The SAS System

Obs	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
1	8.5	3.9	2.5	5.9	4.8	4.9	6.0	6.8	4.7	4.3	5.0	5.1	3.7
2	8.2	2.7	5.1	7.2	3.4	7.9	3.1	5.3	5.5	4.0	3.9	4.3	4.9
3	9.2	3.4	5.6	5.6	5.4	7.4	5.8	4.5	6.2	4.6	5.4	4.0	4.5
4	6.4	3.3	7.0	3.7	4.7	4.7	4.5	8.8	7.0	3.6	4.3	4.1	3.0
5	9.0	3.4	5.2	4.6	2.2	6.0	4.5	6.8	6.1	4.5	4.5	3.5	3.5
6	6.5	2.8	3.1	4.1	4.0	4.3	3.7	8.5	5.1	9.5	3.6	4.7	3.3
7	6.9	3.7	5.0	2.6	2.1	2.3	5.4	8.9	4.8	2.5	2.1	4.2	2.0
8	6.2	3.3	3.9	4.8	4.6	3.6	5.1	6.9	5.4	4.8	4.3	6.3	3.7
9	5.8	3.6	5.1	6.7	3.7	5.9	5.8	9.3	5.9	4.4	4.4	6.1	4.6
10	6.4	4.5	5.1	6.1	4.7	5.7	5.7	8.4	5.4	5.3	4.1	5.8	4.4
11	8.7	3.2	4.6	4.8	2.7	6.8	4.6	6.8	5.8	7.5	3.8	3.7	4.0
12	6.1	4.9	6.3	3.9	4.4	3.9	6.4	8.2	5.8	5.9	3.0	4.9	3.2
13	9.5	5.6	4.6	6.9	5.0	6.9	6.6	7.6	6.5	5.3	5.1	4.5	4.4
14	9.2	3.9	5.7	5.5	2.4	8.4	4.8	7.1	6.7	3.0	4.5	2.6	4.2
15	6.3	4.5	4.7	6.9	4.5	6.8	5.9	8.8	6.0	5.4	4.8	6.2	5.2
16	8.7	3.2	4.0	6.8	3.2	7.8	3.8	4.9	6.1	5.0	4.3	3.9	4.5
17	5.7	4.0	6.7	6.0	3.3	5.5	5.1	6.2	6.7	5.4	4.2	6.2	4.5
18	5.9	4.1	5.5	7.2	3.5	6.4	5.5	8.4	6.2	6.3	5.7	5.8	4.8
19	5.6	3.4	5.1	6.4	3.7	5.7	5.6	9.1	5.4	6.1	5.0	6.0	4.5
20	9.1	4.5	3.6	6.4	5.3	5.3	7.1	8.4	5.8	6.7	4.5	6.1	4.4
21	5.2	3.8	7.1	5.2	3.9	4.3	5.0	8.4	7.1	4.6	3.3	4.9	3.3
22	9.6	5.7	6.8	5.9	5.4	8.3	7.8	4.5	6.4	6.5	4.3	3.0	4.3
23	8.6	3.6	7.4	5.1	3.5	7.3	4.7	3.7	6.7	6.0	4.8	3.4	4.0
24	9.3	2.4	2.6	7.2	2.2	7.2	4.5	6.2	6.4	4.2	6.7	4.4	4.5
25	6.0	4.1	5.3	4.7	3.5	5.3	5.3	8.0	6.5	3.9	4.7	5.3	4.0
26	6.4	3.6	6.6	6.1	4.0	3.9	5.3	7.1	6.1	3.7	5.6	6.6	3.9
27	8.5	3.0	7.2	5.8	4.1	7.6	3.7	4.8	6.9	6.7	5.3	3.8	4.4
28	7.0	3.3	5.4	5.5	2.6	4.8	4.2	9.0	6.5	5.9	4.3	5.2	3.7
29	8.5	3.0	5.7	6.0	2.3	7.6	3.7	4.8	5.8	6.0	5.7	3.8	4.4
30	7.6	3.6	3.0	4.0	5.1	4.2	4.6	7.7	4.9	7.2	4.7	5.5	3.5
31	6.9	3.4	8.5	4.3	4.5	6.4	4.7	5.2	7.7	3.3	3.7	2.7	3.3
32	8.1	2.5	7.2	4.5	2.3	5.1	3.8	6.6	6.8	6.1	3.0	3.5	3.0
33	6.7	3.7	6.5	5.3	5.3	5.1	4.9	9.2	5.7	4.2	3.5	4.5	3.4
34	8.0	3.3	6.1	5.7	5.5	4.6	4.7	8.7	5.9	3.8	4.7	6.6	4.2
35	6.7	4.0	5.2	3.9	3.0	5.4	6.8	8.4	6.2	6.0	2.5	4.3	3.5
36	8.7	3.2	6.1	4.3	3.5	6.1	2.9	5.6	6.1	6.5	3.1	2.9	2.5
37	9.0	3.4	5.9	4.6	3.9	6.0	4.5	6.8	6.4	4.3	3.9	3.5	3.5
38	9.6	4.1	6.2	7.3	2.9	7.7	5.5	7.7	6.1	4.4	5.2	4.6	4.9
39	8.2	3.6	3.9	6.2	5.8	4.9	5.0	9.0	5.2	7.1	4.7	6.9	4.5
40	6.1	4.9	3.0	4.8	5.1	3.9	6.4	8.2	5.1	6.8	4.5	4.9	3.2
41	8.3	3.4	3.3	5.5	3.1	4.6	5.2	9.1	4.1	1.7	4.6	5.8	3.9
42	9.4	3.8	4.7	5.4	3.8	6.5	4.9	8.5	4.9	6.2	4.1	4.5	4.1
43	9.3	5.1	4.6	6.8	5.8	6.6	6.3	7.4	5.1	4.1	4.6	4.6	4.3
44	5.1	5.1	6.6	6.9	4.4	5.4	7.8	5.9	7.2	5.2	4.9	6.3	4.5
45	8.0	2.5	4.7	7.1	3.6	7.7	3.0	5.2	5.1	3.9	4.3	4.2	4.7
46	5.9	4.1	5.7	5.9	5.8	6.4	5.5	8.4	6.4	5.1	5.2	5.8	4.8
47	10.0	4.3	7.1	6.3	2.9	5.4	4.5	3.8	6.7	3.7	5.0	4.0	3.5
48	5.7	3.8	6.8	7.5	5.7	5.7	6.0	8.2	6.6	4.8	6.5	7.3	5.2
49	9.9	3.7	3.7	6.1	4.2	7.0	6.7	6.8	5.9	7.2	4.5	3.4	3.9
50	7.9	3.9	4.3	5.8	4.4	6.9	5.8	4.7	5.2	3.6	4.1	4.2	4.3
51	6.7	3.6	5.9	4.2	3.4	4.7	4.8	7.2	5.7	5.3	4.0	3.6	2.8

