08071
x10	X10 - Advertising	0.01994	0.02572	-0.04369	0.15061	-0.06399
x11	X11 - Product Line	0.10312	0.11766	-0.04379	-0.95288	0.94102
x12	X12 - Salesforce Image	0.17167	0.05399	-0.10021	-0.24120	0.25413
x13	X13 - Competitive Pricing	0.01926	-0.01503	-0.10615	0.21164	-0.12649
x14	X14 - Warranty & Claims	1.00000	0.13825	0.25015	0.02886	-0.07009
x15	X15 - New Products	0.13825	1.00000	-0.03113	0.13688	-0.08997
x16	X16 - Order & Billing	0.25015	-0.03113	1.00000	0.03732	0.10856
x17	X17 - Price Flexibility	0.02886	0.13688	0.03732	1.00000	0.92227
x18	X18 - Delivery Speed	-0.07009	-0.08997	0.10856	0.92227	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.60870461							
x6	x7	x8	x9	x10	x11	x12	x13
0.87333494	0.62017070	0.52701809	0.88951120	0.80663277	0.44784686	0.58627959	0.87917735

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.60870461				
x14	x15	x16	x17	x18
0.52930825	0.31444052	0.85889120	0.44237394	0.53319443

Prior Communality Estimates: ONE

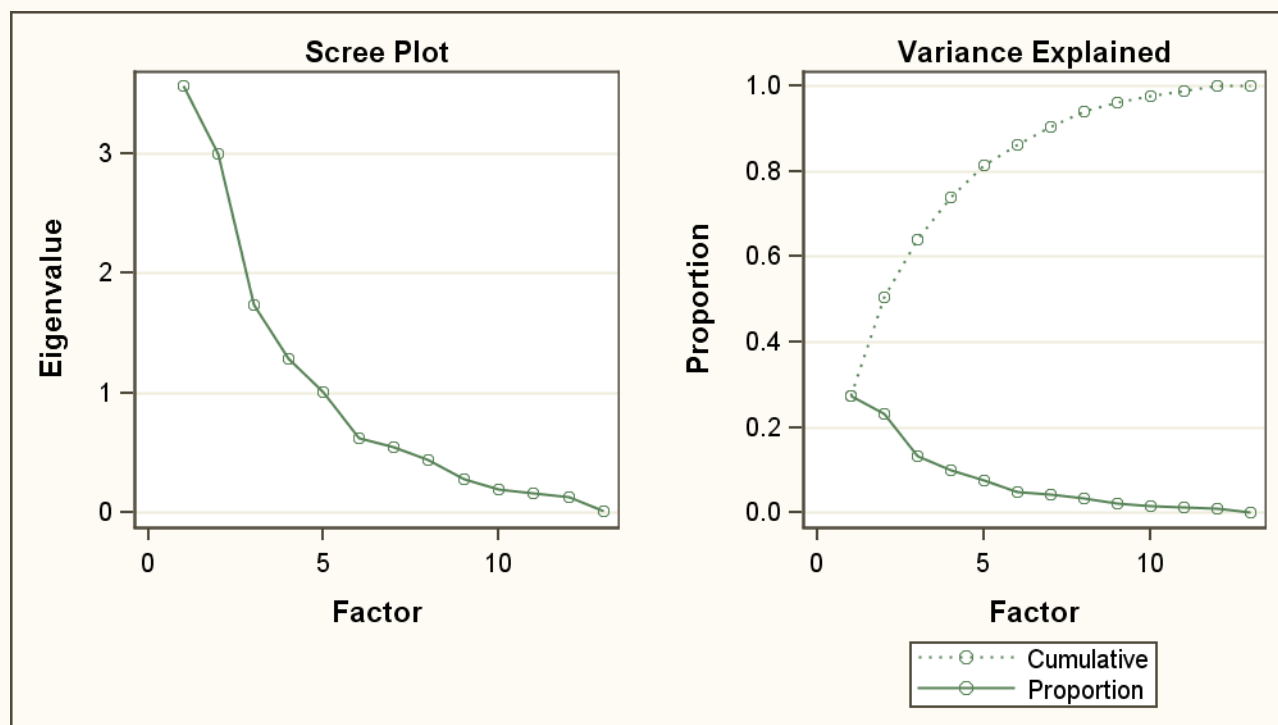
Lowest value under
threshold of .500
deleted

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Eigenvalues of the Correlation Matrix: Total = 13 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.56707480	0.56943025	0.2744	0.2744
2	2.99764455	1.25956706	0.2306	0.5050
3	1.73807749	0.45085244	0.1337	0.6387
4	1.28722505	0.28198745	0.0990	0.7377
5	1.00523760	0.38662334	0.0773	0.8150
6	0.61861426	0.06718656	0.0476	0.8626
7	0.55142770	0.10443379	0.0424	0.9050
8	0.44699392	0.16625812	0.0344	0.9394
9	0.28073579	0.08002691	0.0216	0.9610
10	0.20070888	0.03451354	0.0154	0.9764
11	0.16619534	0.03513646	0.0128	0.9892
12	0.13105888	0.12205313	0.0101	0.9993
13	0.00900575		0.0007	1.0000

5 factors will be retained by the MINEIGEN criterion.



Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
x18	X18 - Delivery Speed	0.90413	0.12610	-0.28542	-0.09519	-0.03778
x9	X9 - Complaint Resolution	0.86338	0.21309	-0.26428	-0.11618	-0.08618
x16	X16 - Order & Billing	0.81307	0.17611	-0.22195	-0.16898	-0.05676
x12	X12 - Salesforce Image	0.54958	-0.47234	0.47286	0.33537	-0.01313
x10	X10 - Advertising	0.48204	-0.36304	0.24123	0.37036	0.12587
x11	X11 - Product Line	0.47680	0.73057	-0.13671	0.24679	-0.03214
x6	X6 - Product Quality	0.01595	0.62692	-0.06169	0.53353	0.05020
x17	X17 - Price Flexibility	0.52608	-0.64952	-0.19756	-0.39227	0.01362
x13	X13 - Competitive Pricing	-0.01557	-0.74837	-0.01856	-0.17447	0.02335
x8	X8 - Technical Support	0.13049	0.47450	0.69219	-0.41398	0.01428
x14	X14 - Warranty & Claims	0.24261	0.46395	0.68921	-0.36627	0.13040
x7	X7 - E-Commerce Activities	0.46134	-0.44821	0.47330	0.38828	-0.09795
x15	X15 - New Products	0.12406	-0.02080	-0.12530	0.01733	0.97266

Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	Factor5
3.5670748	2.9976445	1.7380775	1.2872251	1.0052376

Final Community Estimates: Total = 10.595259							
x6	x7	x8	x9	x10	x11	x12	x13
0.68426202	0.79809704	0.89288069	0.88160161	0.57536119	0.84169896	0.86138453	0.59162909

x14	x15	x16	x17	x18
0.90027621	0.97788351	0.77314161	0.89173717	0.92530586

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix					
	1	2	3	4	5
1	0.86773	-0.01364	0.47263	0.13504	0.07237
2	0.19517	0.77190	-0.44909	0.40507	-0.01765
3	-0.38958	0.00093	0.51687	0.75411	-0.11130
4	-0.21692	0.63557	0.55473	-0.49098	0.01414
5	-0.10057	0.00579	0.00762	0.08907	0.99089

Rotated Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
x18	X18 - Delivery Speed	0.94480	0.02403	0.17007	0.00131	0.05620
x9	X9 - Complaint Resolution	0.92760	0.07812	0.11066	0.05298	0.00110
x16	X16 - Order & Billing	0.86874	0.01692	0.09630	0.09168	0.02181
x6	X6 - Product Quality	0.03944	0.82303	-0.00954	-0.04790	0.05424
x11	X11 - Product Line	0.55928	0.71396	-0.03675	0.13319	0.00847
x13	X13 - Competitive Pricing	-0.11685	-0.68822	0.22253	-0.23150	0.03482
x17	X17 - Price Flexibility	0.49042	-0.75796	0.22072	-0.14723	0.07948
x12	X12 - Salesforce Image	0.12905	-0.15858	0.90222	0.07364	-0.01279
x7	X7 - E-Commerce Activities	0.05408	-0.10561	0.87861	0.03830	-0.10295
x10	X10 - Advertising	0.16044	-0.05046	0.72196	-0.07068	0.14441
x8	X8 - Technical Support	0.02454	0.10210	-0.02319	0.93634	-0.06768
x14	X14 - Warranty & Claims	0.09891	0.12342	0.06035	0.93188	0.05669
x15	X15 - New Products	0.05083	-0.00123	0.02024	-0.00804	0.98733

Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	Factor5
3.1345951	2.3067596	2.2618825	1.8636097	1.0284127

Final Community Estimates: Total = 10.595259							
x6	x7	x8	x9	x10	x11	x12	x13
0.68426202	0.79809704	0.89288069	0.88160161	0.57536119	0.84169896	0.86138453	0.59162909

x14	x15	x16	x17	x18
0.90027621	0.97788351	0.77314161	0.89173717	0.92530586

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor				
Factor1	Factor2	Factor3	Factor4	Factor5
1.0000000	1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients						
		Factor1	Factor2	Factor3	Factor4	Factor5
x18	X18 - Delivery Speed	0.31195	-0.01835	-0.02528	-0.03961	-0.00240
x9	X9 - Complaint Resolution	0.31134	-0.00643	-0.04684	-0.01650	-0.05304
x16	X16 - Order & Billing	0.29316	-0.04164	-0.05791	0.01771	-0.02813
x6	X6 - Product Quality	-0.03641	0.42506	0.12016	-0.14050	0.05593
x11	X11 - Product Line	0.15582	0.30790	0.01918	-0.03952	-0.01484
x13	X13 - Competitive Pricing	-0.02129	-0.27867	0.02952	-0.04115	0.02638
x17	X17 - Price Flexibility	0.19471	-0.36298	-0.06069	-0.00274	0.03627
x12	X12 - Salesforce Image	-0.05825	0.04204	0.42863	0.03306	-0.02561
x7	X7 - E-Commerce Activities	-0.07868	0.07423	0.43561	0.00547	-0.11060
x10	X10 - Advertising	-0.03545	0.08839	0.35056	-0.05626	0.12461
x8	X8 - Technical Support	-0.02418	-0.08226	-0.02625	0.52855	-0.03495
x14	X14 - Warranty & Claims	-0.01658	-0.06119	0.01074	0.52217	0.08257
x15	X15 - New Products	-0.04332	0.00826	-0.00287	0.02709	0.96963

Factor Analysis Results

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x11	5.8050000	1.3152850
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x17	4.6100000	1.2060035
x18	3.8860000	0.7344372

X15 deleted due to low MSA

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		x6	x7	x8	x9	x10	x11
x6	X6 - Product Quality	1.00000	-0.04494	0.03832	0.07790	0.12461	0.03241
x7	X7 - E-Commerce Activities	-0.04494	1.00000	0.07383	-0.11256	-0.00400	0.14770
x8	X8 - Technical Support	0.03832	0.07383	1.00000	0.16108	-0.05302	-0.08518
x9	X9 - Complaint Resolution	0.07790	-0.11256	0.16108	1.00000	-0.09338	0.14601
x10	X10 - Advertising	0.12461	-0.00400	-0.05302	-0.09338	1.00000	0.10520
x11	X11 - Product Line	0.03241	0.14770	-0.08518	0.14601	0.10520	1.00000
x12	X12 - Salesforce Image	0.01040	0.72795	-0.08592	0.15152	0.33510	-0.26895
x13	X13 - Competitive Pricing	-0.05568	0.01919	-0.12424	-0.04815	-0.09053	0.08644
x14	X14 - Warranty & Claims	-0.11488	-0.10503	0.78767	-0.13268	0.02373	0.12139
x16	X16 - Order & Billing	0.18711	0.10799	-0.15770	0.31462	-0.04452	-0.04781
x17	X17 - Price Flexibility	-0.12574	0.12314	-0.05187	0.13631	0.15565	-0.95229
x18	X18 - Delivery Speed	-0.02001	-0.12909	0.04125	0.08667	-0.06660	0.94076

Partial Correlations Controlling all other Variables							
		x12	x13	x14	x16	x17	x18
x6	X6 - Product Quality	0.01040	-0.05568	-0.11488	0.18711	-0.12574	-0.02001
x7	X7 - E-Commerce Activities	0.72795	0.01919	-0.10503	0.10799	0.12314	-0.12909
x8	X8 - Technical Support	-0.08592	-0.12424	0.78767	-0.15770	-0.05187	0.04125
x9	X9 - Complaint Resolution	0.15152	-0.04815	-0.13268	0.31462	0.13631	0.08667
x10	X10 - Advertising	0.33510	-0.09053	0.02373	-0.04452	0.15565	-0.06660
x11	X11 - Product Line	-0.26895	0.08644	0.12139	-0.04781	-0.95229	0.94076
x12	X12 - Salesforce Image	1.00000	0.13742	0.18114	-0.10209	-0.23637	0.25065
x13	X13 - Competitive Pricing	0.13742	1.00000	0.01735	-0.10575	0.21160	-0.12566
x14	X14 - Warranty & Claims	0.18114	0.01735	1.00000	0.24835	0.04871	-0.08367
x16	X16 - Order & Billing	-0.10209	-0.10575	0.24835	1.00000	0.03339	0.11187
x17	X17 - Price Flexibility	-0.23637	0.21160	0.04871	0.03339	1.00000	0.92234
x18	X18 - Delivery Speed	0.25065	-0.12566	-0.08367	0.11187	0.92234	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.61212249							
x6	x7	x8	x9	x10	x11	x12	x13
0.88433098	0.62447848	0.53109650	0.88982362	0.80096627	0.44926360	0.58736933	0.87993546

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.61212249			
x14	x16	x17	x18
0.53286926	0.85848306	0.44406502	0.53282157

X17 has lowest
MSA value
under .500, will be
deleted

Prior Communality Estimates: ONE

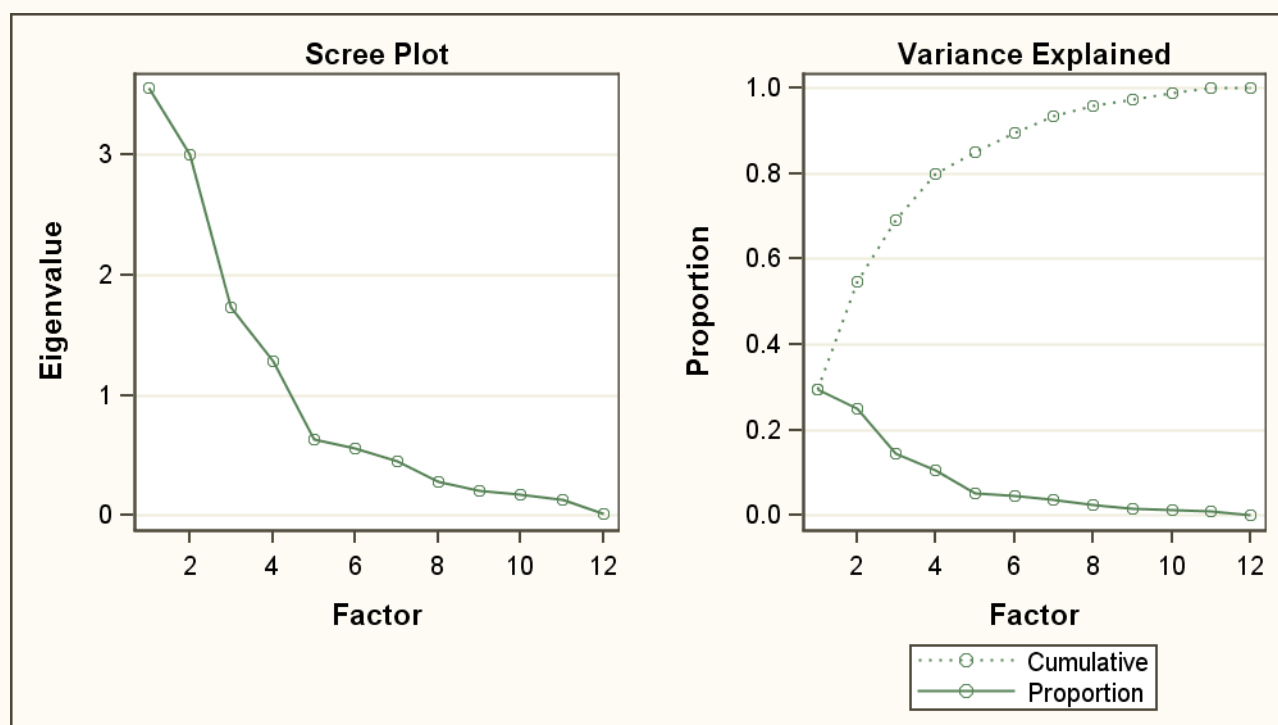
Eigenvalues of the Correlation Matrix: Total = 12 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.55598484	0.55863475	0.2963	0.2963
2	2.99735009	1.26605798	0.2498	0.5461
3	1.73129211	0.44413617	0.1443	0.6904
4	1.28715594	0.65937752	0.1073	0.7976
5	0.62777842	0.07177880	0.0523	0.8500

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Eigenvalues of the Correlation Matrix: Total = 12 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
6	0.55599962	0.10792096	0.0463	0.8963
7	0.44807866	0.16671190	0.0373	0.9336
8	0.28136676	0.07781008	0.0234	0.9571
9	0.20355668	0.03231743	0.0170	0.9740
10	0.17123924	0.04016912	0.0143	0.9883
11	0.13107012	0.12194259	0.0109	0.9992
12	0.00912753		0.0008	1.0000

4 factors will be retained by the MINEIGEN criterion.