52	8.2	2.7	3.7	7.4	2.7	7.9	3.1	5.3	5.3	5.0	4.5	4.3	4.9
53	9.4	2.5	4.8	6.1	3.2	7.3	4.6	6.3	6.3	9.2	4.7	4.6	4.6
54	6.9	3.4	5.7	4.4	3.3	6.4	4.7	5.2	6.4	4.4	3.2	2.7	3.3
55	8.0	3.3	3.8	5.8	3.2	4.6	4.7	8.7	5.3	4.2	4.9	6.6	4.2
56	9.3	3.8	7.3	5.7	3.7	6.4	5.5	7.4	6.6	5.9	4.1	3.2	3.4
57	7.4	5.1	4.8	7.7	4.5	7.2	6.9	9.6	6.4	7.4	5.7	6.5	5.5
58	7.6	3.6	5.2	5.8	5.6	6.6	5.4	4.4	6.7	6.4	4.6	3.9	4.0
59	10.0	4.3	5.3	3.7	4.2	5.4	4.5	3.8	6.7	4.5	3.7	4.0	3.5
60	9.9	2.8	7.2	6.9	2.6	5.8	3.5	5.4	6.2	7.0	5.6	4.9	4.0
61	8.7	3.2	8.4	6.1	2.8	7.8	3.8	4.9	7.2	4.5	5.4	3.9	4.5
62	8.4	3.8	6.7	5.0	4.5	4.7	5.9	6.7	5.1	4.2	2.7	5.0	3.6
63	8.8	3.9	3.8	5.1	4.3	4.7	4.8	5.8	5.0	7.2	4.4	3.7	2.9
64	7.7	2.2	6.3	4.5	2.4	4.7	3.4	6.2	6.0	4.7	3.3	3.1	2.6
65	6.6	3.6	5.8	4.1	4.9	4.7	4.8	7.2	6.5	3.9	3.5	3.6	2.8
66	5.7	3.8	3.5	6.7	5.4	5.7	6.0	8.2	5.4	5.0	4.7	7.3	5.2
67	5.7	4.0	7.9	6.4	2.7	5.5	5.1	6.2	7.5	6.4	5.0	6.2	4.5
68	5.5	3.7	4.7	5.4	4.3	5.3	4.9	6.0	5.6	2.5	4.5	5.9	4.3
69	7.5	3.5	3.8	3.5	2.9	4.1	4.5	7.6	5.1	5.2	4.0	5.4	3.4
70	6.4	3.6	2.7	5.3	3.9	3.9	5.3	7.1	5.2	5.5	4.7	6.6	3.9
71	9.1	4.5	6.1	5.9	6.3	5.3	7.1	8.4	7.1	5.7	5.4	6.1	4.4
72	6.7	3.2	3.0	3.7	4.8	6.3	4.5	5.0	5.2	2.5	2.9	2.6	3.1
73	6.5	4.3	2.7	6.6	6.5	6.3	6.0	8.7	4.7	6.3	4.6	5.6	4.6
74	9.9	3.7	7.5	4.7	5.6	7.0	6.7	6.8	7.2	4.6	4.1	3.4	3.9
75	8.5	3.9	5.3	5.5	5.0	4.9	6.0	6.8	5.7	3.6	4.4	5.1	3.7
76	9.9	3.0	6.8	5.0	5.4	5.9	4.8	4.9	7.3	7.6	3.1	4.3	3.8
77	7.6	3.6	7.6	4.6	4.7	4.6	5.0	7.4	8.1	6.6	4.5	5.8	3.9
78	9.4	3.8	7.0	6.2	4.7	6.5	4.9	8.5	7.3	2.4	4.3	4.5	4.1
79	9.3	3.5	6.3	7.6	5.5	7.5	5.9	4.6	6.6	3.1	5.2	4.1	4.6
80	7.1	3.4	4.9	4.1	4.0	5.0	5.9	7.8	6.1	3.5	2.6	3.1	2.7
81	9.9	3.0	7.4	4.8	4.0	5.9	4.8	4.9	5.9	6.9	3.2	4.3	3.8
82	8.7	3.2	6.4	4.9	2.4	6.8	4.6	6.8	6.3	5.1	4.3	3.7	4.0
83	8.6	2.9	5.8	3.9	2.9	5.6	4.0	6.3	6.1	4.0	2.7	3.0	3.0
84	6.4	3.2	6.7	3.6	2.2	2.9	5.0	8.4	7.3	6.5	2.0	3.7	1.6
85	7.7	2.6	6.7	6.6	1.9	7.2	4.3	5.9	6.5	4.1	4.7	3.9	4.3
86	7.5	3.5	4.1	4.5	3.5	4.1	4.5	7.6	4.9	2.8	3.4	5.4	3.4
87	5.0	3.6	1.3	3.0	3.5	4.2	4.9	8.2	4.3	7.6	2.4	4.8	3.1
88	7.7	2.6	8.0	6.7	3.5	7.2	4.3	5.9	6.9	7.7	5.1	3.9	4.3
89	9.1	3.6	5.5	5.4	4.2	6.2	4.6	8.3	6.5	4.1	4.6	4.3	3.9
90	5.5	5.5	7.7	7.0	5.6	5.7	8.2	6.3	7.4	4.9	5.5	6.7	4.9
91	9.1	3.7	7.0	4.1	4.4	6.3	5.4	7.3	7.5	4.6	4.4	3.0	3.3
92	7.1	4.2	4.1	2.6	2.1	3.3	4.5	9.9	5.5	3.5	2.0	4.0	2.4
93	9.2	3.9	4.6	5.3	4.2	8.4	4.8	7.1	6.2	6.6	4.4	2.6	4.2
94	9.3	3.5	5.4	7.8	4.6	7.5	5.9	4.6	6.4	4.9	4.8	4.1	4.6
95	9.3	3.8	4.0	4.6	4.7	6.4	5.5	7.4	5.3	4.8	3.6	3.2	3.4
96	8.6	4.8	5.6	5.3	2.3	6.0	5.7	6.7	5.8	3.6	4.9	3.6	3.6
97	7.4	3.4	2.6	5.0	4.1	4.4	4.8	7.2	4.5	6.4	4.2	5.6	3.7
98	8.7	3.2	3.3	3.2	3.1	6.1	2.9	5.6	5.0	4.3	3.1	2.9	2.5
99	7.8	4.9	5.8	5.3	5.2	5.3	7.1	7.9	6.0	5.7	4.3	4.9	3.9
100	7.9	3.0	4.4	5.1	5.9	4.2	4.8	9.7	5.7	5.8	3.4	5.4	3.5