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.90361	0.12344	-0.29078	-0.09416
x9	X9 - Complaint Resolution	0.86468	0.21023	-0.27263	-0.11456
x16	X16 - Order & Billing	0.81380	0.17350	-0.22858	-0.16777
x12	X12 - Salesforce Image	0.55019	-0.47461	0.46994	0.33501
x10	X10 - Advertising	0.47996	-0.36442	0.24446	0.36893
x11	X11 - Product Line	0.47864	0.72916	-0.13861	0.24735
x6	X6 - Product Quality	0.01640	0.62720	-0.05753	0.53298
x17	X17 - Price Flexibility	0.52266	-0.65090	-0.20013	-0.39197
x13	X13 - Competitive Pricing	-0.01850	-0.74820	-0.01825	-0.17467
x14	X14 - Warranty & Claims	0.24460	0.46296	0.69481	-0.36868
x8	X8 - Technical Support	0.13608	0.47314	0.69032	-0.41487
x7	X7 - E-Commerce Activities	0.46395	-0.45059	0.46620	0.38889

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.5559848	2.9973501	1.7312921	1.2871559

Final Communality Estimates: Total = 9.571783							
x6	x7	x8	x9	x10	x11	x12	x13
0.68102788	0.78684979	0.89104455	0.87932342	0.55902838	0.84116435	0.86102860	0.59099410

x14	x16	x17	x18
0.89285064	0.77277319	0.89053676	0.92516131

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.86853	-0.01011	0.47558	0.13918
2	0.19141	0.77124	-0.45183	0.40548
3	-0.40245	0.00195	0.51316	0.75809
4	-0.21691	0.63647	0.55349	-0.49144

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.94589	0.02557	0.17263	0.00165
x9	X9 - Complaint Resolution	0.92581	0.07995	0.11293	0.05521
x16	X16 - Order & Billing	0.86841	0.01836	0.09847	0.09278
x6	X6 - Product Quality	0.04184	0.82267	-0.01011	-0.04895
x11	X11 - Product Line	0.55741	0.71467	-0.03605	0.13564
x13	X13 - Competitive Pricing	-0.11405	-0.68806	0.22321	-0.23395
x17	X17 - Price Flexibility	0.49492	-0.75715	0.22302	-0.15027
x12	X12 - Salesforce Image	0.12522	-0.15746	0.90267	0.07575
x7	X7 - E-Commerce Activities	0.04473	-0.10378	0.87871	0.04417
x10	X10 - Advertising	0.16870	-0.05062	0.72255	-0.07695
x8	X8 - Technical Support	0.02092	0.10082	-0.02444	0.93800
x14	X14 - Warranty & Claims	0.10140	0.12128	0.05964	0.92968

Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	
3.1332390	2.3046236	2.2663953	1.8675251	

Final Communality Estimates: Total = 9.571783							
x6	x7	x8	x9	x10	x11	x12	x13
0.68102788	0.78684979	0.89104455	0.87932342	0.55902838	0.84116435	0.86102860	0.59099410

x14	x16	x17	x18
0.89285064	0.77277319	0.89053676	0.92516131

Factor Analysis Results

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x11	5.8050000	1.3152850
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x18	3.8860000	0.7344372

← X15 and X17 have been deleted due to MSA values under .500

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Represents "unique" correlation among variables after controlling for all other variables

Partial Correlations Controlling all other Variables									
		x6	x7	x8	x9	x10	x11	x12	x13
x6	X6 - Product Quality	1.00000	-0.06137	0.04526	0.06183	0.10719	0.50256	0.04163	-0.08486
x7	X7 - E-Commerce Activities	-0.06137	1.00000	0.06806	-0.09742	0.01547	0.10050	0.72474	0.04665
x8	X8 - Technical Support	0.04526	0.06806	1.00000	0.15567	-0.06194	-0.11741	-0.07591	-0.13853
x9	X9 - Complaint Resolution	0.06183	-0.09742	0.15567	1.00000	-0.07374	0.05360	0.12394	-0.01994
x10	X10 - Advertising	0.10719	0.01547	-0.06194	-0.07374	1.00000	-0.14272	0.31080	-0.05965
x11	X11 - Product Line	0.50256	0.10050	-0.11741	0.05360	-0.14272	1.00000	-0.14787	-0.38577
x12	X12 - Salesforce Image	0.04163	0.72474	-0.07591	0.12394	0.31080	-0.14787	1.00000	0.09204
x13	X13 - Competitive Pricing	-0.08486	0.04665	-0.13853	-0.01994	-0.05965	-0.38577	0.09204	1.00000
x14	X14 - Warranty & Claims	-0.12211	-0.09991	0.78714	-0.12738	0.03174	0.24605	0.17478	0.02833
x16	X16 - Order & Billing	0.18448	0.11302	-0.15973	0.32236	-0.03983	-0.26099	-0.11326	-0.10102
x18	X18 - Delivery Speed	-0.35477	-0.04045	-0.01707	0.55488	0.20164	0.52936	0.08692	0.18405

Partial Correlations Controlling all other Variables				
		x14	x16	x18
x6	X6 - Product Quality	-0.12211	0.18448	-0.35477
x7	X7 - E-Commerce Activities	-0.09991	0.11302	-0.04045
x8	X8 - Technical Support	0.78714	-0.15973	-0.01707
x9	X9 - Complaint Resolution	-0.12738	0.32236	0.55488
x10	X10 - Advertising	0.03174	-0.03983	0.20164
x11	X11 - Product Line	0.24605	-0.26099	0.52936
x12	X12 - Salesforce Image	0.17478	-0.11326	0.08692
x13	X13 - Competitive Pricing	0.02833	-0.10102	0.18405
x14	X14 - Warranty & Claims	1.00000	0.25041	-0.10039
x16	X16 - Order & Billing	0.25041	1.00000	0.36944
x18	X18 - Delivery Speed	-0.10039	0.36944	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.65314222							
x6	x7	x8	x9	x10	x11	x12	x13
0.50870653	0.62555473	0.51900806	0.78655521	0.77936148	0.62232766	0.62184217	0.75282649

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.65314222		
x14	x16	x18
0.51076125	0.76001478	0.66557683

Overall MSA and individual variable values all over .500

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 11 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.42697133	0.87607462	0.3115	0.3115
2	2.55089671	0.85992024	0.2319	0.5434
3	1.69097648	0.60442042	0.1537	0.6972
4	1.08655606	0.47713196	0.0988	0.7959
5	0.60942409	0.05754032	0.0554	0.8513
6	0.55188378	0.15036563	0.0502	0.9015
7	0.40151815	0.15456660	0.0365	0.9380

Four factors with eigenvalues greater than 1.0 account for 79.59% of variance

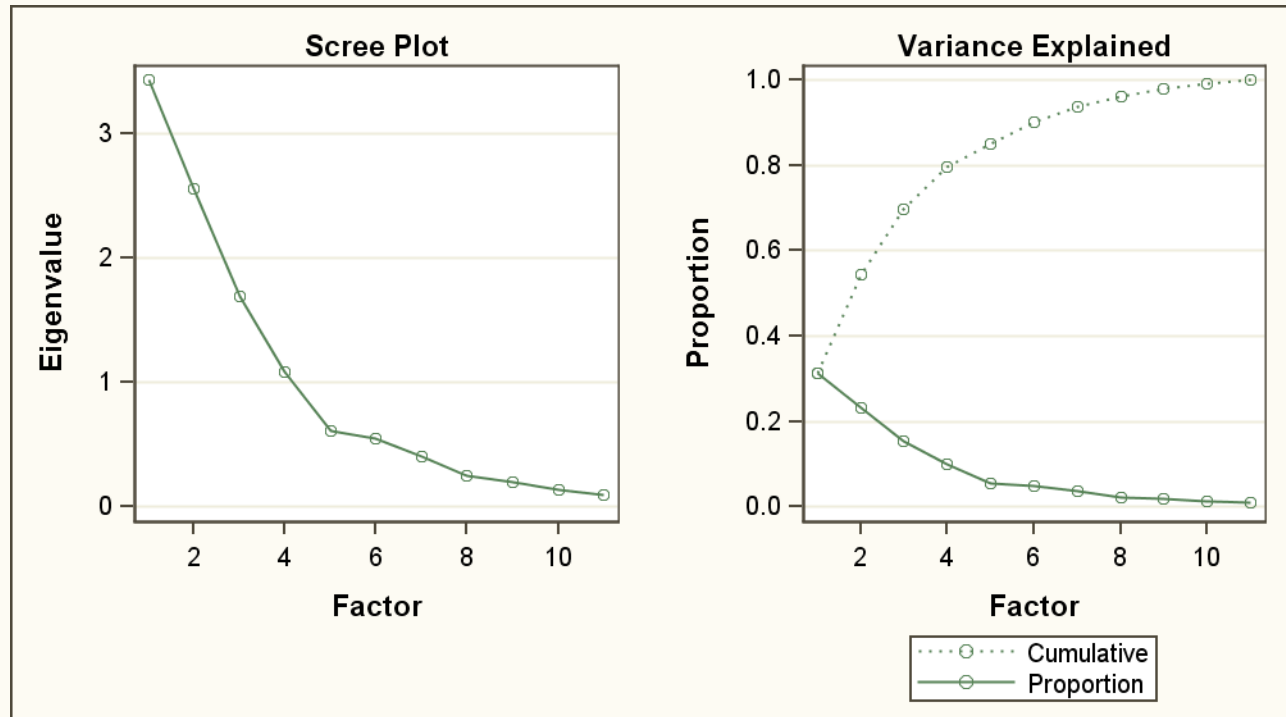
Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Eigenvalues of the Correlation Matrix: Total = 11 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
8	0.24695154	0.04339828	0.0225	0.9605
9	0.20355327	0.07071169	0.0185	0.9790
10	0.13284158	0.03441456	0.0121	0.9911
11	0.09842702		0.0089	1.0000

11 components
explain 100% of
variance in 11
variables

4 factors will be retained by the MINEIGEN criterion.



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.87579	0.11667	-0.30250	-0.20569
x9	X9 - Complaint Resolution	0.87133	0.03105	-0.27354	-0.21506
x16	X16 - Order & Billing	0.80938	0.04216	-0.21967	-0.24689
x11	X11 - Product Line	0.71598	-0.45484	-0.15121	0.21150
x12	X12 - Salesforce Image	0.37703	0.75177	0.31384	0.23159
x7	X7 - E-Commerce Activities	0.30721	0.71314	0.30591	0.28392
x13	X13 - Competitive Pricing	-0.28081	0.66035	-0.06898	-0.34768
x10	X10 - Advertising	0.34013	0.58083	0.11456	0.33137
x8	X8 - Technical Support	0.29192	-0.36889	0.79447	-0.20159
x14	X14 - Warranty & Claims	0.39418	-0.30613	0.77836	-0.19316
x6	X6 - Product Quality	0.24767	-0.50070	-0.08098	0.67039

Unrotated loadings

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.4269713	2.5508967	1.6909765	1.0865561

Eigenvalues of
each factor

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Equals sum of
eigenvalues

Final Community Estimates: Total = 8.755401							
x6	x7	x8	x9	x10	x11	x12	x13
0.76802937	0.77714736	0.89311235	0.88126008	0.57597858	0.78710502	0.85944643	0.64055781

x14	x16	x18
0.89224653	0.76608666	0.91443037

Communality of each variable
equals sum of squared loadings
across the retained factors

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Varimax (orthogonal)
rotation

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.85746	0.32216	0.27066	0.29617
2	0.01139	0.75813	-0.31201	-0.57250
3	-0.37572	0.32140	0.86750	-0.05464
4	-0.35139	0.46706	-0.27720	0.76259

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.93821	0.17731	-0.00476	0.05226
x9	X9 - Complaint Resolution	0.92583	0.11589	0.04847	0.09123
x16	X16 - Order & Billing	0.86378	0.10680	0.08379	0.03930
x12	X12 - Salesforce Image	0.13256	0.90045	0.07555	-0.15926
x7	X7 - E-Commerce Activities	0.05684	0.87056	0.04732	-0.11748
x10	X10 - Advertising	0.13878	0.74151	-0.08164	0.01465
x8	X8 - Technical Support	0.01845	-0.02444	0.93919	0.10051
x14	X14 - Warranty & Claims	0.10994	0.05485	0.93097	0.10218
x6	X6 - Product Quality	0.00152	-0.01272	-0.03282	0.87566
x11	X11 - Product Line	0.59124	-0.06398	0.14591	0.64200
x13	X13 - Competitive Pricing	-0.08517	0.22561	-0.24550	-0.72259

Rotated loadings

X11 exhibits dual
loading

X13 has reversed
sign from other
variables loading
on factor

Eigenvalues of factors
changes slightly due to
rotation, but total remains
the same

Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	
2.8928210	2.2335531	1.8554249	1.7736015	

Final Communality Estimates: Total = 8.755401							
x6	x7	x8	x9	x10	x11	x12	x13
0.76802937	0.77714736	0.89311235	0.88126008	0.57597858	0.78710502	0.85944643	0.64055781

x14	x16	x18
0.89224653	0.76608666	0.91443037

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.35338	-0.02891	-0.04781	-0.08509
x9	X9 - Complaint Resolution	0.34848	-0.05330	-0.02044	-0.07377
x16	X16 - Order & Billing	0.33135	-0.05926	0.00906	-0.10569
x12	X12 - Salesforce Image	-0.04693	0.41807	0.03975	0.01626
x7	X7 - E-Commerce Activities	-0.07974	0.42102	0.02154	0.05588
x10	X10 - Advertising	-0.04492	0.36881	-0.06994	0.12790
x8	X8 - Technical Support	-0.03993	-0.01784	0.52718	-0.05914
x14	X14 - Warranty & Claims	-0.01322	0.01099	0.51716	-0.05794
x6	X6 - Product Quality	-0.13908	0.14725	-0.13176	0.60690
x11	X11 - Product Line	0.14231	-0.00570	-0.01935	0.31728
x13	X13 - Competitive Pricing	0.06045	0.00730	-0.04964	-0.41426

← Values used to compute factor scores

Factor Analysis Results

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x18	3.8860000	0.7344372

← Three variables deleted -- X15 and X17 due to low MSA and X11 due to dual loading

Correlations											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.13716	0.09560	0.10637	-0.05347	-0.15181	-0.40128	0.08831	0.10430	0.02772
x7	X7 - E-Commerce Activities	-0.13716	1.00000	0.00087	0.14018	0.42989	0.79154	0.22946	0.05190	0.15615	0.19164
x8	X8 - Technical Support	0.09560	0.00087	1.00000	0.09666	-0.06287	0.01699	-0.27079	0.79717	0.08010	0.02544
x9	X9 - Complaint Resolution	0.10637	0.14018	0.09666	1.00000	0.19692	0.22975	-0.12795	0.14041	0.75687	0.86509
x10	X10 - Advertising	-0.05347	0.42989	-0.06287	0.19692	1.00000	0.54220	0.13422	0.01079	0.18424	0.27586
x12	X12 - Salesforce Image	-0.15181	0.79154	0.01699	0.22975	0.54220	1.00000	0.26460	0.10746	0.19513	0.27155
x13	X13 - Competitive Pricing	-0.40128	0.22946	-0.27079	-0.12795	0.13422	0.26460	1.00000	-0.24499	-0.11457	-0.07287
x14	X14 - Warranty & Claims	0.08831	0.05190	0.79717	0.14041	0.01079	0.10746	-0.24499	1.00000	0.19707	0.10939
x16	X16 - Order & Billing	0.10430	0.15615	0.08010	0.75687	0.18424	0.19513	-0.11457	0.19707	1.00000	0.75100
x18	X18 - Delivery Speed	0.02772	0.19164	0.02544	0.86509	0.27586	0.27155	-0.07287	0.10939	0.75100	1.00000

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

"Unique" correlation
patterns are basis
for factors

Partial Correlations Controlling all other Variables											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.01263	-0.01601	0.10282	0.04144	-0.03823	-0.34946	0.00184	0.06388	-0.12097
x7	X7 - E-Commerce Activities	-0.01263	1.00000	0.05694	-0.09263	0.00114	0.72142	0.00858	-0.07796	0.09036	0.01511
x8	X8 - Technical Support	-0.01601	0.05694	1.00000	0.15063	-0.04596	-0.05961	-0.10177	0.78774	-0.13465	-0.09404
x9	X9 - Complaint Resolution	0.10282	-0.09263	0.15063	1.00000	-0.08235	0.11747	-0.04409	-0.11798	0.31991	0.68847
x10	X10 - Advertising	0.04144	0.00114	-0.04596	-0.08235	1.00000	0.33906	-0.00503	-0.00352	-0.00270	0.15016
x12	X12 - Salesforce Image	-0.03823	0.72142	-0.05961	0.11747	0.33906	1.00000	0.16339	0.14437	-0.07820	0.01030
x13	X13 - Competitive Pricing	-0.34946	0.00858	-0.10177	-0.04409	-0.00503	0.16339	1.00000	-0.07447	-0.00038	-0.02576
x14	X14 - Warranty & Claims	0.00184	-0.07796	0.78774	-0.11798	-0.00352	0.14437	-0.07447	1.00000	0.19900	0.03632
x16	X16 - Order & Billing	0.06388	0.09036	-0.13465	0.31991	-0.00270	-0.07820	-0.00038	0.19900	1.00000	0.28240
x18	X18 - Delivery Speed	-0.12097	0.01511	-0.09404	0.68847	0.15016	0.01030	-0.02576	0.03632	0.28240	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66867580										
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18	
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573	

Prior Communality Estimates: ONE

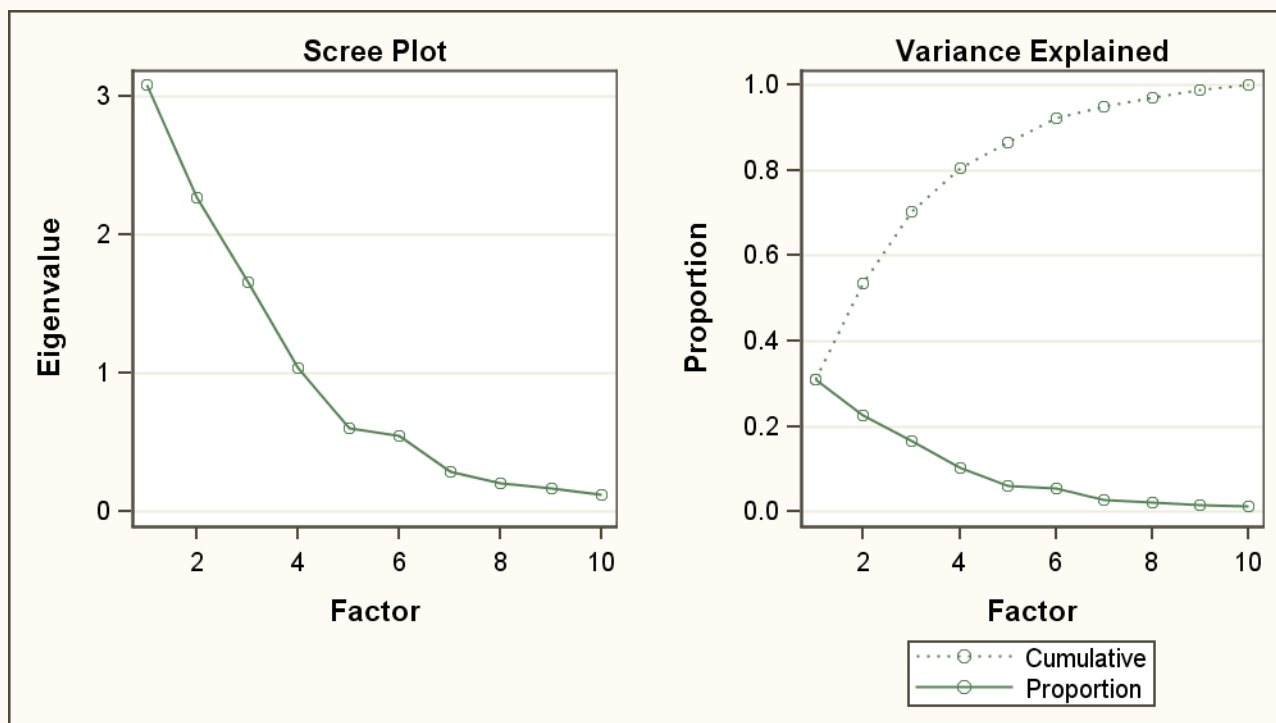
Eigenvalues of the Correlation Matrix: Total = 10 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.08604246	0.81301060	0.3086	0.3086
2	2.27303186	0.61374812	0.2273	0.5359
3	1.65928375	0.62048347	0.1659	0.7018
4	1.03880027	0.43470062	0.1039	0.8057
5	0.60409965	0.05547355	0.0604	0.8661
6	0.54862610	0.25603062	0.0549	0.9210
7	0.29259548	0.08640747	0.0293	0.9502
8	0.20618801	0.03504655	0.0206	0.9709
9	0.17114146	0.05095052	0.0171	0.9880
10	0.12019094		0.0120	1.0000

Four retained
factors account for
80% of variance

4 factors will be retained by the MINEIGEN criterion.