The SAS System

The PRINCOMP Procedure

Observations	100
Variables	13

Simple Statistics

	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
Mean	7.810000000	3.672000000	5.365000000	5.442000000	4.010000000	5.805000000	5.123000000	6.974000000	6.043000000	5.150000000	4.278000000	4.610000000	3.886000000
StD	1.396279327	0.700516404	1.530456788	1.208403237	1.126942767	1.315285044	1.072319774	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	-.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 - Advertizing	-.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

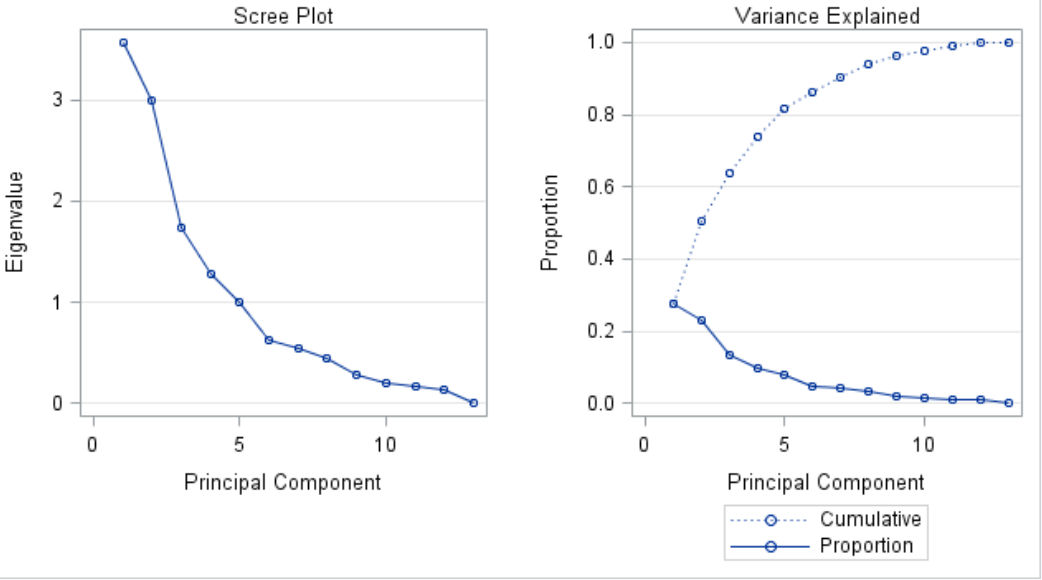
Eigenvalues of the Correlation Matrix

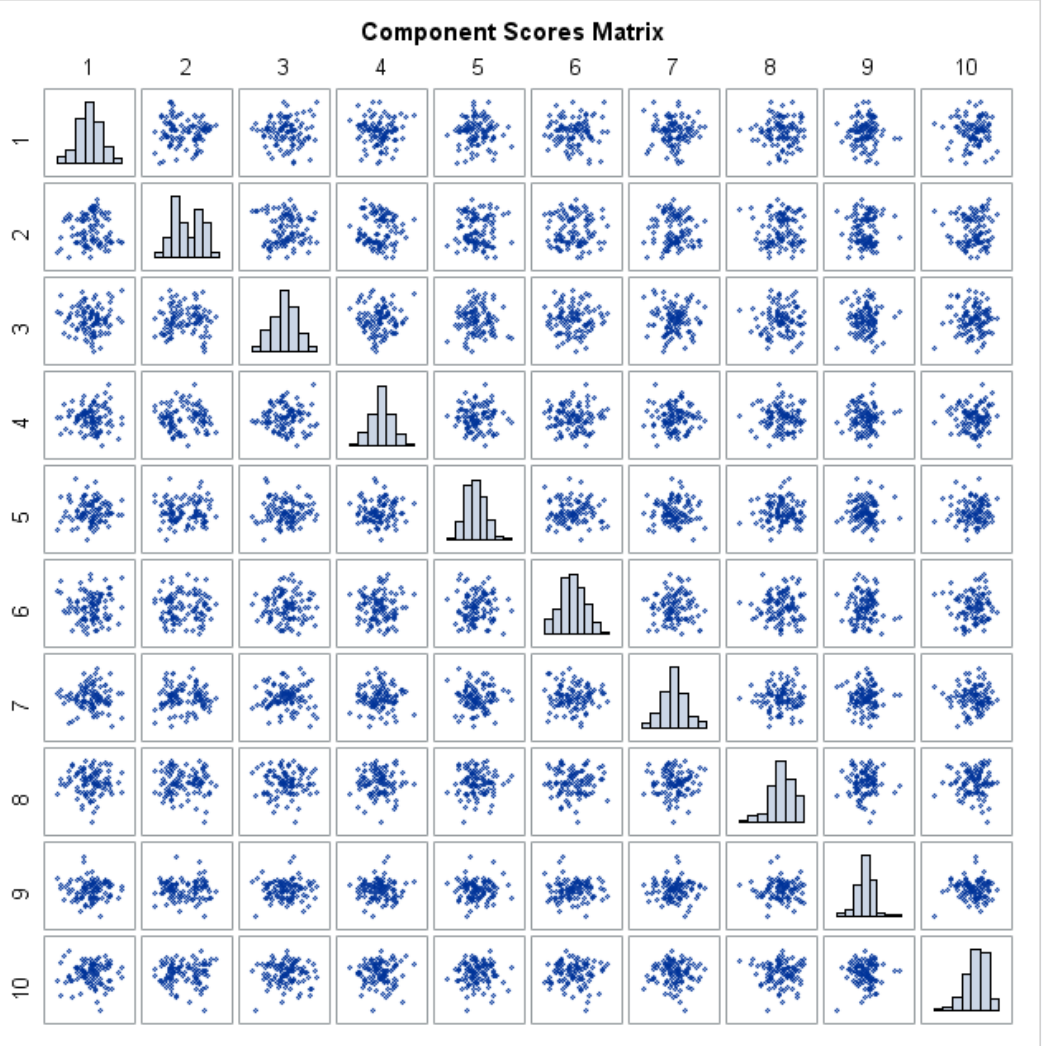
	Eigenvalue	Difference	Proportion	Cumulative
1	3.56707480	0.56943025	0.2744	0.2744
2	2.99764455	1.25956706	0.2306	0.5050
3	1.73807749	0.45085244	0.1337	0.6387
4	1.28722505	0.28198745	0.0990	0.7377
5	1.00523760	0.38662334	0.0773	0.8150
6	0.61861426	0.06718656	0.0476	0.8626
7	0.55142770	0.10443379	0.0424	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

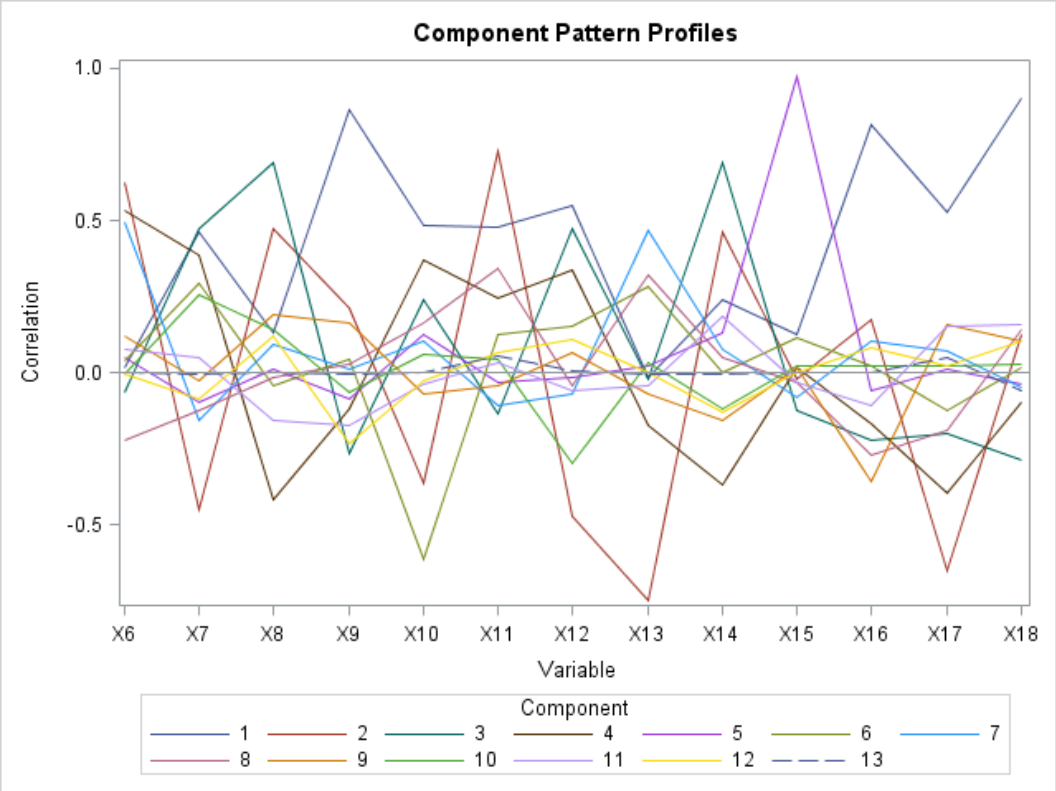
Eigenvectors

		Prin1	Prin2	Prin3	Prin4	Prin5	Prin6	Prin7	Prin8	Prin9	Prin10	Prin11	Prin12	Prin13
X6	X6 - Product Quality	0.008446	0.362093	-.046789	0.470255	0.050073	0.053218	0.665897	-.332255	0.224624	-.007874	0.189165	-.004950	0.003255
X7	X7 - E-Commerce	0.244269	-.258875	0.359007	0.342228	-.097699	0.376719	-.207885	-.180962	-.043336	0.568040	0.125663	-.242747	-.024897
X8	X8 - Technical Support	0.069090	0.274059	0.525036	-.364880	0.014241	-.052463	0.128571	-.021438	0.362263	0.317860	-.378153	0.340652	0.007707
X9	X9 - Complaint Resolution	0.457137	0.123074	-.200458	-.102402	-.085960	0.056968	0.018868	0.044897	0.309076	-.143601	-.421513	-.646669	-.014147
X10	X10 - Advertizing	0.255225	-.209683	0.182980	0.326436	0.125542	-.780693	0.137993	0.247025	-.126152	0.132664	-.087893	-.064371	-.012735
X11	X11 - Product Line	0.252450	0.421962	-.103700	0.217520	-.032055	0.163392	-.144097	0.514515	-.077804	0.095834	0.079386	0.183830	0.575848
X12	X12 - Salesforce Image	0.290987	-.272813	0.358673	0.295593	-.013096	0.195906	-.090505	-.061311	0.124506	-.663204	-.145869	0.308661	0.049861
X13	X13 - Competitive Pricing	-.008246	-.432241	-.014075	-.153777	0.023285	0.358024	0.627503	0.483105	-.130051	0.074305	-.102645	0.009554	-.017853
X14	X14 - Warranty & Claims	0.128458	0.267964	0.522777	-.322833	0.130058	0.001573	0.107127	0.073585	-.295546	-.264417	0.461179	-.360901	-.013022
X15	X15 - New Products	0.065686	-.012015	-.095045	0.015273	0.970118	0.145935	-.104671	-.045241	0.028927	0.056037	-.081985	0.003969	-.011435

X16	X16 - Order & Billing	0.430501	0.101718	-.168350	-.148939	-.056610	0.028760	0.137670	-.400150	-.668399	0.055765	-.264091	0.225869	0.008058
X17	X17 - Price Flexibility	0.278547	-.375150	-.149854	-.345748	0.013587	-.154763	0.094101	-.281631	0.301071	0.053263	0.379418	0.067534	0.534199
X18	X18 - Delivery Speed	0.478712	0.072835	-.216497	-.083898	-.037678	0.020893	-.066947	0.211163	0.202325	0.066811	0.385748	0.296113	-.615473