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787
x9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922
x16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508
x12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956
x7	X7 - E-Commerce Activities	0.54419	-0.54073	0.37992	0.21637
x10	X10 - Advertising	0.52871	-0.41273	0.16139	0.33001
x13	X13 - Competitive Pricing	-0.01071	-0.69457	0.00937	-0.42224
x8	X8 - Technical Support	0.18226	0.57868	0.70048	-0.18699
x14	X14 - Warranty & Claims	0.29374	0.54443	0.68831	-0.18526
x6	X6 - Product Quality	0.01971	0.48772	-0.11516	0.73923

← Unrotated loadings

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.0860425	2.2730319	1.6592837	1.0388003

← Eigenvalues of each factor

Final Communality Estimates: Total = 8.057158									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.80234	0.56470	0.19309	0.00897
2	0.27468	-0.58327	0.53926	0.54180
3	-0.47415	0.41044	0.77393	-0.08807
4	-0.23662	0.41527	-0.27009	0.83583

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.93253	0.10477	0.05679	0.07569
x18	X18 - Delivery Speed	0.93075	0.16651	0.00500	0.00547
x16	X16 - Order & Billing	0.88561	0.09751	0.08666	0.06866
x12	X12 - Salesforce Image	0.13770	0.89815	0.07563	-0.16798
x7	X7 - E-Commerce Activities	0.05676	0.86848	0.04907	-0.14070
x10	X10 - Advertising	0.15623	0.74258	0.08470	0.04275
x8	X8 - Technical Support	0.01730	-0.02475	0.93988	0.09719
x14	X14 - Warranty & Claims	0.10270	0.05391	0.93305	0.08215
x6	X6 - Product Quality	0.02947	-0.01363	-0.02197	0.89244
x13	X13 - Competitive Pricing	-0.10391	0.22758	-0.25533	-0.73016

Rotated loadings

Reverse sign from other variables on factor

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.5893189	2.2160590	1.8456968	1.4060836

Final Community Estimates: Total = 8.057158									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

Sum of squared loadings across factors

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

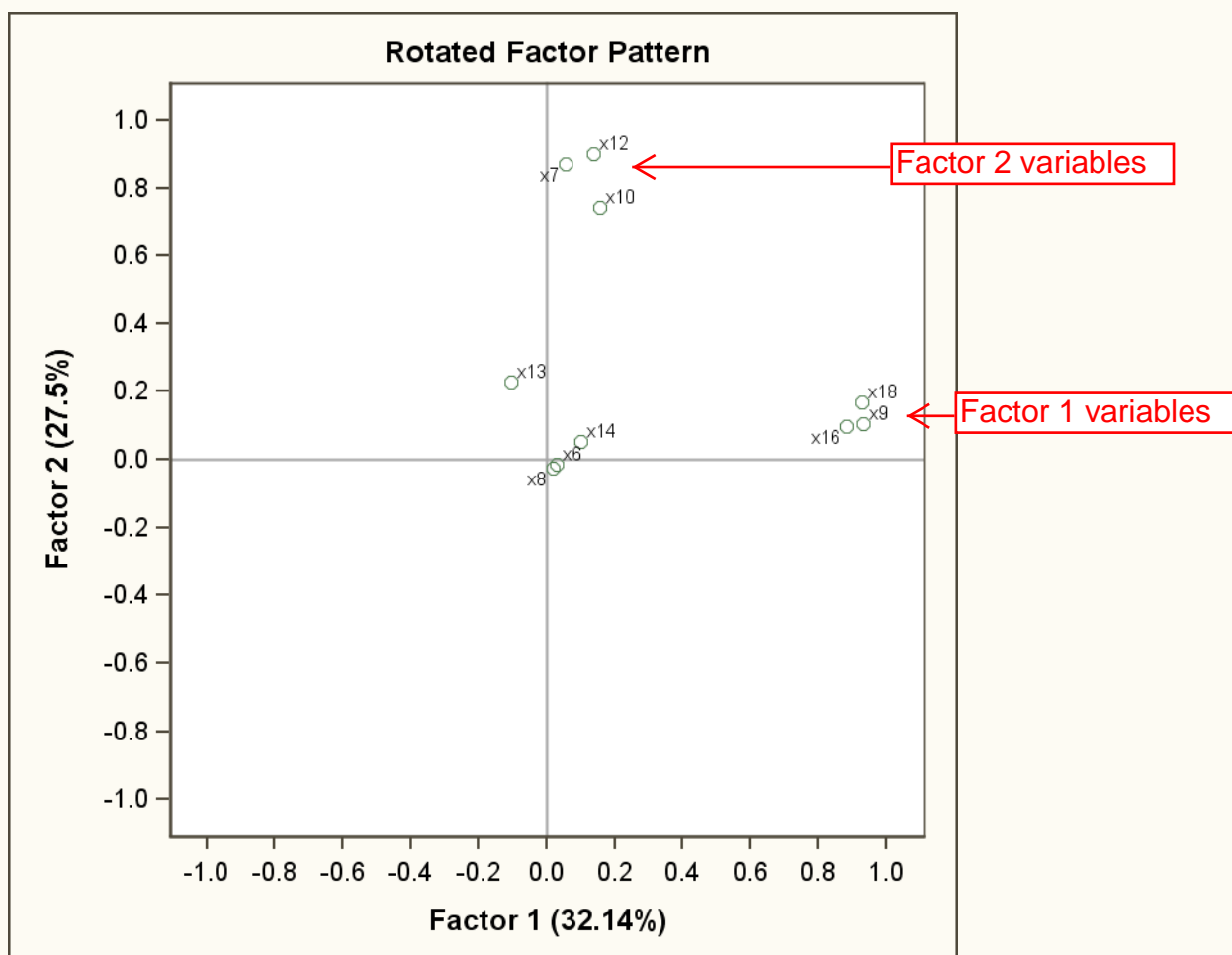
Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.37800	-0.05973	-0.02068	-0.01882
x18	X18 - Delivery Speed	0.37800	-0.03862	-0.04231	-0.05778
x16	X16 - Order & Billing	0.35812	-0.05896	-0.00048	-0.02505
x12	X12 - Salesforce Image	-0.04935	0.41798	0.04125	-0.00151
x7	X7 - E-Commerce Activities	-0.08171	0.41880	0.02671	0.02662
x10	X10 - Advertising	-0.03371	0.37450	-0.07536	0.16012
x8	X8 - Technical Support	-0.04026	-0.01662	0.52403	-0.04916
x14	X14 - Warranty & Claims	-0.01233	0.01025	0.51675	-0.05497
x6	X6 - Product Quality	-0.07141	0.14548	-0.12897	0.71722
x13	X13 - Competitive Pricing	0.00678	0.00979	-0.05130	-0.50582

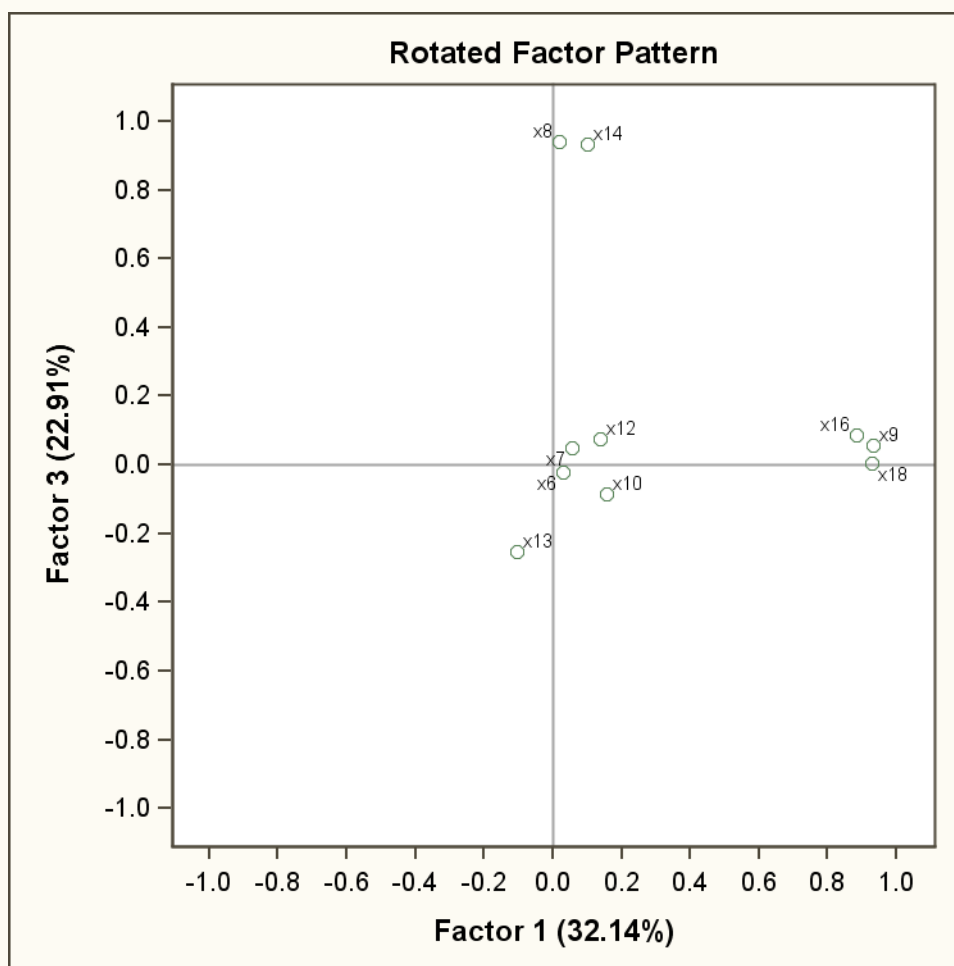
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



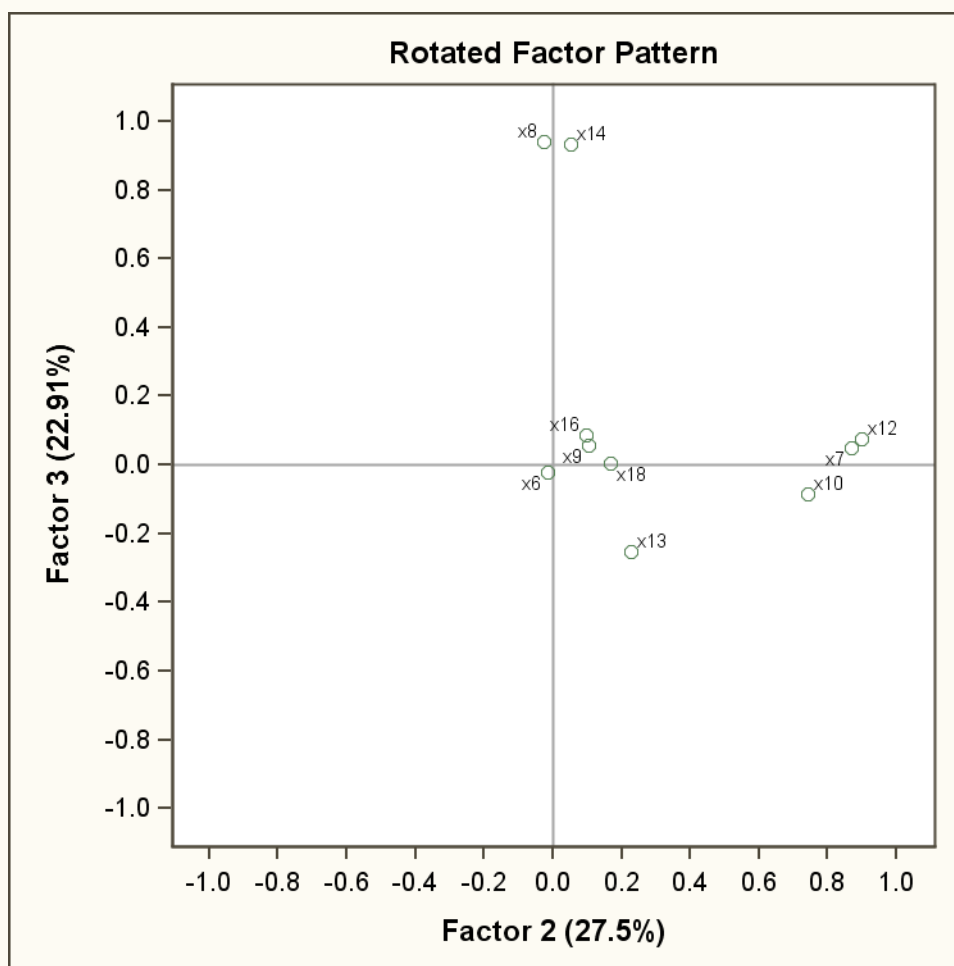
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



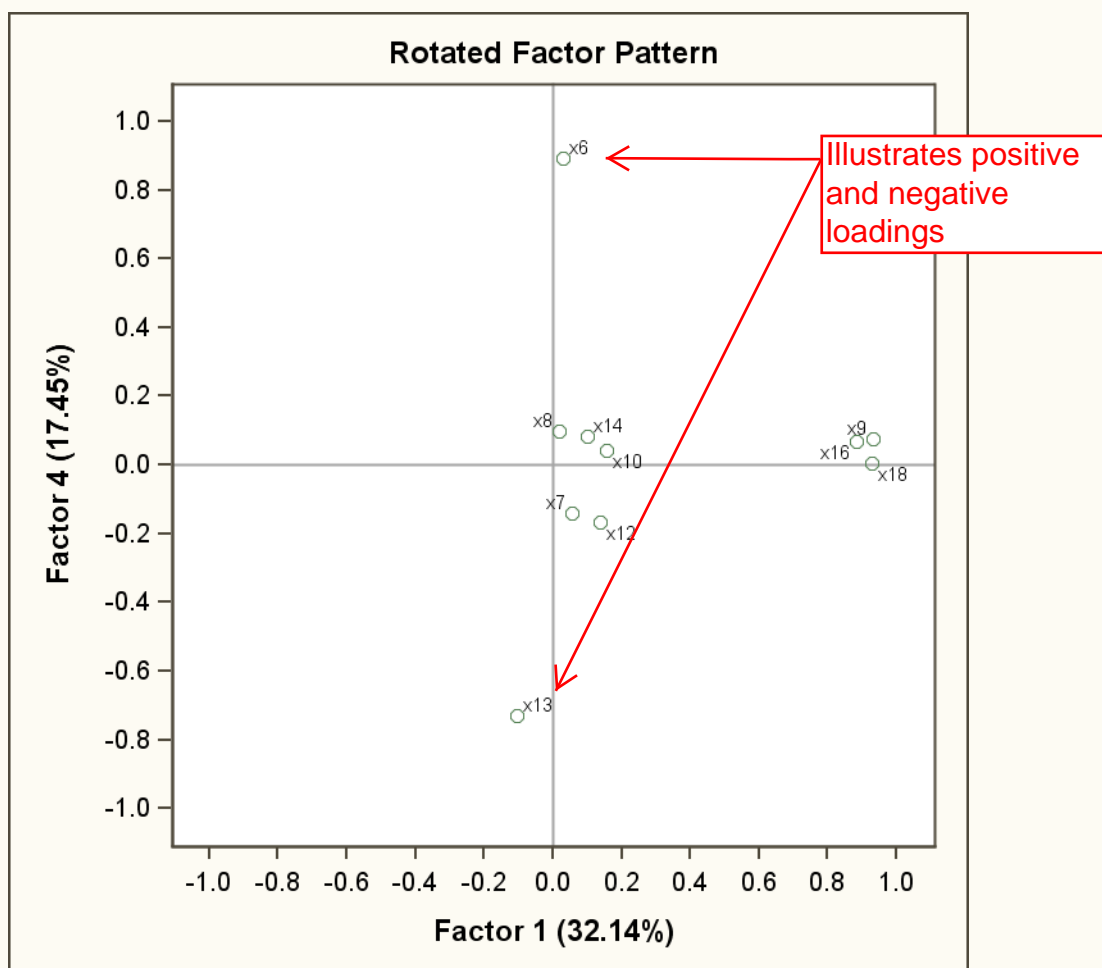
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



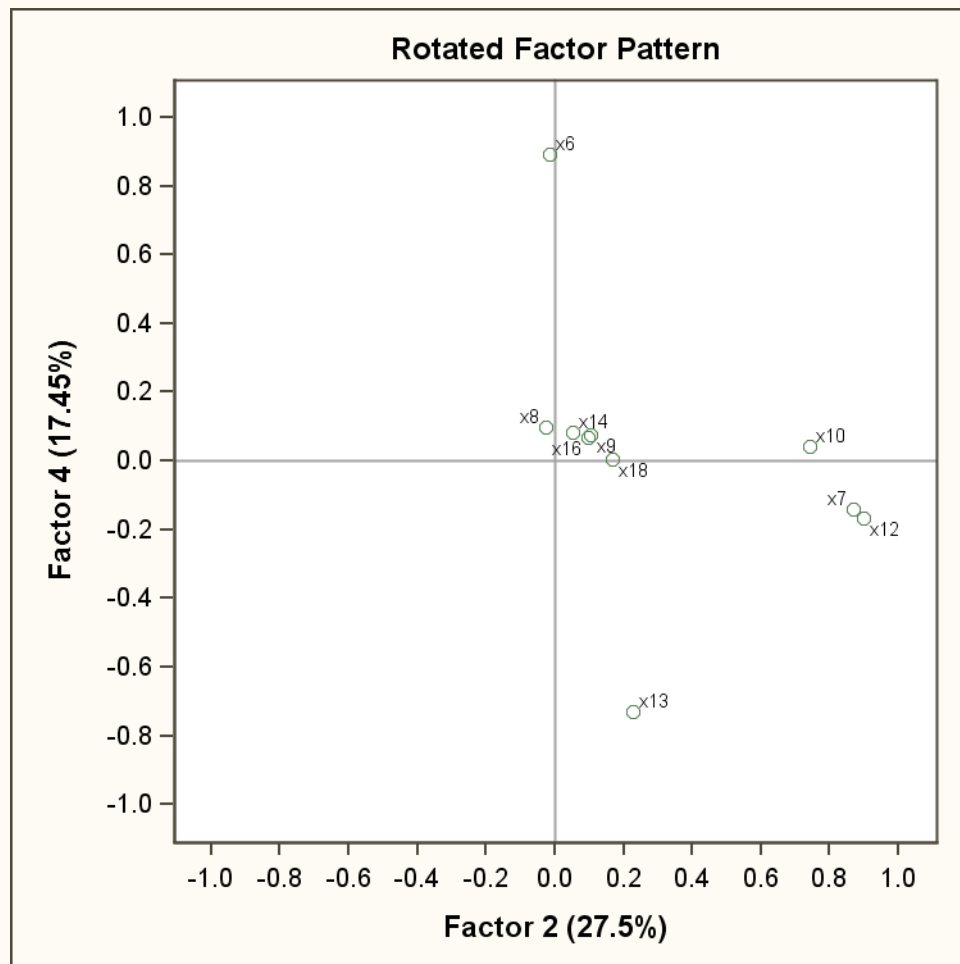
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