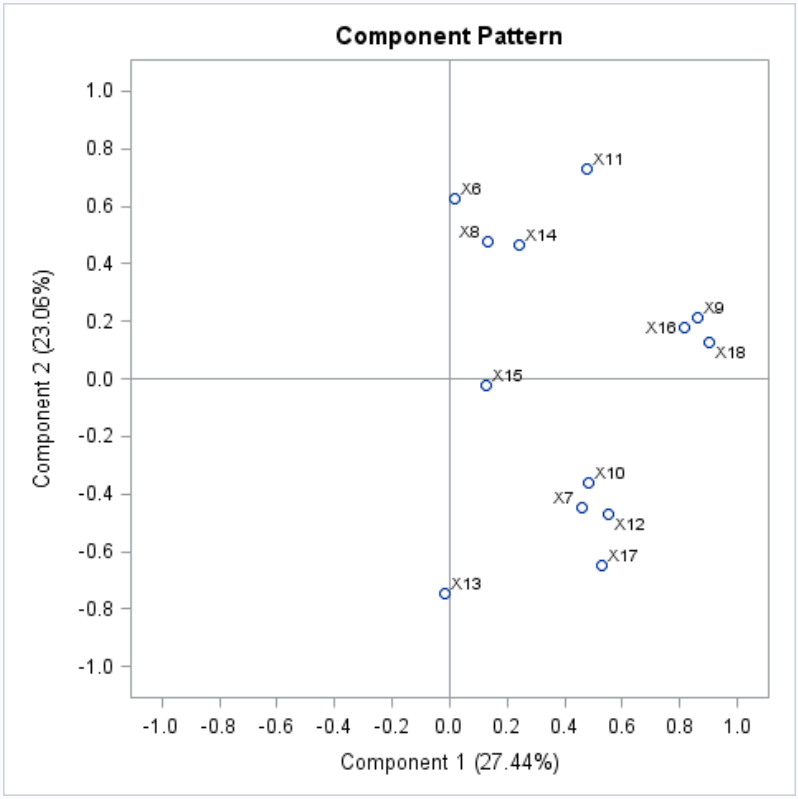


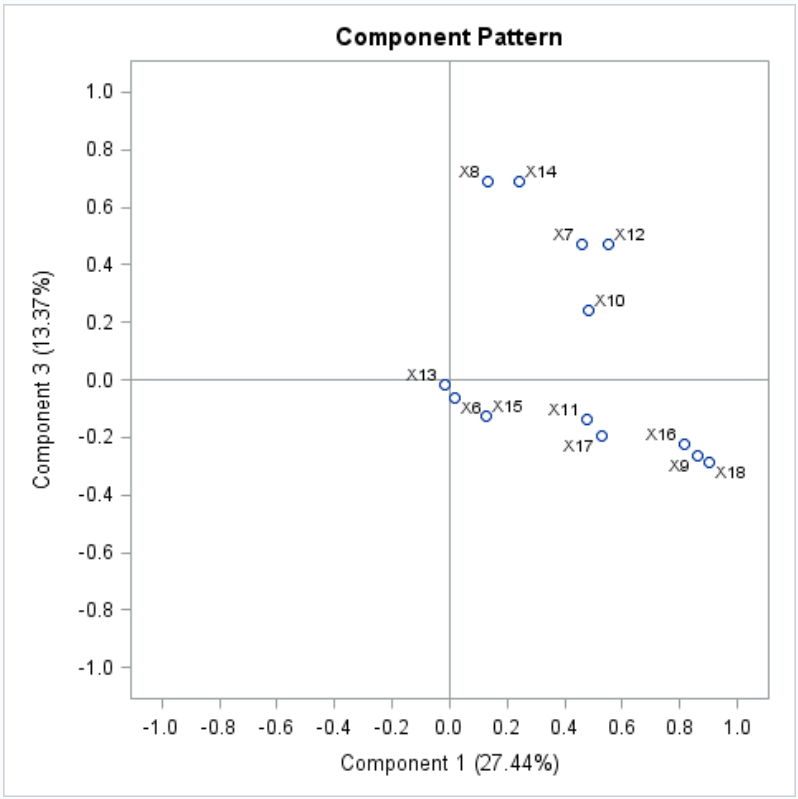


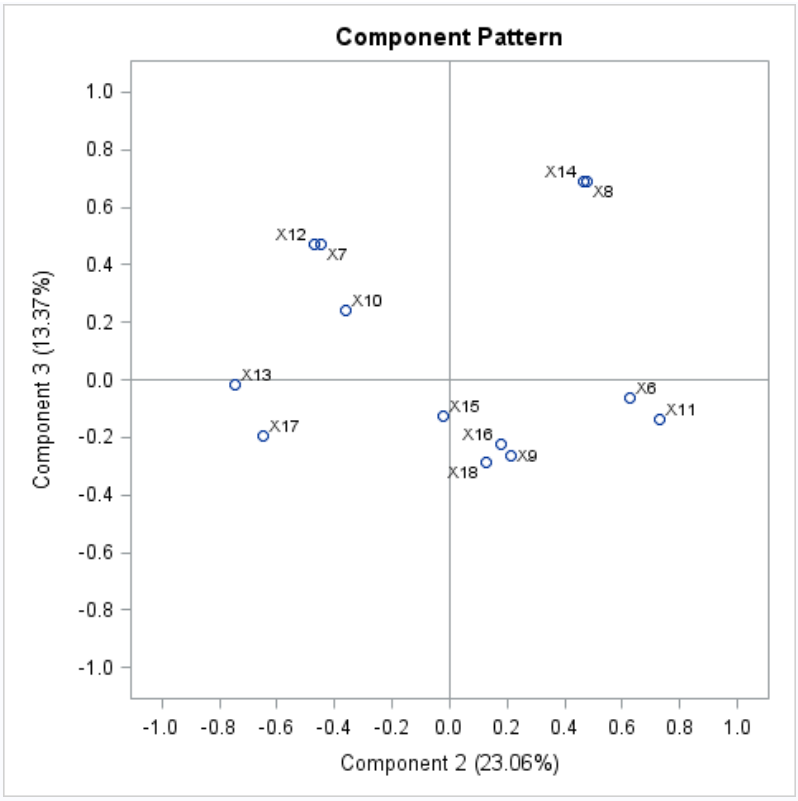

Component Pattern Profiles
1.0
0.5
0.0
-0.5
Correlation
X6
X7
X8
X9
X10
X11
X12
X13
X14
X15
X16
X17
X18
Variable
Component
1
2
3
4
5
6
7
8
9
10
11
12
13

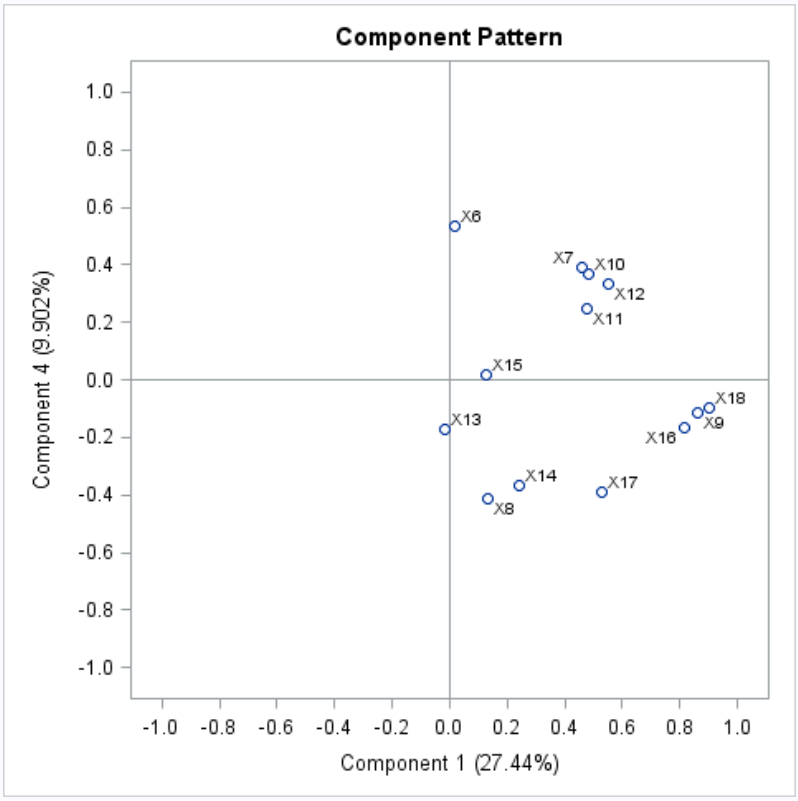
The SAS System

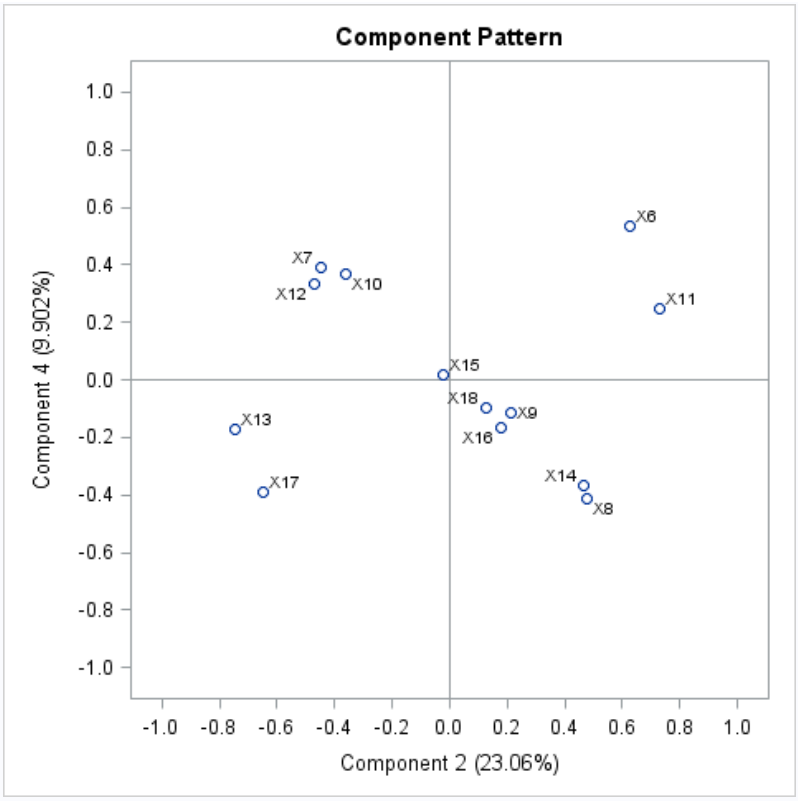
The PRINCOMP Procedure

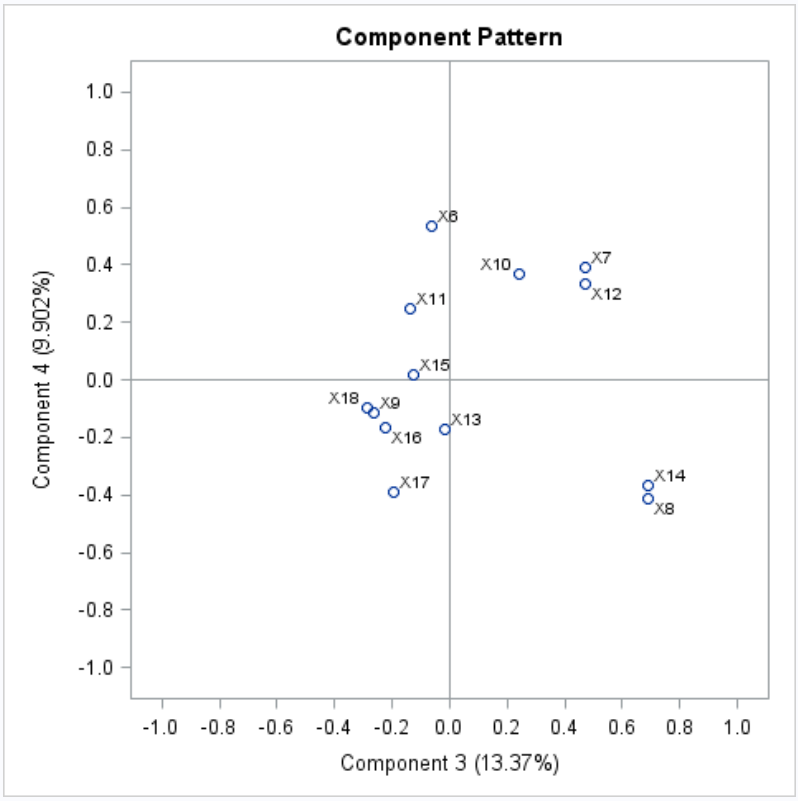


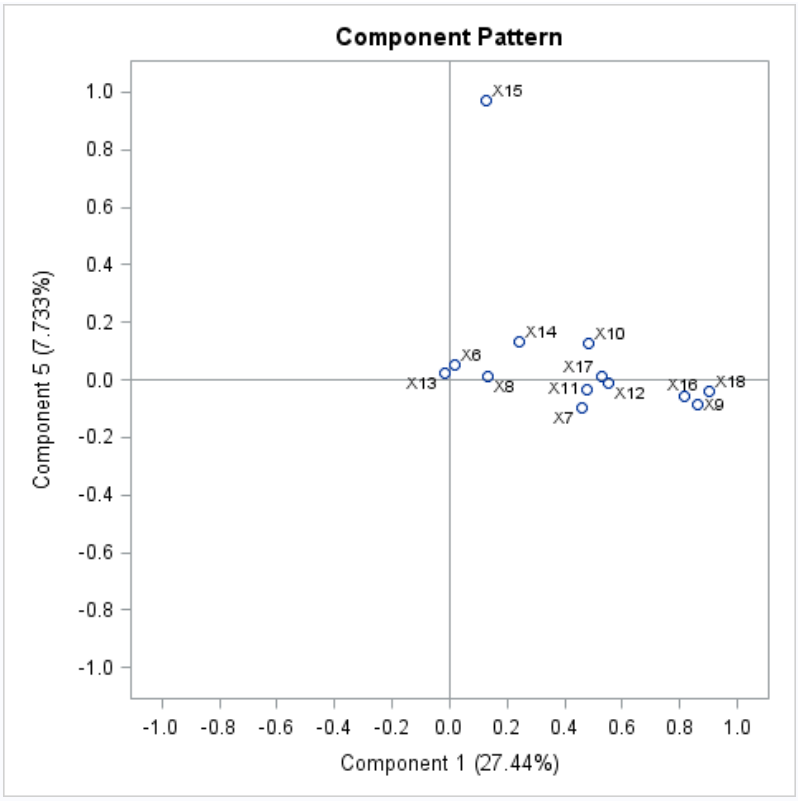


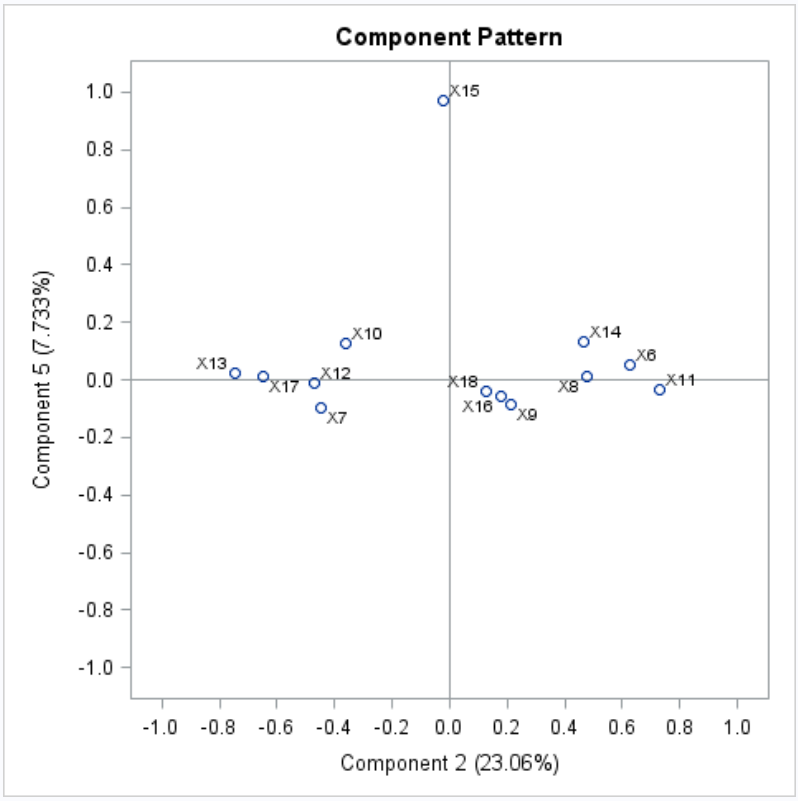

Component Pattern
Component 3 (13.37%)
Component 2 (23.06%)