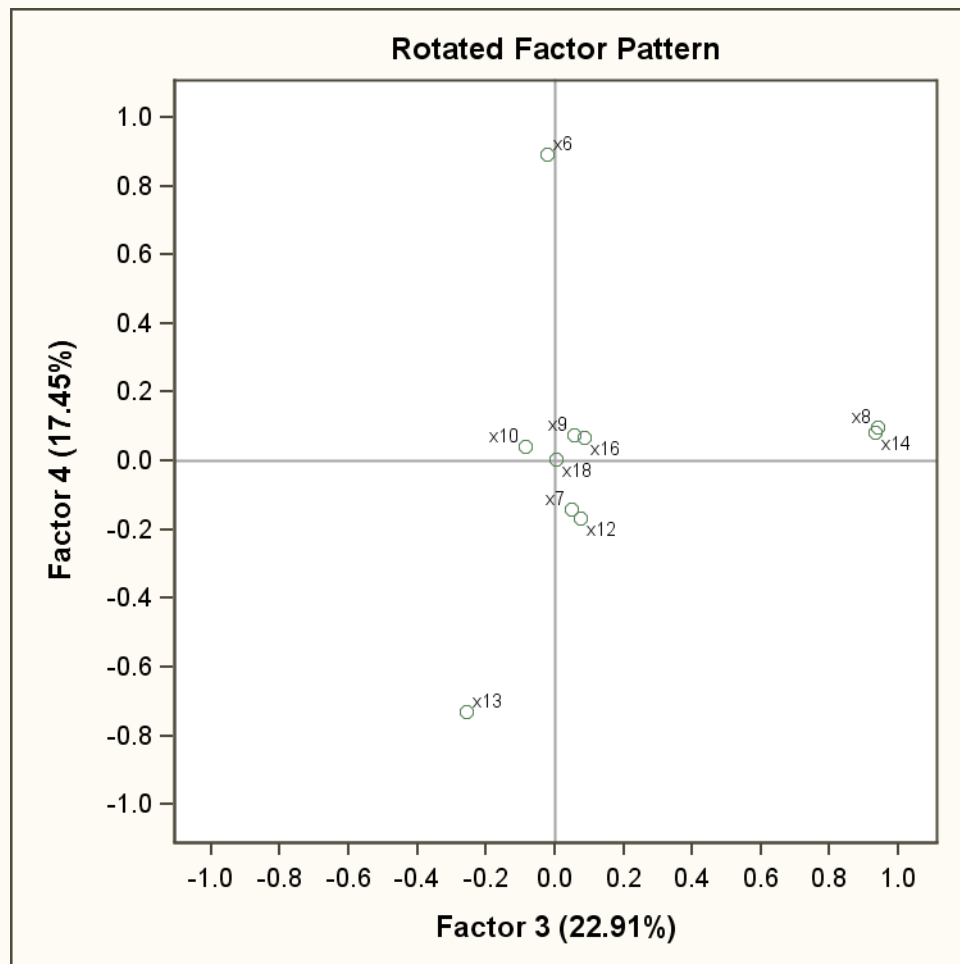
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Correlation Analysis

The CORR Procedure

8 Variables: Factor1 Factor2 Factor3 Factor4 SumScale1 SumScale2 SumScale3 SumScale4

Simple Statistics							
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
Factor1	100	0	1.00000	0	-2.57501	2.13808	
Factor2	100	0	1.00000	0	-1.93746	2.83173	
Factor3	100	0	1.00000	0	-2.16096	2.25513	
Factor4	100	0	1.00000	0	-1.91733	2.24689	
SumScale1	100	4.53533	0.88954	453.53333	2.23333	6.40000	SumScale1 -- Postsale Customer Service
SumScale2	100	4.26833	0.82253	426.83333	2.66667	6.43333	SumScale2 -- Marketing
SumScale3	100	5.70400	1.11965	570.40000	2.80000	8.10000	SumScale3 -- Technical Support
SumScale4	100	5.41800	1.23168	541.80000	3.25000	8.10000	SumScale4 -- Product Value

Pearson Correlation Coefficients, N = 100 Prob > r under H0: Rho=0									
	Factor1	Factor2	Factor3	Factor4	SumScale1	SumScale2	SumScale3	SumScale4	
Factor1	1.00000	0.00000	0.00000	0.00000	0.98667	0.14730	0.04942	0.08187	
		1.00000	1.00000	1.00000	<.0001	0.1436	0.6254	0.4180	
Factor2	0.00000	1.00000	0.00000	0.00000	0.12721	0.97599	0.00282	-0.15047	
			1.00000	1.00000	0.2072	<.0001	0.9778	0.1351	
Factor3	0.00000	0.00000	1.00000	0.00000	0.05726	0.00812	0.98392	0.14769	
				1.00000	0.5715	0.9361	<.0001	0.1425	
Factor4	0.00000	0.00000	0.00000	1.00000	0.05968	-0.09342	0.09649	0.96381	
					0.5553	0.3553	0.3396	<.0001	
SumScale1	0.98667	0.12721	0.05726	0.05968	1.00000	0.26030	0.11316	0.12613	
SumScale1 -- Postsale Customer Service	<.0001	0.2072	0.5715	0.5553		0.0089	0.2623	0.2111	
SumScale2	0.14730	0.97599	0.00812	-0.09342	0.26030	1.00000	0.00988	-0.22473	
SumScale2 -- Marketing	0.1436	<.0001	0.9361	0.3553	0.0089		0.9223	0.0246	
SumScale3	0.04942	0.00282	0.98392	0.09649	0.11316	0.00988	1.00000	0.22769	
SumScale3 -- Technical Support	0.6254	0.9778	<.0001	0.3396	0.2623	0.9223		0.0227	
SumScale4	0.08187	-0.15047	0.14769	0.96381	0.12613	-0.22473	0.22769	1.00000	
SumScale4 -- Product Value	0.4180	0.1351	0.1425	<.0001	0.2111	0.0246	0.0227		

Note that factor scores are orthogonal with varimax rotation

Factor scores and summated scales are highly correlated

Summated scales have some degree of correlation

Factor Analysis Results

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Force five factors
to assess structure
if scree test
followed

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x18	3.8860000	0.7344372

X11 deleted for
dual loading, along
with X15 and X17
for low MSA

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.01263	-0.01601	0.10282	0.04144	-0.03823	-0.34946	0.00184	0.06388	-0.12097
x7	X7 - E-Commerce Activities	-0.01263	1.00000	0.05694	-0.09263	0.00114	0.72142	0.00858	-0.07796	0.09036	0.01511
x8	X8 - Technical Support	-0.01601	0.05694	1.00000	0.15063	-0.04596	-0.05961	-0.10177	0.78774	-0.13465	-0.09404
x9	X9 - Complaint Resolution	0.10282	-0.09263	0.15063	1.00000	-0.08235	0.11747	-0.04409	-0.11798	0.31991	0.68847
x10	X10 - Advertising	0.04144	0.00114	-0.04596	-0.08235	1.00000	0.33906	-0.00503	-0.00352	-0.00270	0.15016
x12	X12 - Salesforce Image	-0.03823	0.72142	-0.05961	0.11747	0.33906	1.00000	0.16339	0.14437	-0.07820	0.01030
x13	X13 - Competitive Pricing	-0.34946	0.00858	-0.10177	-0.04409	-0.00503	0.16339	1.00000	-0.07447	-0.00038	-0.02576
x14	X14 - Warranty & Claims	0.00184	-0.07796	0.78774	-0.11798	-0.00352	0.14437	-0.07447	1.00000	0.19900	0.03632
x16	X16 - Order & Billing	0.06388	0.09036	-0.13465	0.31991	-0.00270	-0.07820	-0.00038	0.19900	1.00000	0.28240
x18	X18 - Delivery Speed	-0.12097	0.01511	-0.09404	0.68847	0.15016	0.01030	-0.02576	0.03632	0.28240	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66867580										
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18	
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573	

Prior Communality Estimates: ONE

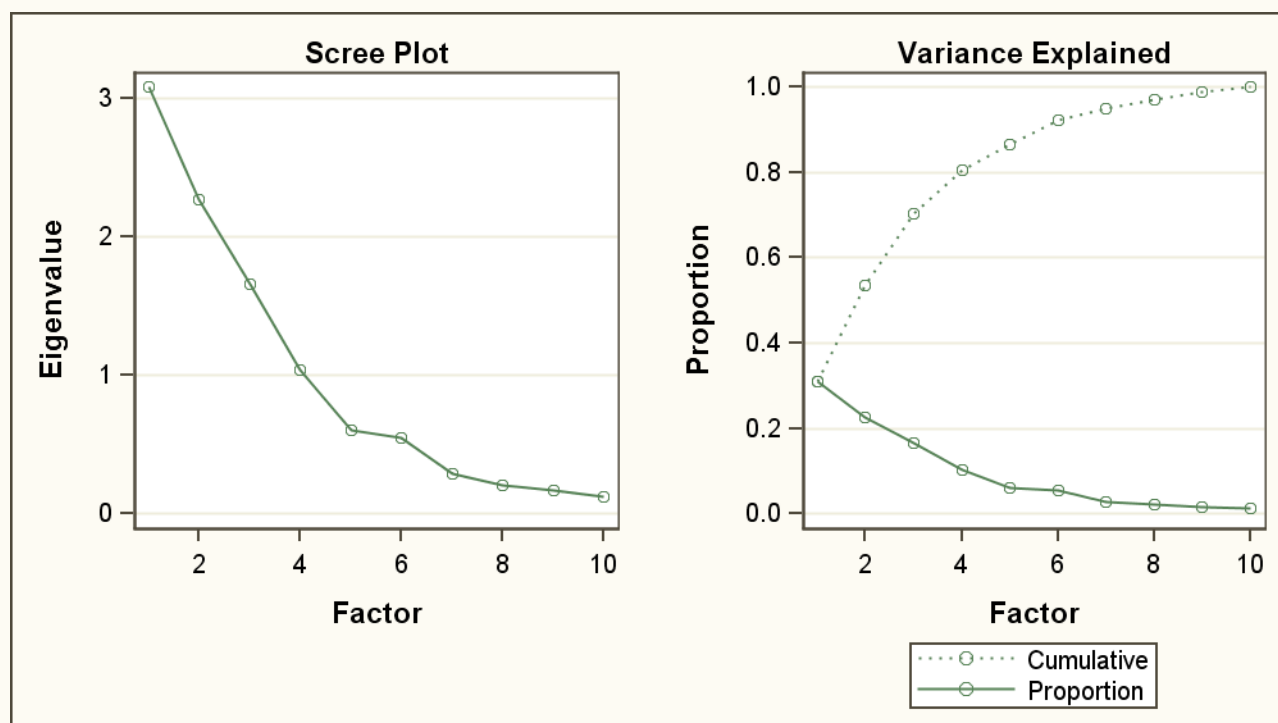
Eigenvalues of the Correlation Matrix: Total = 10 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.08604246	0.81301060	0.3086	0.3086
2	2.27303186	0.61374812	0.2273	0.5359
3	1.65928375	0.62048347	0.1659	0.7018
4	1.03880027	0.43470062	0.1039	0.8057
5	0.60409965	0.05547355	0.0604	0.8661
6	0.54862610	0.25603062	0.0549	0.9210
7	0.29259548	0.08640747	0.0293	0.9502
8	0.20618801	0.03504655	0.0206	0.9709
9	0.17114146	0.05095052	0.0171	0.9880
10	0.12019094		0.0120	1.0000

← Fifth factor adds
6% variance
accounted for

5 factors will be retained by the NFACTOR criterion.

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
x18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787	-0.03328
x9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922	0.03990
x16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508	0.07350
x12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956	0.15252
x7	X7 - E-Commerce Activities	0.54419	-0.54073	0.37992	0.21637	0.31256
x13	X13 - Competitive Pricing	-0.01071	-0.69457	0.00937	-0.42224	0.18994
x8	X8 - Technical Support	0.18226	0.57868	0.70048	-0.18699	-0.01182
x14	X14 - Warranty & Claims	0.29374	0.54443	0.68831	-0.18526	-0.02332
x6	X6 - Product Quality	0.01971	0.48772	-0.11516	0.73923	0.25720
x10	X10 - Advertising	0.52871	-0.41273	0.16139	0.33001	-0.61003

Variance Explained by Each Factor					
Factor1	Factor2	Factor3	Factor4	Factor5	
3.0860425	2.2730319	1.6592837	1.0388003	0.6040997	

Final Communality Estimates: Total = 8.661258									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.86413377	0.87736993	0.89386971	0.89114375	0.95697077	0.88283039	0.69699125	0.89132782	0.81144532	0.89517529

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix					
	1	2	3	4	5
1	0.81177	0.47568	0.19165	0.01172	0.27908
2	0.26676	-0.55608	0.55424	0.50938	-0.23014
3	-0.46609	0.41604	0.76680	-0.08031	0.12342
4	-0.22519	0.28404	-0.25249	0.84229	0.30889
5	0.04372	0.45907	-0.06593	0.15650	-0.87092

Rotated Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
x9	X9 - Complaint Resolution	0.93550	0.07235	0.05728	0.07190	0.04787
x18	X18 - Delivery Speed	0.93127	0.09809	0.00847	-0.00657	0.13484
x16	X16 - Order & Billing	0.88996	0.08484	0.08463	0.07021	0.01121
x7	X7 - E-Commerce Activities	0.08538	0.92255	0.02068	-0.06840	0.11783
x12	X12 - Salesforce Image	0.15965	0.87598	0.05711	-0.12090	0.26857
x8	X8 - Technical Support	0.01742	-0.00220	0.94078	0.08131	-0.04333
x14	X14 - Warranty & Claims	0.10357	0.06003	0.93416	0.06580	0.00472
x6	X6 - Product Quality	0.04456	0.01829	-0.01782	0.92081	-0.11662
x13	X13 - Competitive Pricing	-0.09496	0.35230	-0.28574	-0.68060	-0.13782
x10	X10 - Advertising	0.14289	0.36184	-0.04677	-0.03450	0.89568

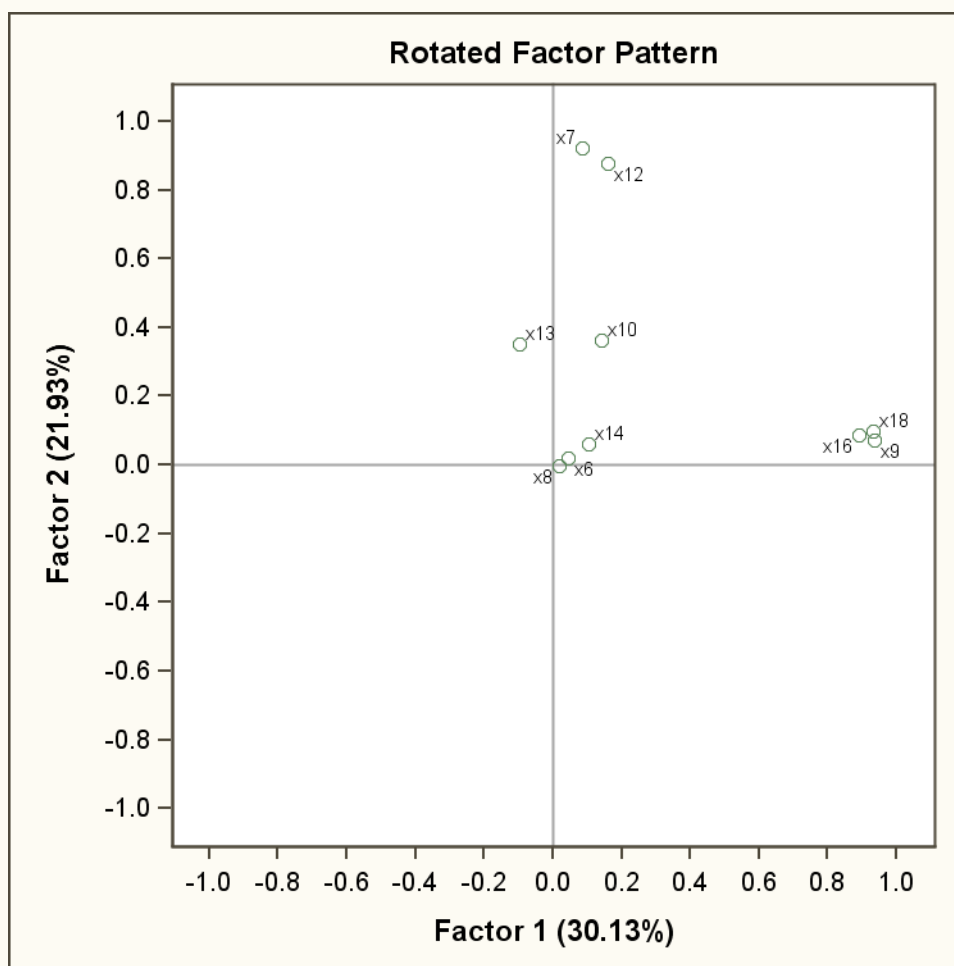
Variance Explained by Each Factor					
Factor1	Factor2	Factor3	Factor4	Factor5	
2.6096803	1.8994693	1.8560789	1.3526775	0.9433520	

Fifth factor splits
X10 from X7 and
X12

Final Community Estimates: Total = 8.661258									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.86413377	0.87736993	0.89386971	0.89114375	0.95697077	0.88283039	0.69699125	0.89132782	0.81144532	0.89517529

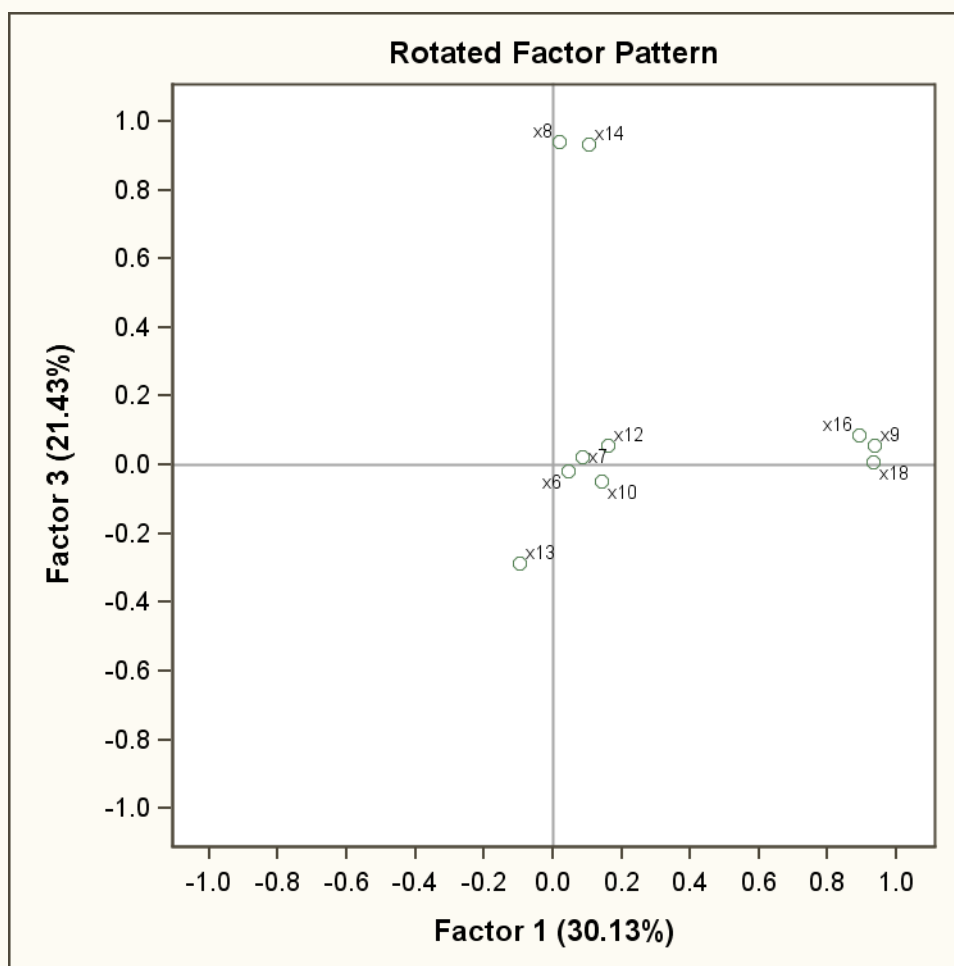
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