X14
X8
X12
X7
X10
X13
X6
X11
X15
X17
X16
X9
X18
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

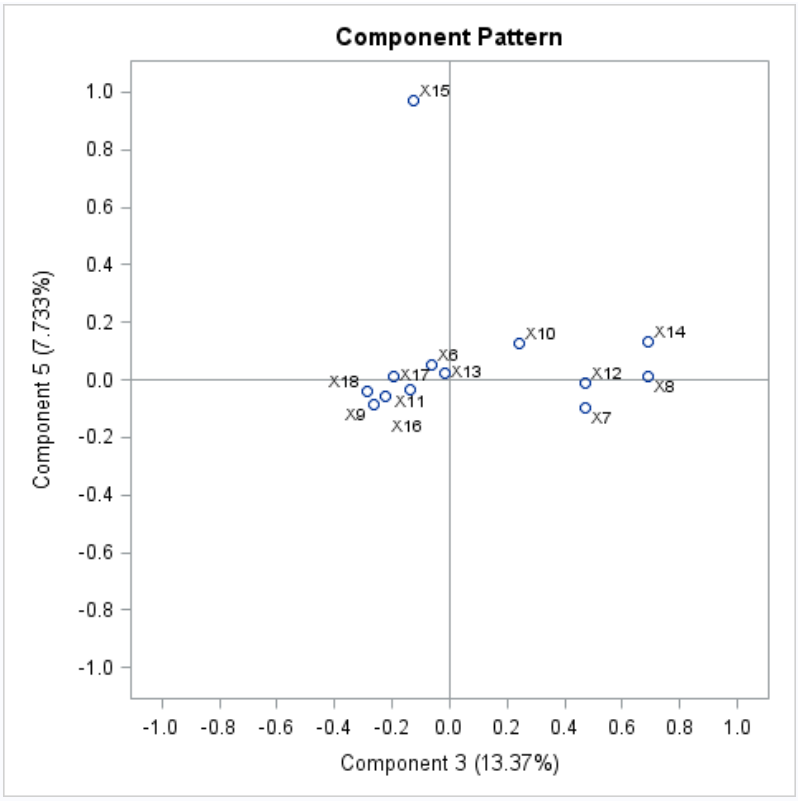

Component Pattern
Component 4 (9.902%)
Component 1 (27.44%)
X6
X7
X10
X12
X11
X15
X18
X13
X9
X16
X14
X17
X8
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