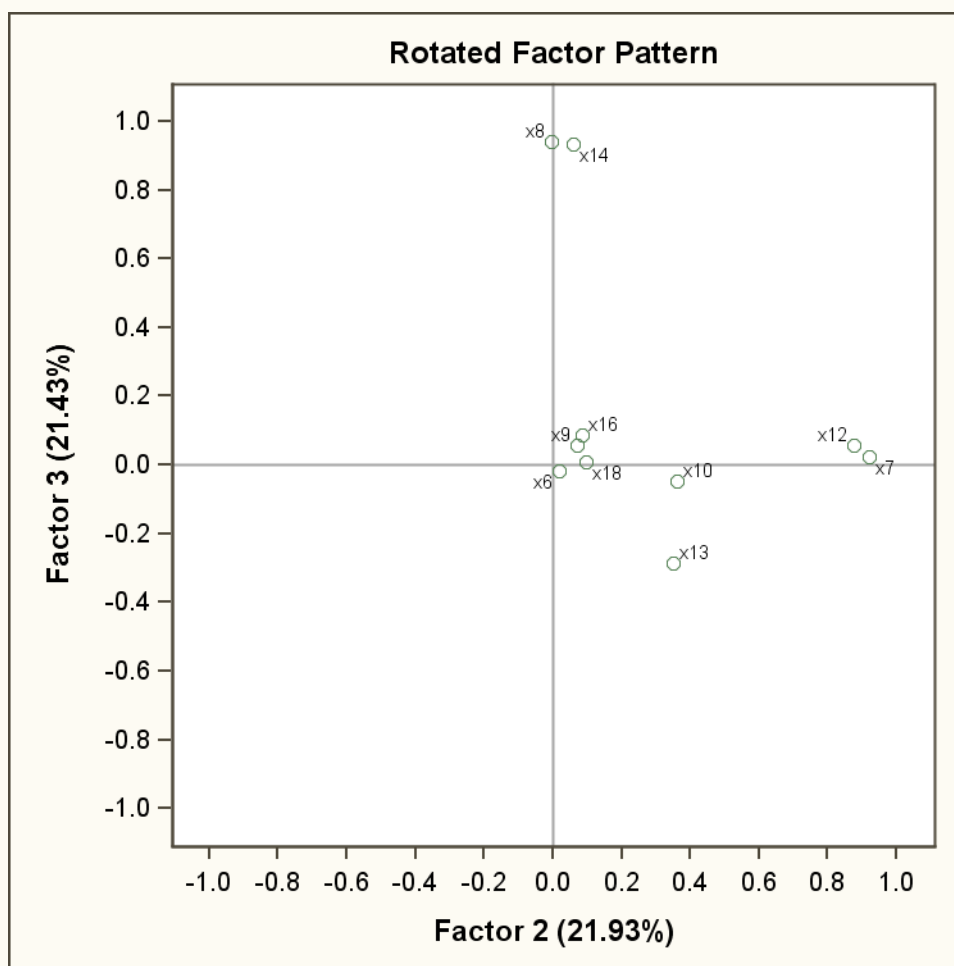
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



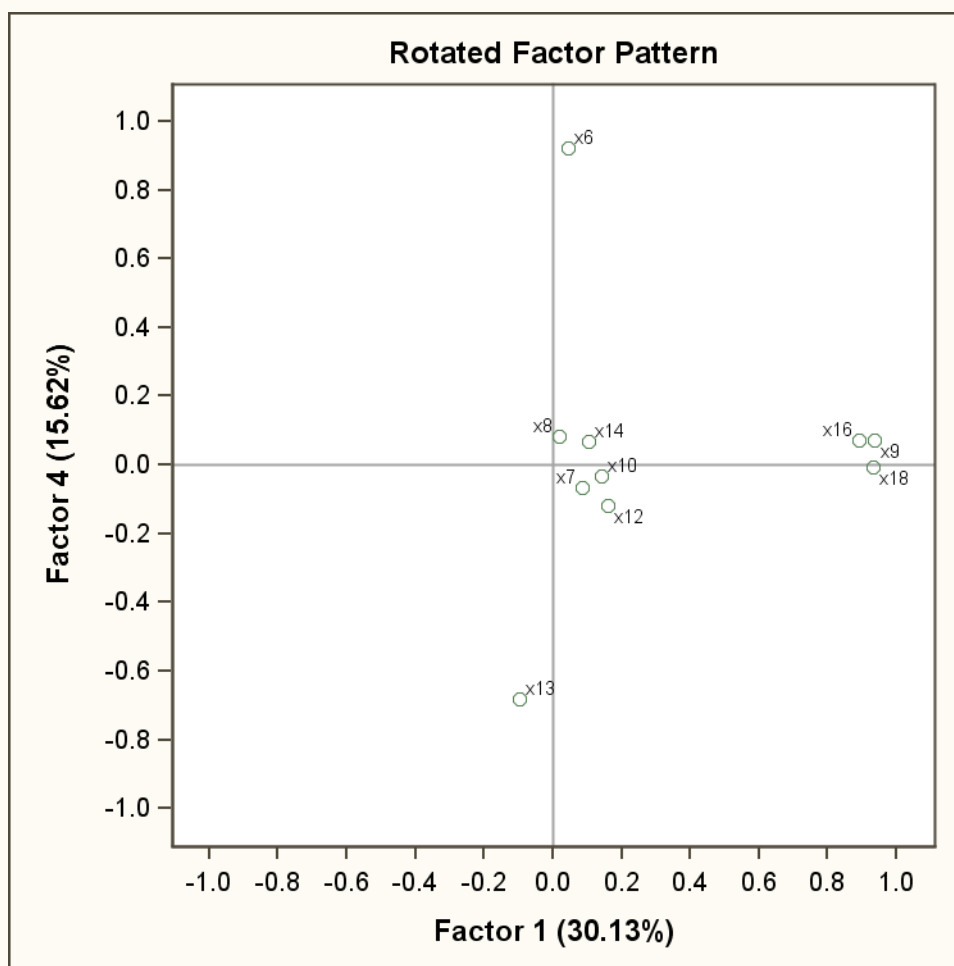
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



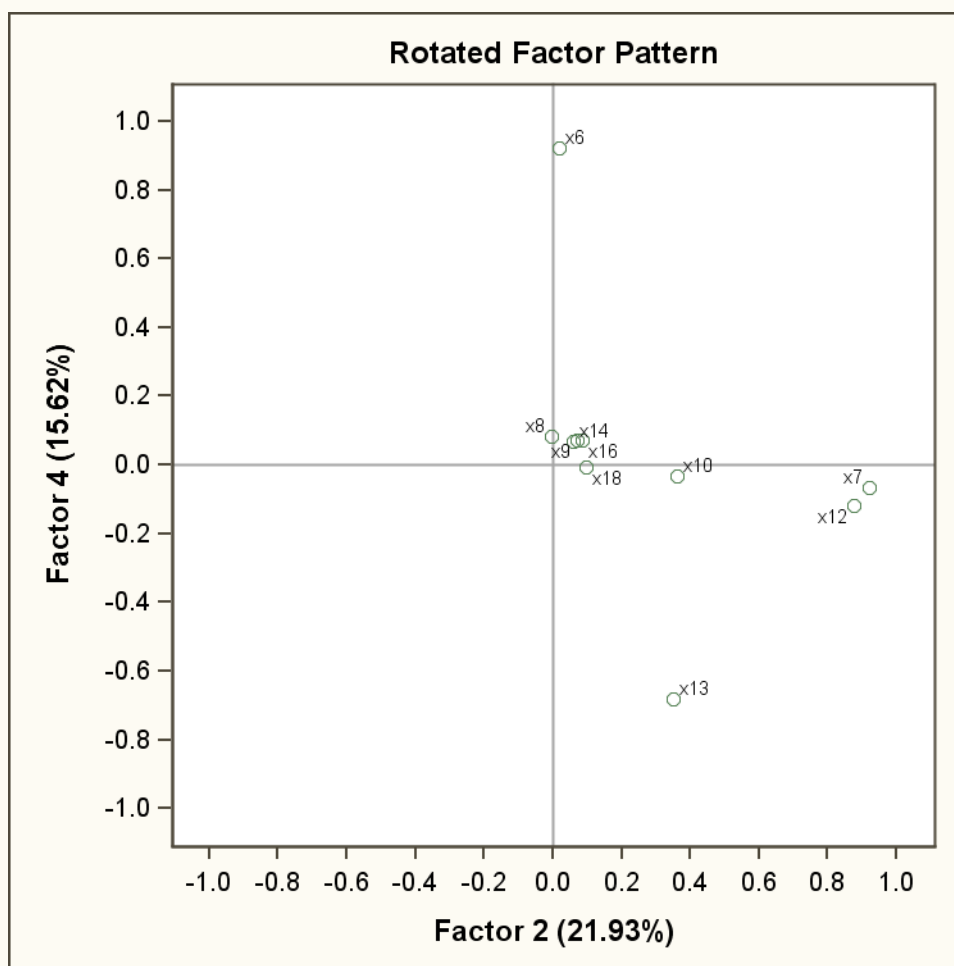
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



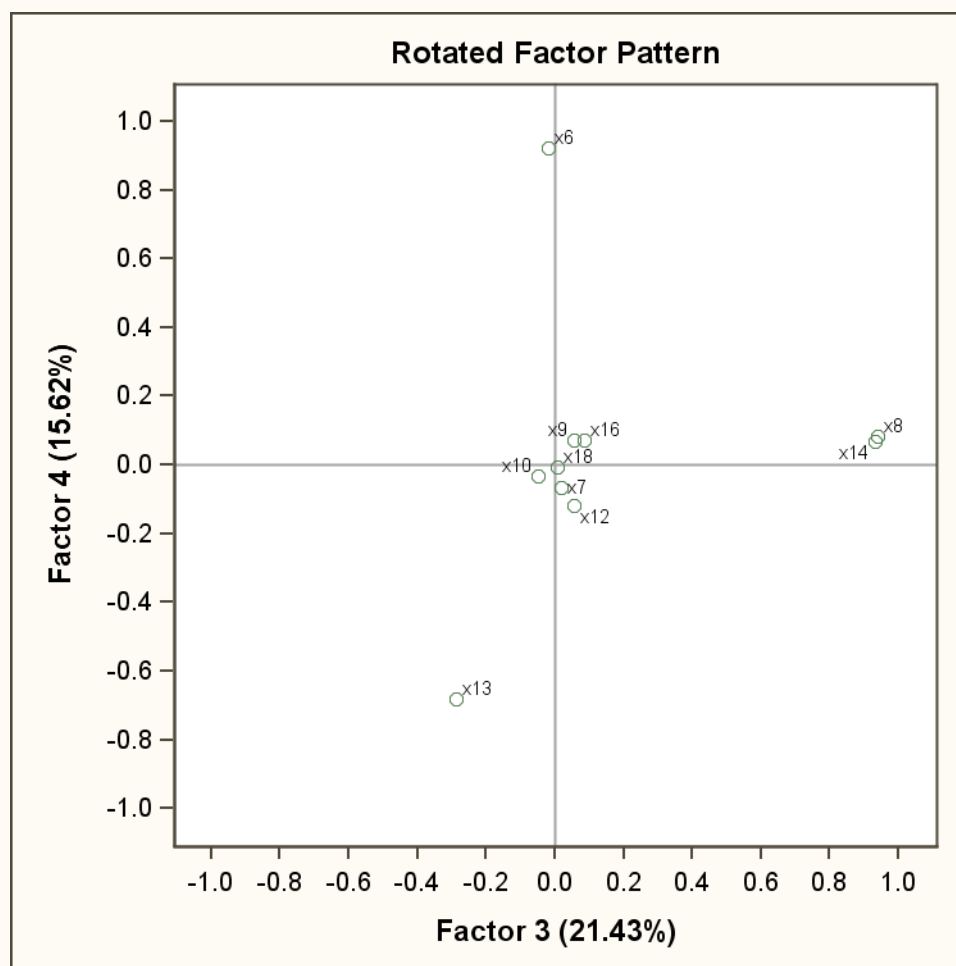
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



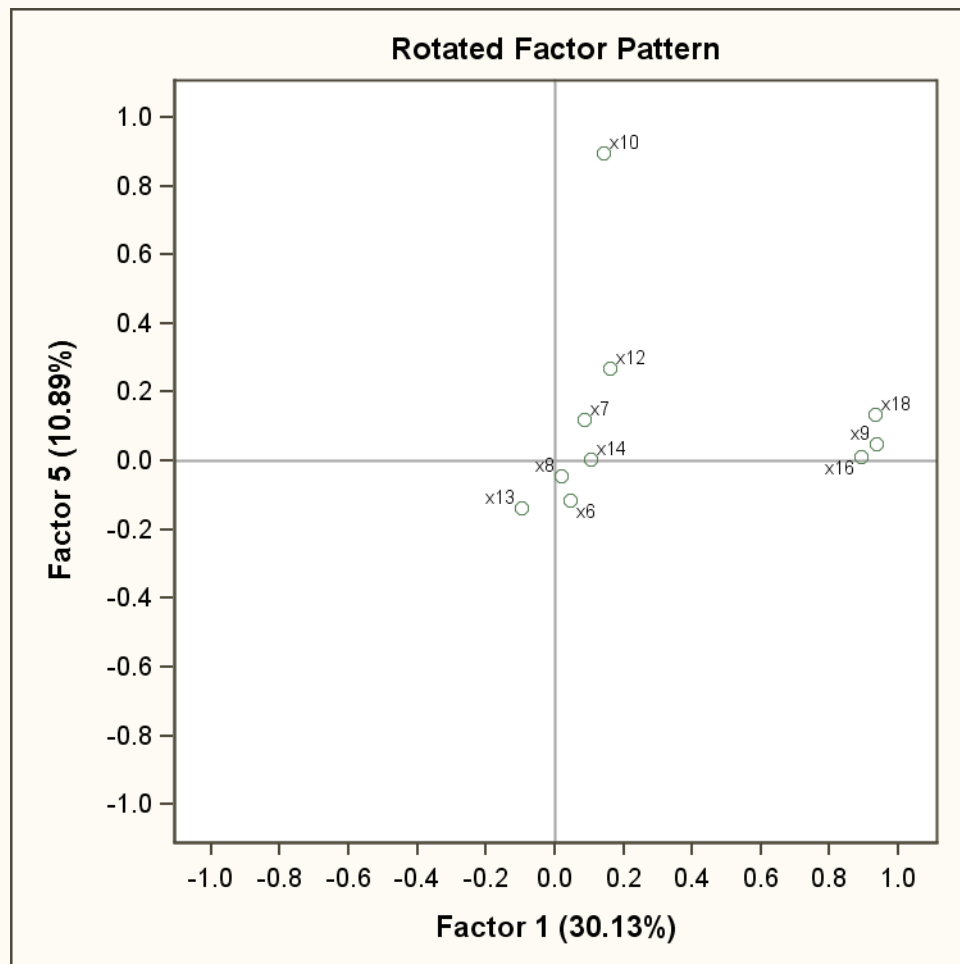
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



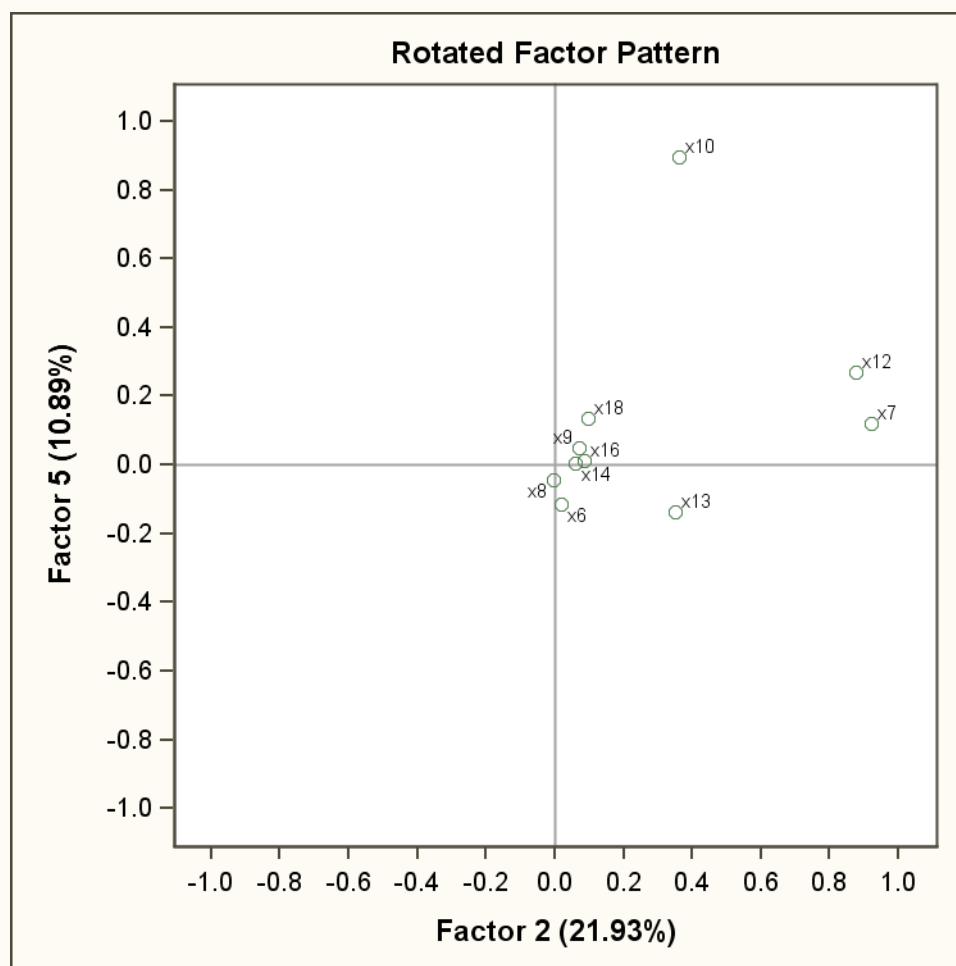
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



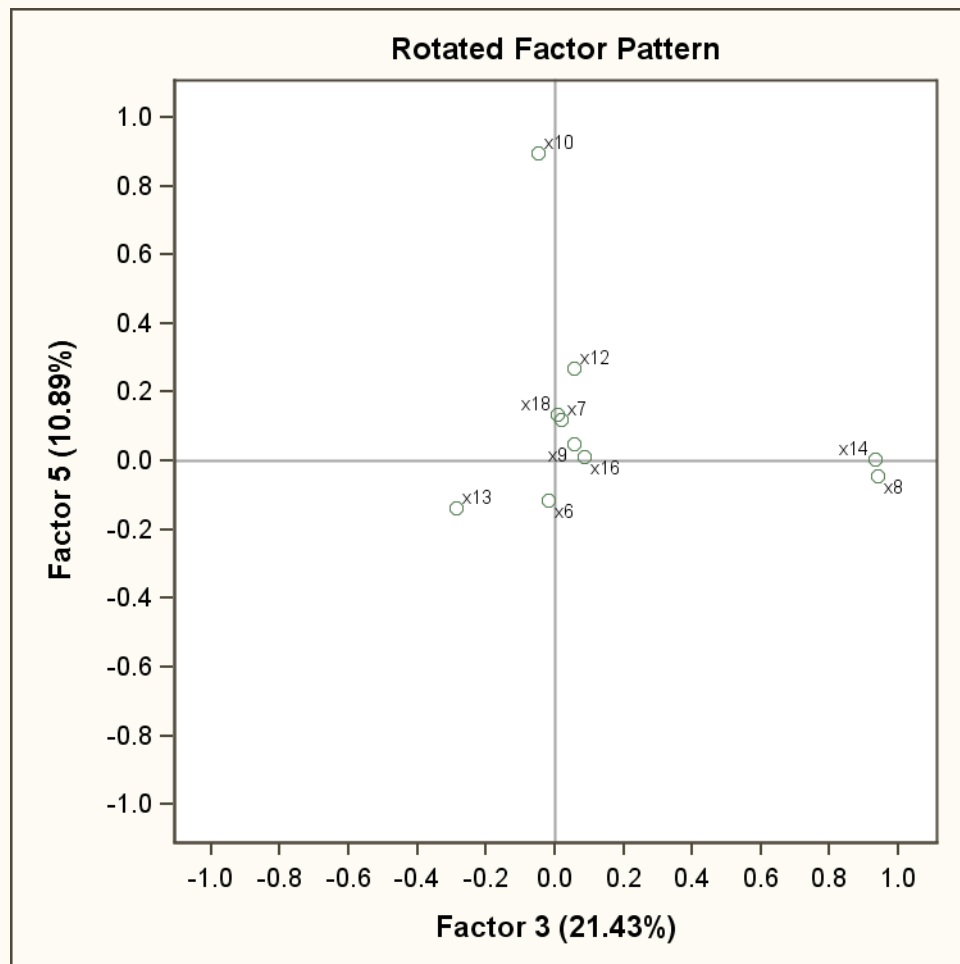
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



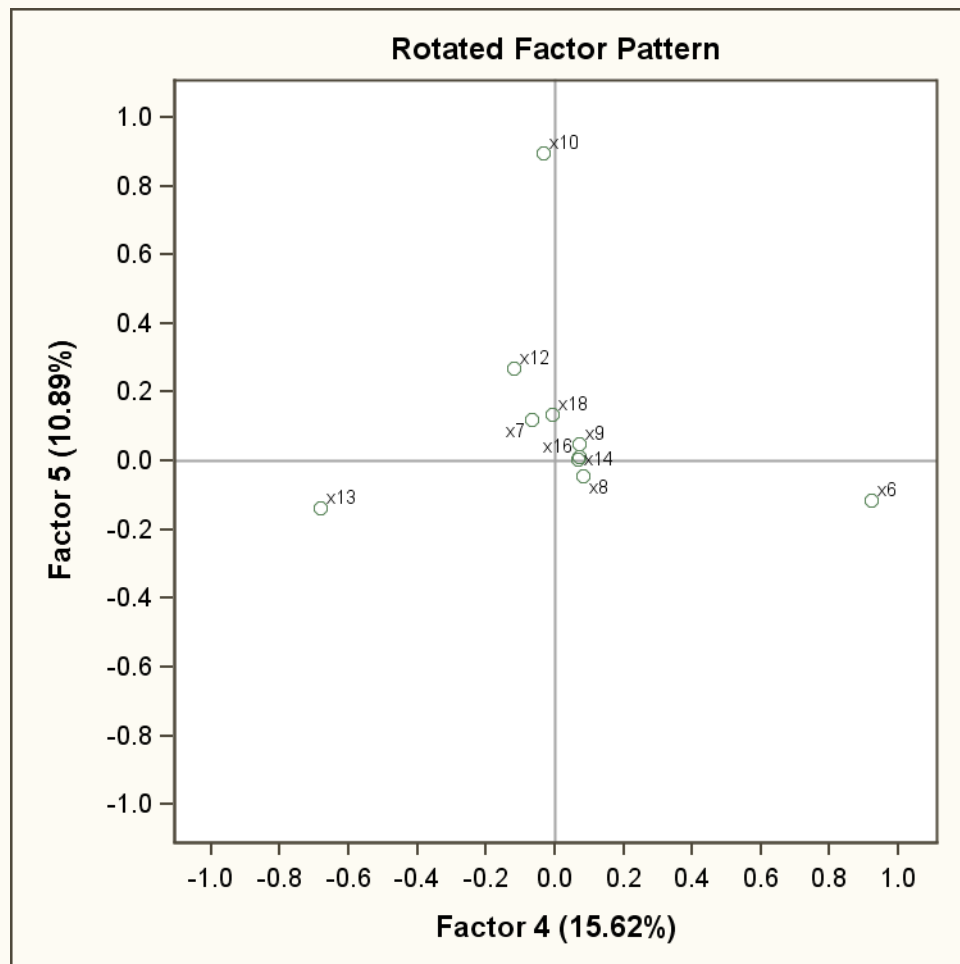
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Factor Analysis Results

The FACTOR Procedure

Apply oblique rotation versus orthogonal rotation, still PCA

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x18	3.8860000	0.7344372

Correlations											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.13716	0.09560	0.10637	-0.05347	-0.15181	-0.40128	0.08831	0.10430	0.02772
x7	X7 - E-Commerce Activities	-0.13716	1.00000	0.00087	0.14018	0.42989	0.79154	0.22946	0.05190	0.15615	0.19164
x8	X8 - Technical Support	0.09560	0.00087	1.00000	0.09666	-0.06287	0.01699	-0.27079	0.79717	0.08010	0.02544
x9	X9 - Complaint Resolution	0.10637	0.14018	0.09666	1.00000	0.19692	0.22975	-0.12795	0.14041	0.75687	0.86509
x10	X10 - Advertising	-0.05347	0.42989	-0.06287	0.19692	1.00000	0.54220	0.13422	0.01079	0.18424	0.27586
x12	X12 - Salesforce Image	-0.15181	0.79154	0.01699	0.22975	0.54220	1.00000	0.26460	0.10746	0.19513	0.27155
x13	X13 - Competitive Pricing	-0.40128	0.22946	-0.27079	-0.12795	0.13422	0.26460	1.00000	-0.24499	-0.11457	-0.07287
x14	X14 - Warranty & Claims	0.08831	0.05190	0.79717	0.14041	0.01079	0.10746	-0.24499	1.00000	0.19707	0.10939
x16	X16 - Order & Billing	0.10430	0.15615	0.08010	0.75687	0.18424	0.19513	-0.11457	0.19707	1.00000	0.75100
x18	X18 - Delivery Speed	0.02772	0.19164	0.02544	0.86509	0.27586	0.27155	-0.07287	0.10939	0.75100	1.00000

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.01263	-0.01601	0.10282	0.04144	-0.03823	-0.34946	0.00184	0.06388	-0.12097
x7	X7 - E-Commerce Activities	-0.01263	1.00000	0.05694	-0.09263	0.00114	0.72142	0.00858	-0.07796	0.09036	0.01511
x8	X8 - Technical Support	-0.01601	0.05694	1.00000	0.15063	-0.04596	-0.05961	-0.10177	0.78774	-0.13465	-0.09404
x9	X9 - Complaint Resolution	0.10282	-0.09263	0.15063	1.00000	-0.08235	0.11747	-0.04409	-0.11798	0.31991	0.68847
x10	X10 - Advertising	0.04144	0.00114	-0.04596	-0.08235	1.00000	0.33906	-0.00503	-0.00352	-0.00270	0.15016
x12	X12 - Salesforce Image	-0.03823	0.72142	-0.05961	0.11747	0.33906	1.00000	0.16339	0.14437	-0.07820	0.01030
x13	X13 - Competitive Pricing	-0.34946	0.00858	-0.10177	-0.04409	-0.00503	0.16339	1.00000	-0.07447	-0.00038	-0.02576
x14	X14 - Warranty & Claims	0.00184	-0.07796	0.78774	-0.11798	-0.00352	0.14437	-0.07447	1.00000	0.19900	0.03632
x16	X16 - Order & Billing	0.06388	0.09036	-0.13465	0.31991	-0.00270	-0.07820	-0.00038	0.19900	1.00000	0.28240
x18	X18 - Delivery Speed	-0.12097	0.01511	-0.09404	0.68847	0.15016	0.01030	-0.02576	0.03632	0.28240	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66867580										
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18	
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573	

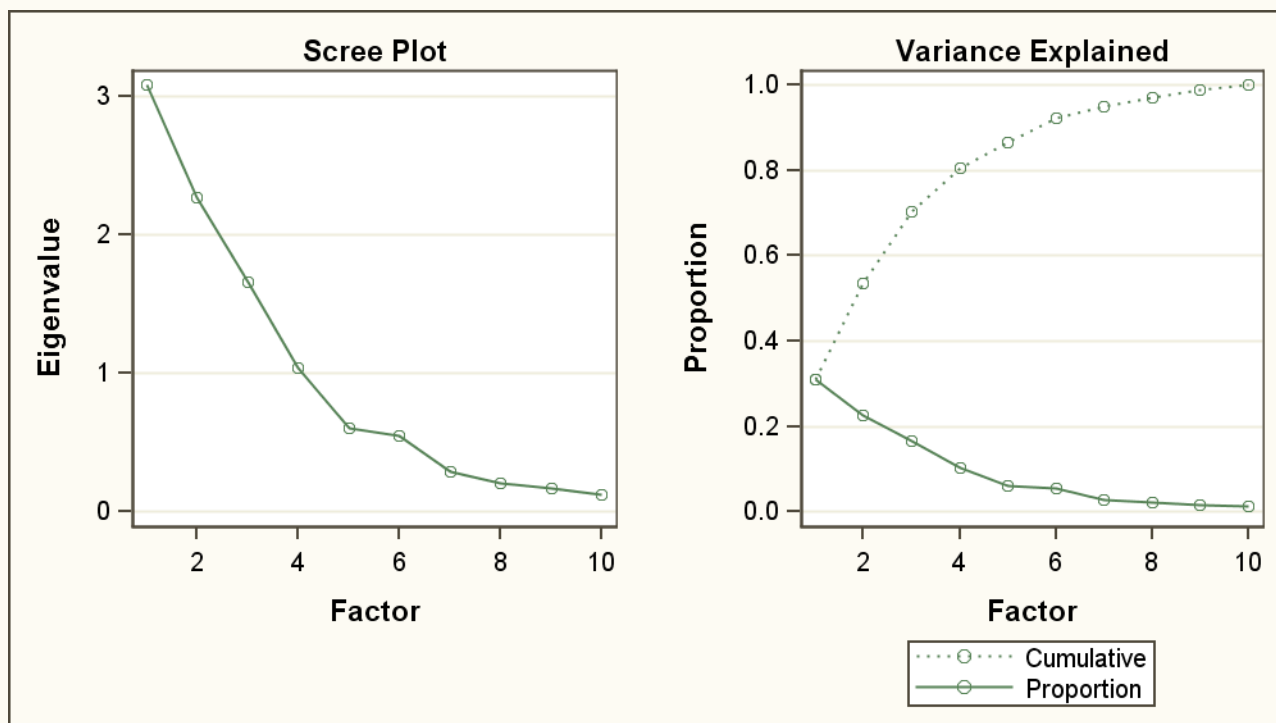
Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 10 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.08604246	0.81301060	0.3086	0.3086
2	2.27303186	0.61374812	0.2273	0.5359
3	1.65928375	0.62048347	0.1659	0.7018
4	1.03880027	0.43470062	0.1039	0.8057
5	0.60409965	0.05547355	0.0604	0.8661
6	0.54862610	0.25603062	0.0549	0.9210
7	0.29259548	0.08640747	0.0293	0.9502
8	0.20618801	0.03504655	0.0206	0.9709
9	0.17114146	0.05095052	0.0171	0.9880
10	0.12019094		0.0120	1.0000

4 factors will be retained by the MINEIGEN criterion.

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787
x9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922
x16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508
x12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956
x7	X7 - E-Commerce Activities	0.54419	-0.54073	0.37992	0.21637
x10	X10 - Advertising	0.52871	-0.41273	0.16139	0.33001
x13	X13 - Competitive Pricing	-0.01071	-0.69457	0.00937	-0.42224
x8	X8 - Technical Support	0.18226	0.57868	0.70048	-0.18699
x14	X14 - Warranty & Claims	0.29374	0.54443	0.68831	-0.18526
x6	X6 - Product Quality	0.01971	0.48772	-0.11516	0.73923

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.0860425	2.2730319	1.6592837	1.0388003

Final Communality Estimates: Total = 8.057158									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

Factor Analysis Results

The FACTOR Procedure
Prerotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.80234	0.56470	0.19309	0.00897
2	0.27468	-0.58327	0.53926	0.54180
3	-0.47415	0.41044	0.77393	-0.08807
4	-0.23662	0.41527	-0.27009	0.83583

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.93253	0.10477	0.05679	0.07569
x18	X18 - Delivery Speed	0.93075	0.16651	0.00500	0.00547
x16	X16 - Order & Billing	0.88561	0.09751	0.08666	0.06866
x12	X12 - Salesforce Image	0.13770	0.89815	0.07563	-0.16798
x7	X7 - E-Commerce Activities	0.05676	0.86848	0.04907	-0.14070
x10	X10 - Advertising	0.15623	0.74258	-0.08470	0.04275
x8	X8 - Technical Support	0.01730	-0.02475	0.93988	0.09719
x14	X14 - Warranty & Claims	0.10270	0.05391	0.93305	0.08215
x6	X6 - Product Quality	0.02947	-0.01363	-0.02197	0.89244
x13	X13 - Competitive Pricing	-0.10391	0.22758	-0.25533	-0.73016

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.5893189	2.2160590	1.8456968	1.4060836

Final Community Estimates: Total = 8.057158									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

Factor Analysis Results

The FACTOR Procedure
Prerotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.37800	-0.05973	-0.02068	-0.01882
x18	X18 - Delivery Speed	0.37800	-0.03862	-0.04231	-0.05778
x16	X16 - Order & Billing	0.35812	-0.05896	-0.00048	-0.02505
x12	X12 - Salesforce Image	-0.04935	0.41798	0.04125	-0.00151
x7	X7 - E-Commerce Activities	-0.08171	0.41880	0.02671	0.02662
x10	X10 - Advertising	-0.03371	0.37450	-0.07536	0.16012
x8	X8 - Technical Support	-0.04026	-0.01662	0.52403	-0.04916
x14	X14 - Warranty & Claims	-0.01233	0.01025	0.51675	-0.05497
x6	X6 - Product Quality	-0.07141	0.14548	-0.12897	0.71722
x13	X13 - Competitive Pricing	0.00678	0.00979	-0.05130	-0.50582

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Oblique rotation --
PROMAX

Target Matrix for Procrustean Transformation					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	1.00000	0.00144	0.00022	0.00052
x18	X18 - Delivery Speed	0.98673	0.00574	0.00000	0.00000
x16	X16 - Order & Billing	0.99301	0.00135	0.00092	0.00045
x12	X12 - Salesforce Image	0.00339	0.95548	0.00055	-0.00597
x7	X7 - E-Commerce Activities	0.00027	1.00000	0.00017	-0.00406
x10	X10 - Advertising	0.00882	0.96223	-0.00138	0.00018
x8	X8 - Technical Support	0.00001	-0.00002	1.00000	0.00109
x14	X14 - Warranty & Claims	0.00133	0.00020	0.98322	0.00066
x6	X6 - Product Quality	0.00004	-0.00000	-0.00002	1.00000
x13	X13 - Competitive Pricing	-0.00216	0.02305	-0.03153	-0.72659

Procrustean Transformation Matrix				
	1	2	3	4
1	1.10607614	-0.1579411	-0.0521765	-0.0754182
2	-0.1515614	1.17837318	-0.0071289	0.13416926
3	-0.0626233	-0.0077546	1.03385608	-0.0911618
4	-0.0982514	0.16719231	-0.0875182	1.08456026

Normalized Oblique Transformation Matrix				
	1	2	3	4
1	0.74022	0.47979	0.15045	0.00711
2	0.28639	-0.57382	0.49174	0.42360
3	-0.58781	0.47899	0.81606	-0.07252
4	-0.36582	0.59543	-0.33738	0.96838

Inter-Factor Correlations				
	Factor1	Factor2	Factor3	Factor4
Factor1	1.00000	0.24039	0.12451	0.11971
Factor2	0.24039	1.00000	0.00440	-0.22891
Factor3	0.12451	0.00440	1.00000	0.17660
Factor4	0.11971	-0.22891	0.17660	1.00000

Pattern matrix

Rotated Factor Pattern (Standardized Regression Coefficients)					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.94261	-0.01034	0.00264	0.01990
x18	X18 - Delivery Speed	0.94149	0.04461	-0.04432	-0.04085
x16	X16 - Order & Billing	0.89383	-0.01261	0.03608	0.01239
x12	X12 - Salesforce Image	0.02622	0.89769	0.07801	-0.07611
x7	X7 - E-Commerce Activities	-0.05451	0.88219	0.05301	-0.04320
x10	X10 - Advertising	0.05757	0.76431	-0.10304	0.13680
x8	X8 - Technical Support	-0.04272	-0.02043	0.94670	0.01455
x14	X14 - Warranty & Claims	0.03652	0.04792	0.93612	0.00339

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Rotated Factor Pattern (Standardized Regression Coefficients)		Factor1	Factor2	Factor3	Factor4
x6	X6 - Product Quality	-0.04846	0.11459	-0.10058	0.93094
x13	X13 - Competitive Pricing	-0.05789	0.14650	-0.19306	-0.70386

Reference Axis Correlations				
	Factor1	Factor2	Factor3	Factor4
Factor1	1.00000	-0.27398	-0.09671	-0.16583
Factor2	-0.27398	1.00000	-0.01829	0.26675
Factor3	-0.09671	-0.01829	1.00000	-0.16304
Factor4	-0.16583	0.26675	-0.16304	1.00000

Correlations
between oblique
factors

Reference Structure (Semipartial Correlations)					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.89497	-0.00967	0.00259	0.01878
x18	X18 - Delivery Speed	0.89391	0.04172	-0.04338	-0.03856
x16	X16 - Order & Billing	0.84866	-0.01179	0.03531	0.01170
x12	X12 - Salesforce Image	0.02490	0.83950	0.07634	-0.07183
x7	X7 - E-Commerce Activities	-0.05176	0.82500	0.05188	-0.04078
x10	X10 - Advertising	0.05466	0.71476	-0.10083	0.12912
x8	X8 - Technical Support	-0.04056	-0.01910	0.92644	0.01374
x14	X14 - Warranty & Claims	0.03467	0.04482	0.91608	0.00320
x6	X6 - Product Quality	-0.04601	0.10716	-0.09843	0.87868
x13	X13 - Competitive Pricing	-0.05496	0.13700	-0.18893	-0.66434

Variance Explained by Each Factor Eliminating Other Factors				
Factor1	Factor2	Factor3	Factor4	
2.3345424	1.9308692	1.7646999	1.2390950	

Structure matrix

Factor Structure (Correlations)					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.94283	0.21171	0.12348	0.13557
x18	X18 - Delivery Speed	0.94180	0.28009	0.06589	0.05381
x16	X16 - Order & Billing	0.89678	0.19958	0.14951	0.12865
x12	X12 - Salesforce Image	0.24262	0.92176	0.07178	-0.26468
x7	X7 - E-Commerce Activities	0.15899	0.87921	0.04248	-0.24231
x10	X10 - Advertising	0.24485	0.74638	-0.06835	-0.04946
x8	X8 - Technical Support	0.07199	-0.02986	0.94386	0.18130
x14	X14 - Warranty & Claims	0.16501	0.06005	0.94147	0.16211
x6	X6 - Product Quality	0.07800	-0.11061	0.05829	0.88115
x13	X13 - Competitive Pricing	-0.13097	0.29285	-0.32392	-0.77842

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Variance Explained by Each Factor Ignoring Other Factors			
Factor1	Factor2	Factor3	Factor4
2.7798703	2.4453260	1.9391451	1.6105476

Final Community Estimates: Total = 8.057158									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)

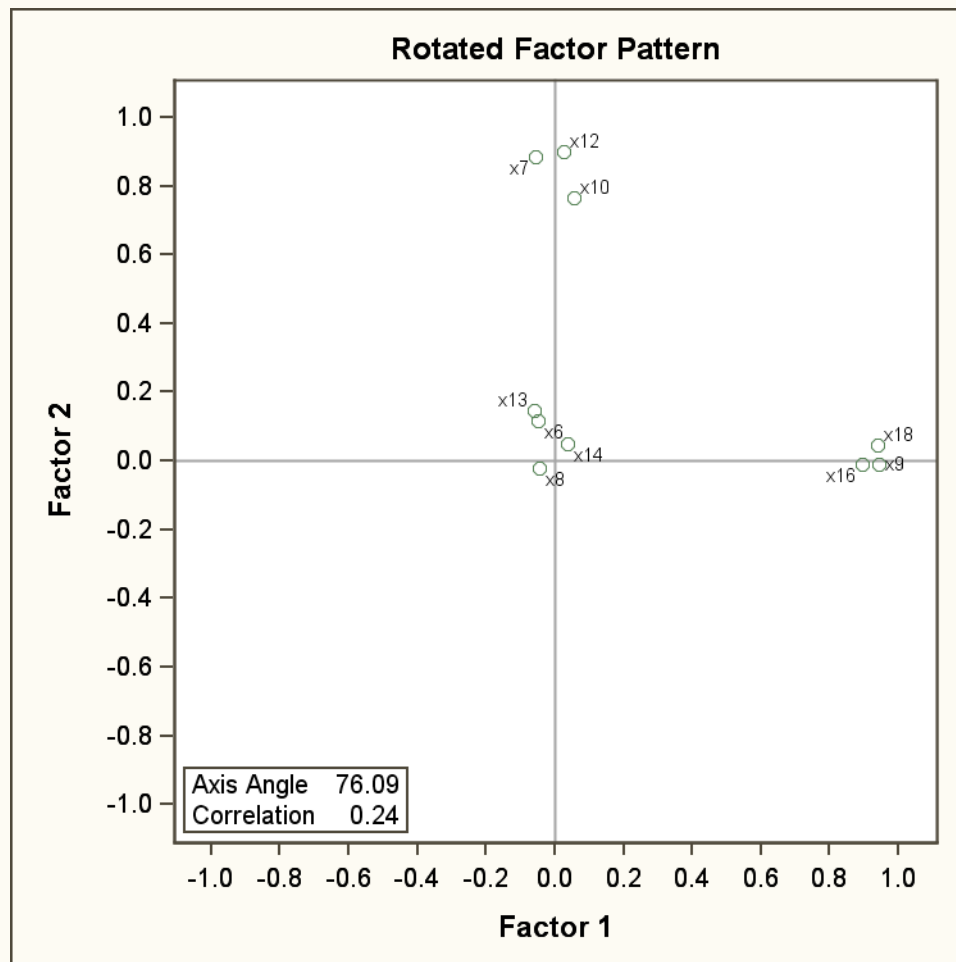
Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
x9	X9 - Complaint Resolution	0.36413	-0.00949	0.00199	0.01562
x18	X18 - Delivery Speed	0.36329	0.01564	-0.02287	-0.02734
x16	X16 - Order & Billing	0.34532	-0.01044	0.02024	0.00964
x12	X12 - Salesforce Image	0.00552	0.40613	0.03883	-0.05561
x7	X7 - E-Commerce Activities	-0.02555	0.39966	0.02477	-0.03168
x10	X10 - Advertising	0.01846	0.34656	-0.06202	0.10033
x8	X8 - Technical Support	-0.01556	-0.01401	0.51396	-0.00408
x14	X14 - Warranty & Claims	0.01467	0.01661	0.50809	-0.01181
x6	X6 - Product Quality	-0.01805	0.05300	-0.06951	0.67123
x13	X13 - Competitive Pricing	-0.02428	0.06744	-0.09489	-0.50344

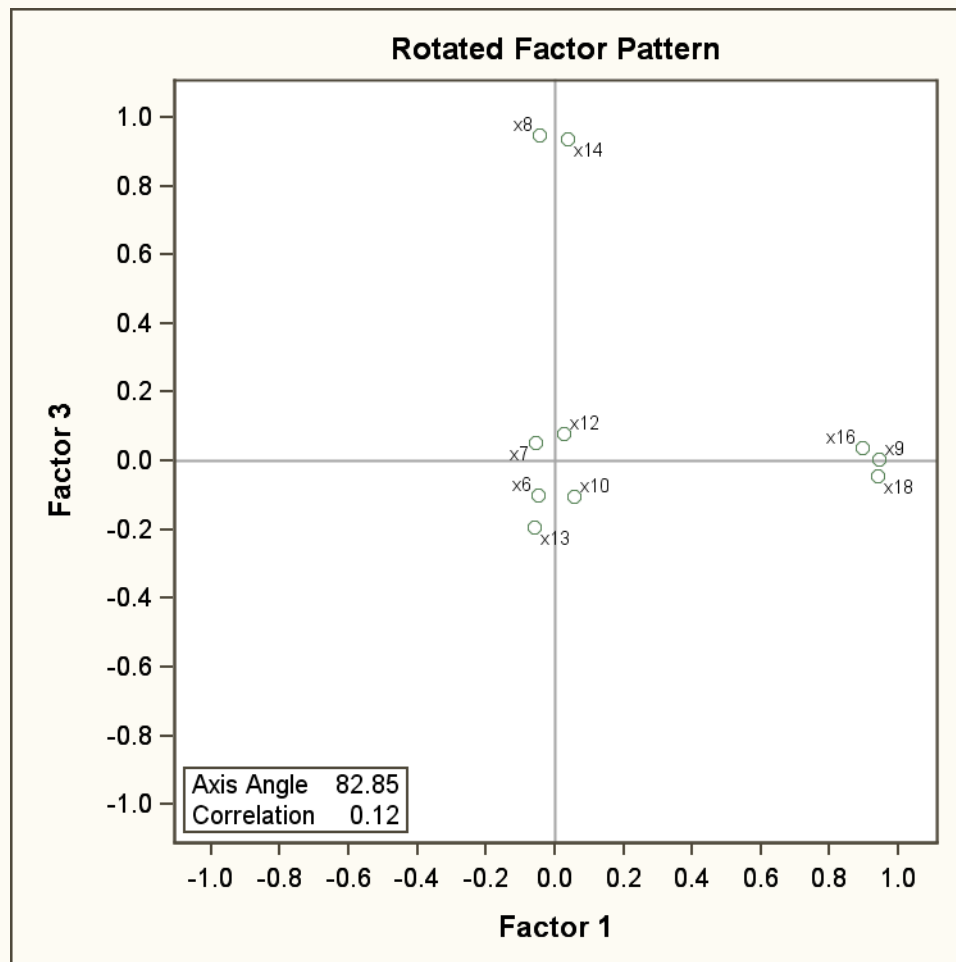
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



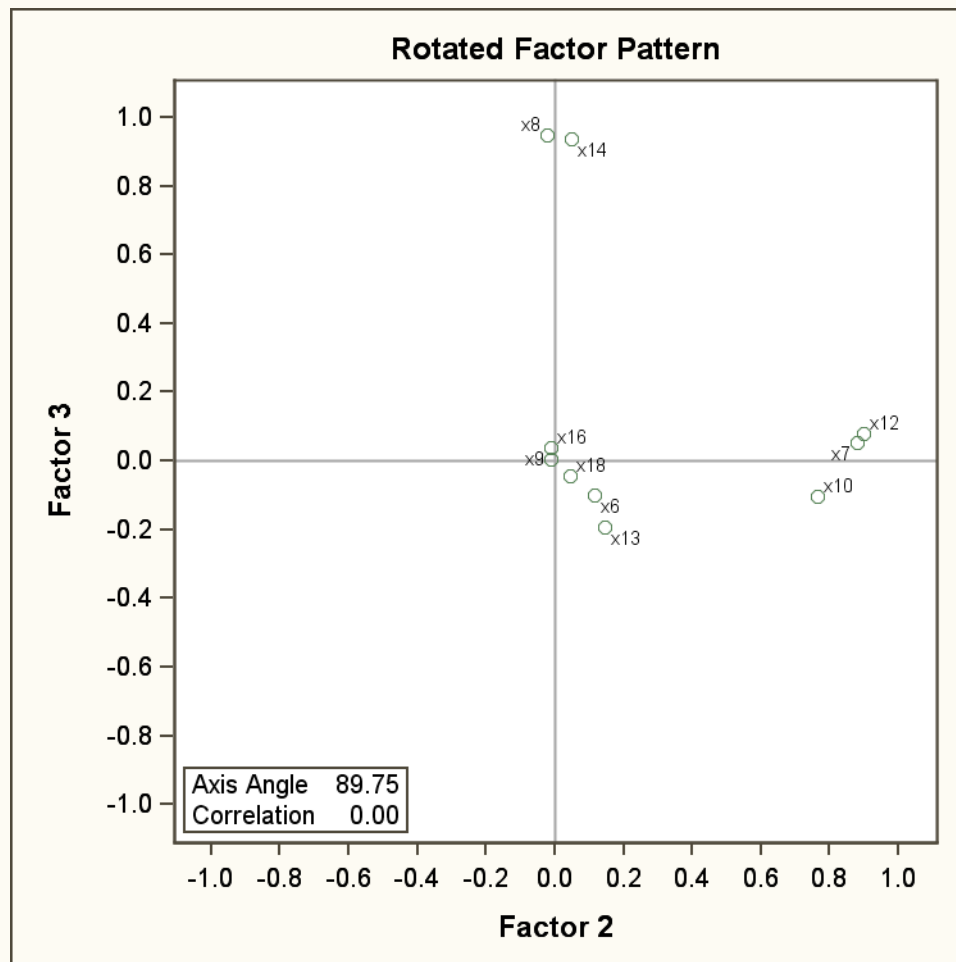
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



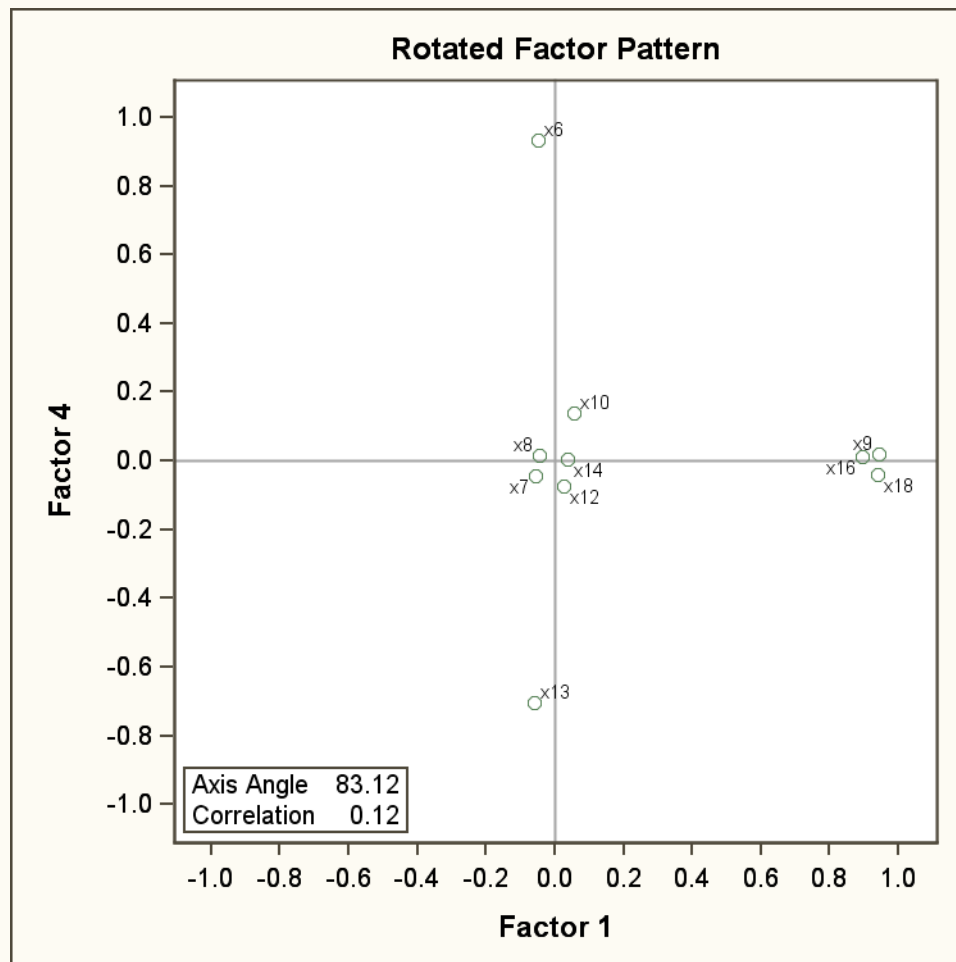
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



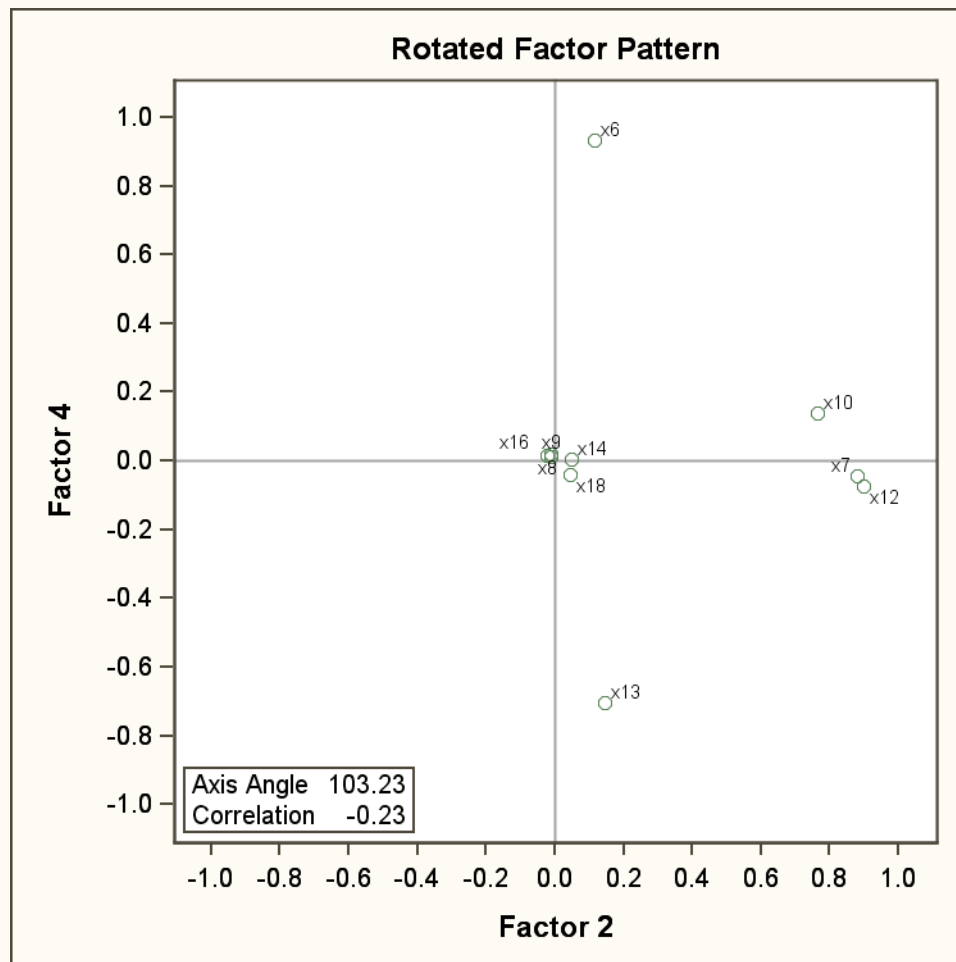
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



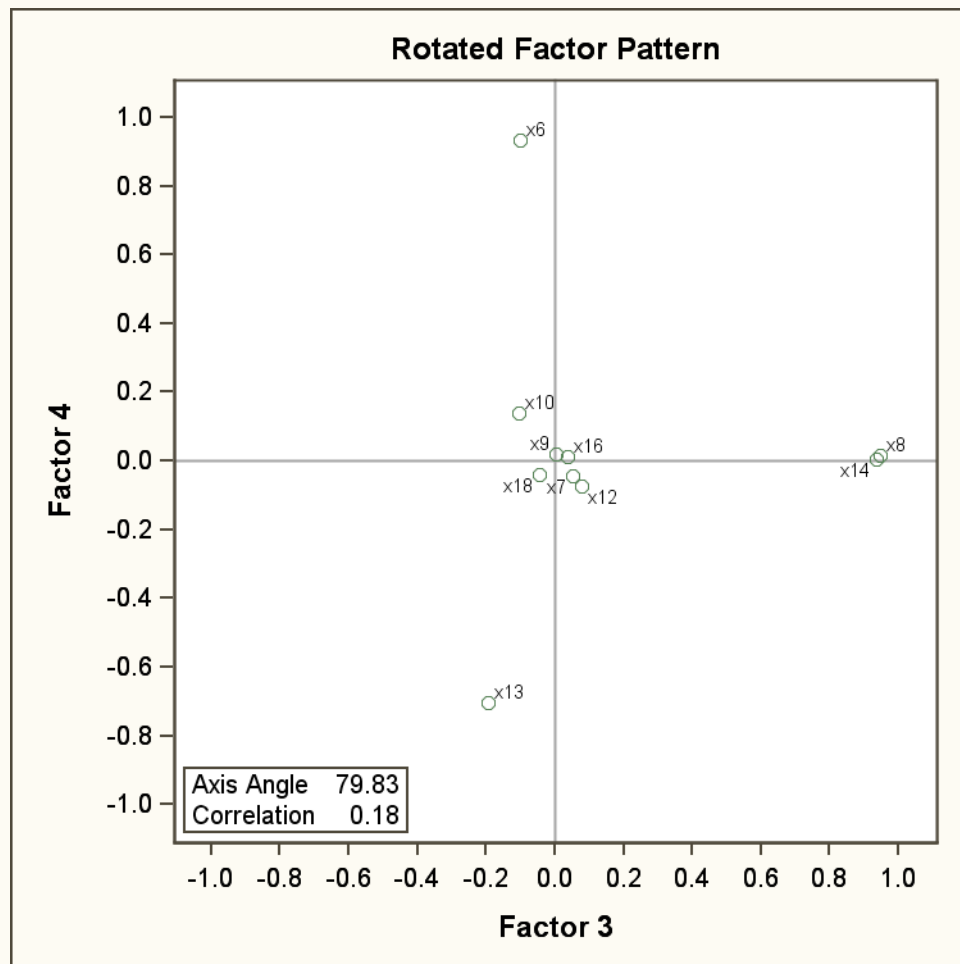
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



Factor Analysis Results

The FACTOR Procedure
Rotation Method: Promax (power = 3)



Factor Analysis Results

The FACTOR Procedure

Common factor
analysis -- 3
variables already
deleted

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	Mean	Std Dev
x6	7.8100000	1.3962793
x7	3.6720000	0.7005164
x8	5.3650000	1.5304568
x9	5.4420000	1.2084032
x10	4.0100000	1.1269428
x12	5.1230000	1.0723198
x13	6.9740000	1.5450553
x14	6.0430000	0.8197382
x16	4.2780000	0.9288398
x18	3.8860000	0.7344372

Factor Analysis Results

PAF technique

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

Partial Correlations Controlling all other Variables											
		x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
x6	X6 - Product Quality	1.00000	-0.01263	-0.01601	0.10282	0.04144	-0.03823	-0.34946	0.00184	0.06388	-0.12097
x7	X7 - E-Commerce Activities	-0.01263	1.00000	0.05694	-0.09263	0.00114	0.72142	0.00858	-0.07796	0.09036	0.01511
x8	X8 - Technical Support	-0.01601	0.05694	1.00000	0.15063	-0.04596	-0.05961	-0.10177	0.78774	-0.13465	-0.09404
x9	X9 - Complaint Resolution	0.10282	-0.09263	0.15063	1.00000	-0.08235	0.11747	-0.04409	-0.11798	0.31991	0.68847
x10	X10 - Advertising	0.04144	0.00114	-0.04596	-0.08235	1.00000	0.33906	-0.00503	-0.00352	-0.00270	0.15016
x12	X12 - Salesforce Image	-0.03823	0.72142	-0.05961	0.11747	0.33906	1.00000	0.16339	0.14437	-0.07820	0.01030
x13	X13 - Competitive Pricing	-0.34946	0.00858	-0.10177	-0.04409	-0.00503	0.16339	1.00000	-0.07447	-0.00038	-0.02576
x14	X14 - Warranty & Claims	0.00184	-0.07796	0.78774	-0.11798	-0.00352	0.14437	-0.07447	1.00000	0.19900	0.03632
x16	X16 - Order & Billing	0.06388	0.09036	-0.13465	0.31991	-0.00270	-0.07820	-0.00038	0.19900	1.00000	0.28240
x18	X18 - Delivery Speed	-0.12097	0.01511	-0.09404	0.68847	0.15016	0.01030	-0.02576	0.03632	0.28240	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66867580										
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18	
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573	

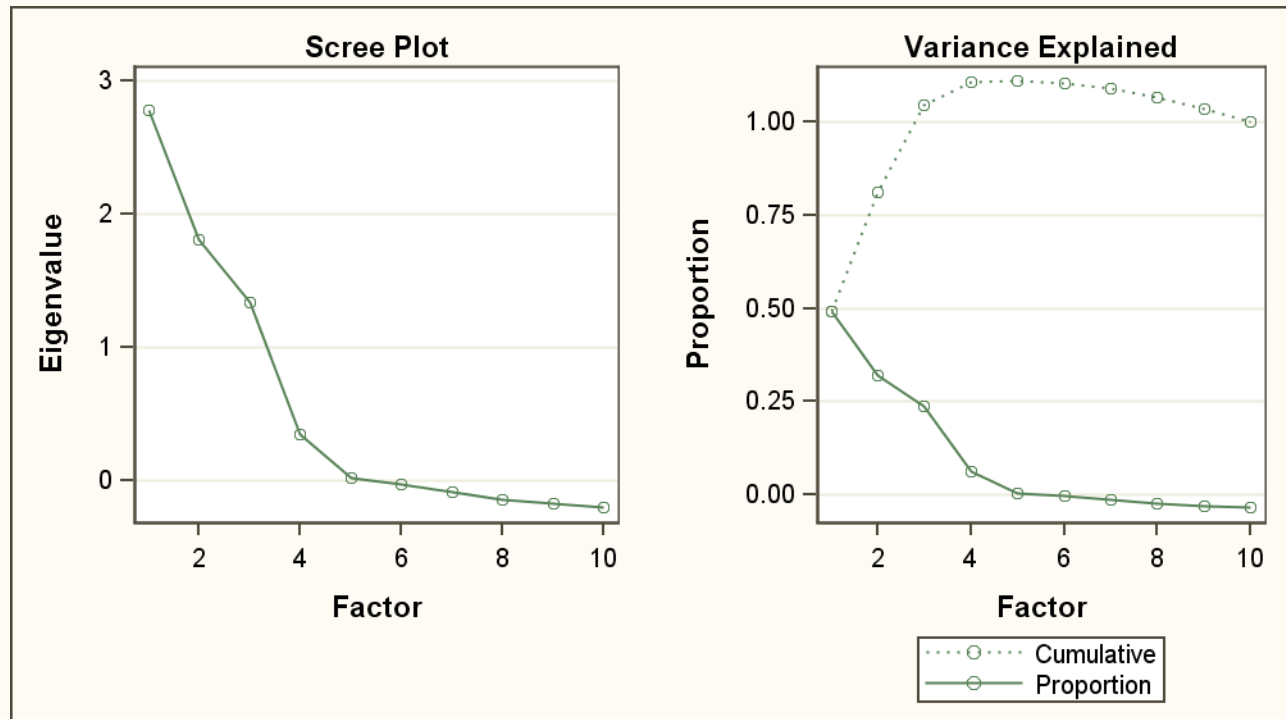
Prior Communalities Estimates: SMC										
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18	
0.18210072	0.63354504	0.65937246	0.78799451	0.32349990	0.70275360	0.28144327	0.66718853	0.63034995	0.78678366	

Preliminary Eigenvalues: Total = 5.65503164 Average = 0.56550316				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.77749487	0.96742522	0.4912	0.4912
2	1.81006965	0.47588339	0.3201	0.8112
3	1.33418626	0.98862459	0.2359	1.0472
4	0.34556168	0.32609382	0.0611	1.1083
5	0.01946786	0.04952457	0.0034	1.1117
6	-.03005671	0.05332206	-0.0053	1.1064
7	-.08337878	0.05899341	-0.0147	1.0917
8	-.14237218	0.03034832	-0.0252	1.0665
9	-.17272050	0.03050001	-0.0305	1.0359
10	-.20322051		-0.0359	1.0000

3 factors will be retained by the PROPORTION criterion.

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis



Iteration	Change	Communalities									
1	0.0799	0.11403	0.66025	0.72099	0.83178	0.32248	0.78265	0.27093	0.72793	0.66110	0.82961
2	0.0478	0.10194	0.66756	0.75318	0.84952	0.31784	0.83045	0.25966	0.75880	0.66790	0.84623
3	0.0306	0.09882	0.66628	0.77014	0.85730	0.31419	0.86104	0.25303	0.77426	0.66803	0.85297
4	0.0208	0.09757	0.66189	0.77924	0.86104	0.31191	0.88186	0.24955	0.78181	0.66681	0.85585
5	0.0148	0.09694	0.65684	0.78428	0.86300	0.31053	0.89671	0.24771	0.78532	0.66568	0.85714
6	0.0110	0.09658	0.65215	0.78719	0.86410	0.30967	0.90767	0.24671	0.78676	0.66488	0.85773
7	0.0083	0.09636	0.64816	0.78900	0.86473	0.30911	0.91594	0.24613	0.78716	0.66438	0.85801
8	0.0063	0.09622	0.64491	0.79021	0.86512	0.30872	0.92228	0.24578	0.78706	0.66408	0.85813
9	0.0049	0.09611	0.64231	0.79111	0.86535	0.30843	0.92718	0.24554	0.78672	0.66391	0.85817
10	0.0038	0.09604	0.64027	0.79183	0.86549	0.30821	0.93100	0.24538	0.78628	0.66381	0.85819
11	0.0030	0.09598	0.63866	0.79244	0.86557	0.30804	0.93399	0.24526	0.78580	0.66376	0.85819
12	0.0023	0.09594	0.63741	0.79297	0.86562	0.30790	0.93633	0.24517	0.78533	0.66374	0.85818
13	0.0018	0.09590	0.63643	0.79346	0.86565	0.30780	0.93817	0.24510	0.78487	0.66373	0.85817
14	0.0014	0.09588	0.63566	0.79390	0.86566	0.30771	0.93962	0.24505	0.78444	0.66373	0.85816
15	0.0011	0.09586	0.63506	0.79431	0.86567	0.30764	0.94075	0.24500	0.78404	0.66373	0.85815
16	0.0009	0.09584	0.63459	0.79469	0.86568	0.30759	0.94165	0.24497	0.78367	0.66373	0.85815

Convergence criterion satisfied.

Factor Analysis Results

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

Eigenvalues of the Reduced Correlation Matrix: Total = 6.19023108 Average = 0.61902311				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.85514583	0.96522069	0.4612	0.4612
2	1.88992513	0.44443524	0.3053	0.7665
3	1.44548989	1.13516174	0.2335	1.0001
4	0.31032816	0.27022926	0.0501	1.0502
5	0.04009890	0.01284653	0.0065	1.0567
6	0.02725237	0.03617392	0.0044	1.0611
7	-.00892156	0.03955135	-0.0014	1.0596
8	-.04847290	0.01425855	-0.0078	1.0518
9	-.06273145	0.19515184	-0.0101	1.0417
10	-.25788329		-0.0417	1.0000

Factor Pattern				
		Factor1	Factor2	Factor3
x18	X18 - Delivery Speed	0.84280	0.13219	-0.36106
x9	X9 - Complaint Resolution	0.82577	0.23408	-0.35914
x16	X16 - Order & Billing	0.73453	0.21859	-0.27642
x12	X12 - Salesforce Image	0.62641	-0.59272	0.44492
x10	X10 - Advertising	0.41858	-0.33789	0.13496
x6	X6 - Product Quality	0.01989	0.29958	-0.07548
x13	X13 - Competitive Pricing	-0.01845	-0.49360	0.03142
x7	X7 - E-Commerce Activities	0.48471	-0.51498	0.36667
x8	X8 - Technical Support	0.18661	0.61447	0.61830
x14	X14 - Warranty & Claims	0.29207	0.57290	0.60840

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
2.8551458	1.8899251	1.4454899

Final Communality Estimates: Total = 6.190561									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.09583868	0.63459425	0.79469312	0.86567532	0.30759169	0.94164875	0.24497137	0.78366828	0.66373334	0.85814605

Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix			
	1	2	3
1	0.84343	0.48571	0.22957
2	0.24001	-0.72297	0.64785
3	-0.48064	0.49132	0.72636

Rotated loadings

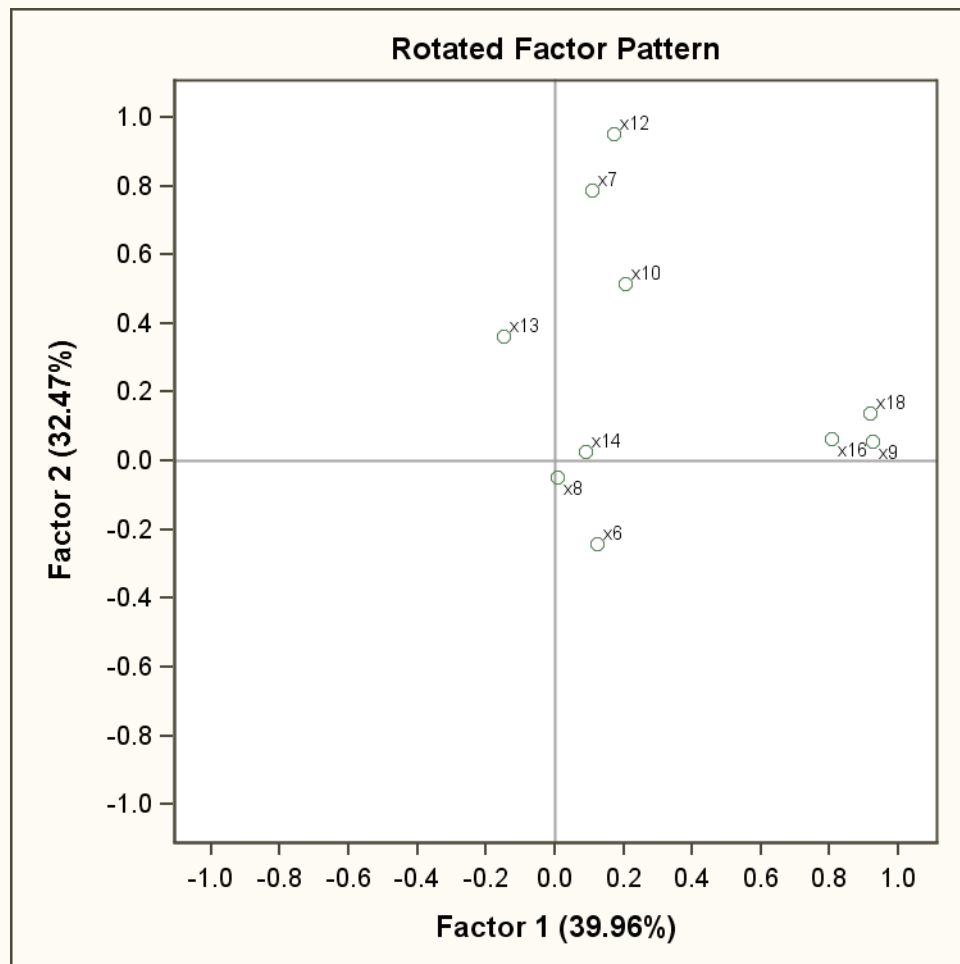
Rotated Factor Pattern				
		Factor1	Factor2	Factor3
x9	X9 - Complaint Resolution	0.92528	0.05541	0.08036
x18	X18 - Delivery Speed	0.91611	0.13639	0.01686
x16	X16 - Order & Billing	0.80486	0.06292	0.10946
x12	X12 - Salesforce Image	0.17223	0.95137	0.08298
x7	X7 - E-Commerce Activities	0.10898	0.78790	0.04398
x10	X10 - Advertising	0.20708	0.51390	-0.02479
x13	X13 - Competitive Pricing	-0.14913	0.36334	-0.30119
x6	X6 - Product Quality	0.12496	-0.24401	0.14382
x8	X8 - Technical Support	0.00769	-0.04983	0.89003
x14	X14 - Warranty & Claims	0.09143	0.02659	0.88012

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
2.4738928	2.0103562	1.7063119

Final Community Estimates: Total = 6.190561									
x6	x7	x8	x9	x10	x12	x13	x14	x16	x18
0.09583868	0.63459425	0.79469312	0.86567532	0.30759169	0.94164875	0.24497137	0.78366828	0.66373334	0.85814605

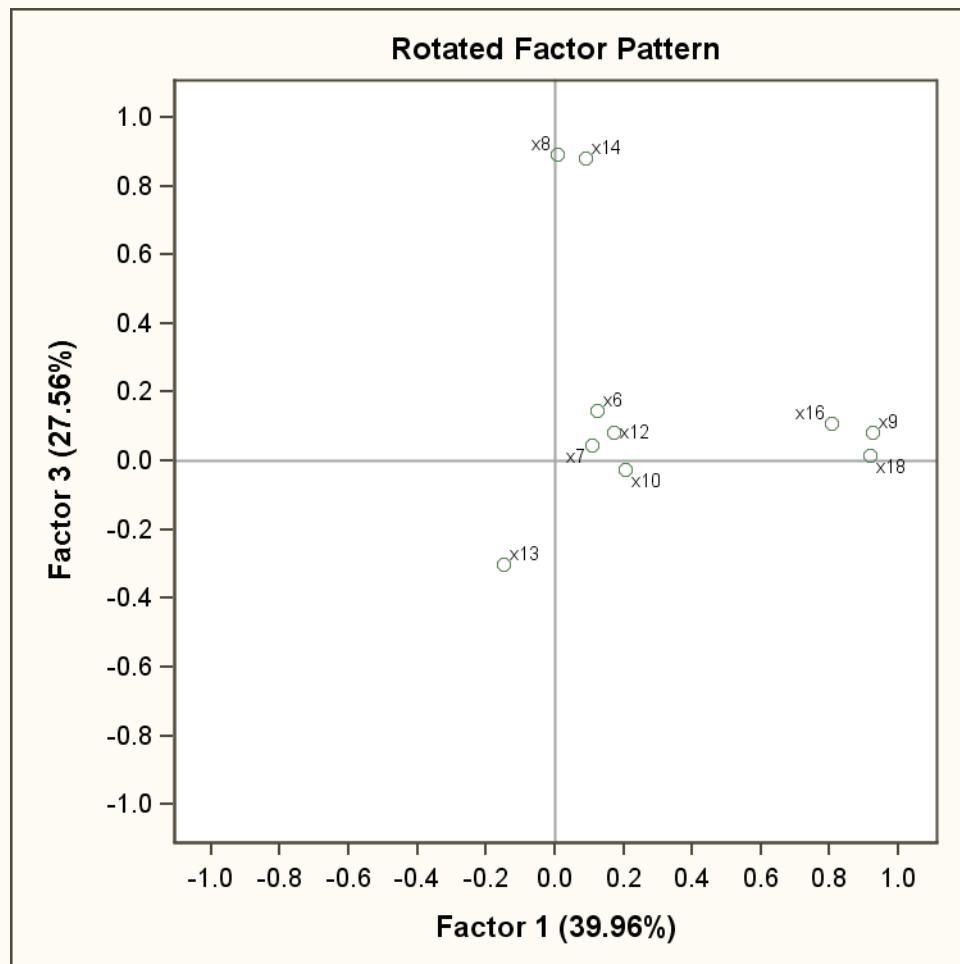
Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax



Factor Analysis Results

The FACTOR Procedure
Rotation Method: Varimax