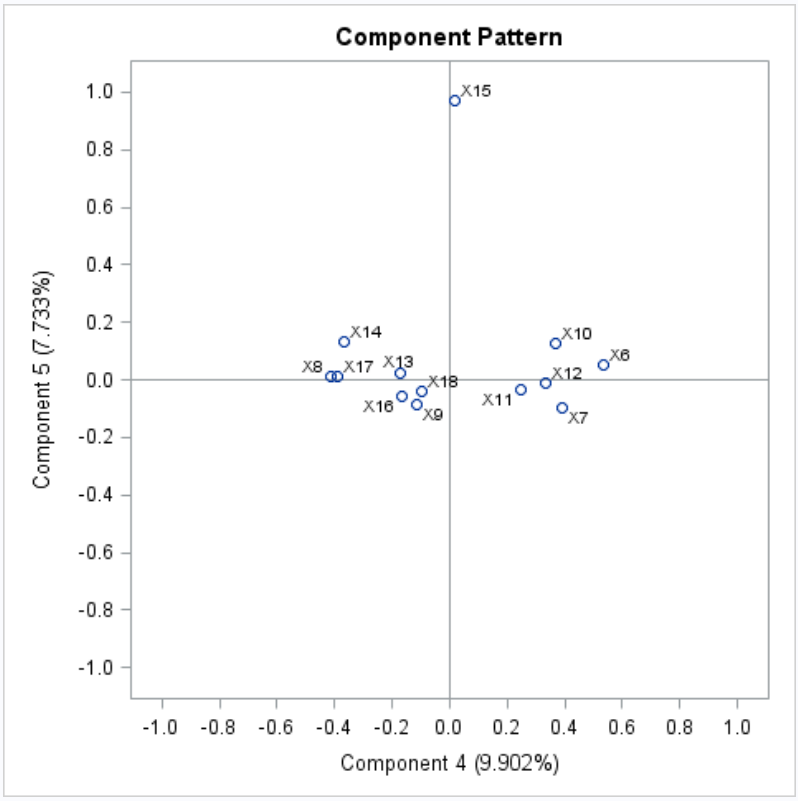

Component Pattern
Component 4 (9.902%)
Component 2 (23.06%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X6
X7
X10
X12
X11
X15
X18
X9
X13
X16
X14
X17
X8


Component Pattern
Component 4 (9.902%)
Component 3 (13.37%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X6
X10
X7
X12
X11
X15
X18
X9
X13
X16
X17
X14
X8


Component Pattern
Component 5 (7.733%)
Component 1 (27.44%)
X15
X14
X10
X6
X17
X13
X8
X11
X12
X16
X18
X9
X7
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

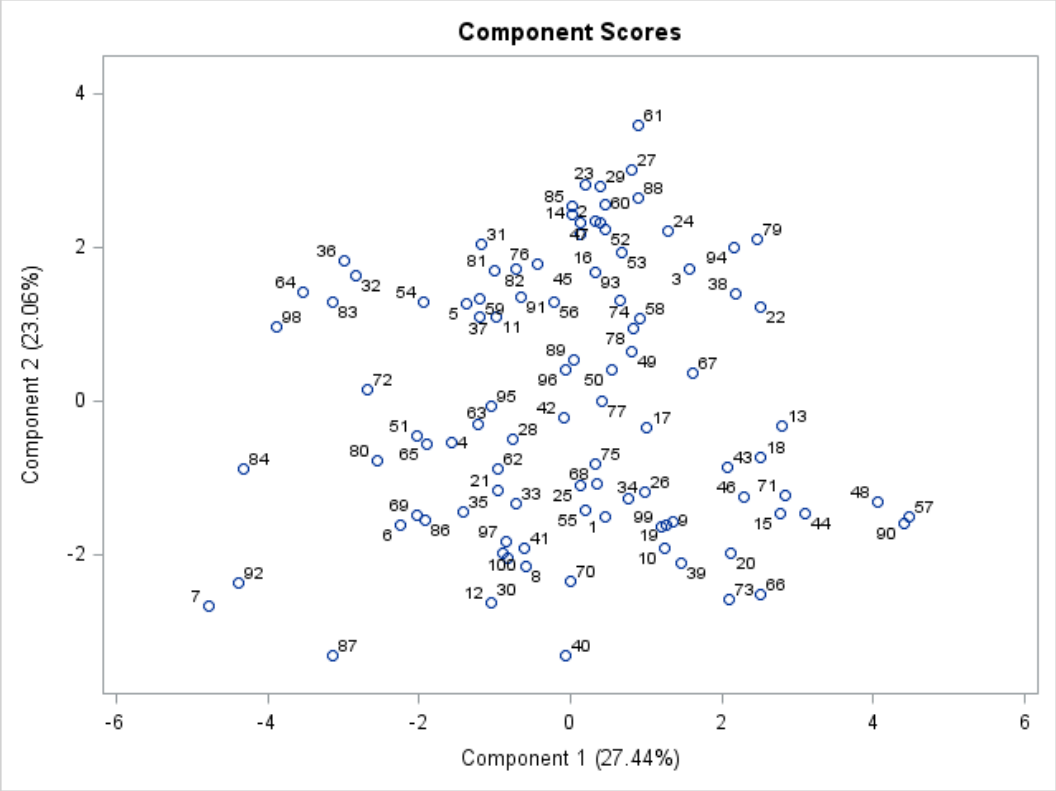

Component Pattern
Component 5 (7.733%)
Component 2 (23.06%)
X15
X10
X14
X13
X6
X12
X17
X18
X8
X11
X16
X9
X7
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

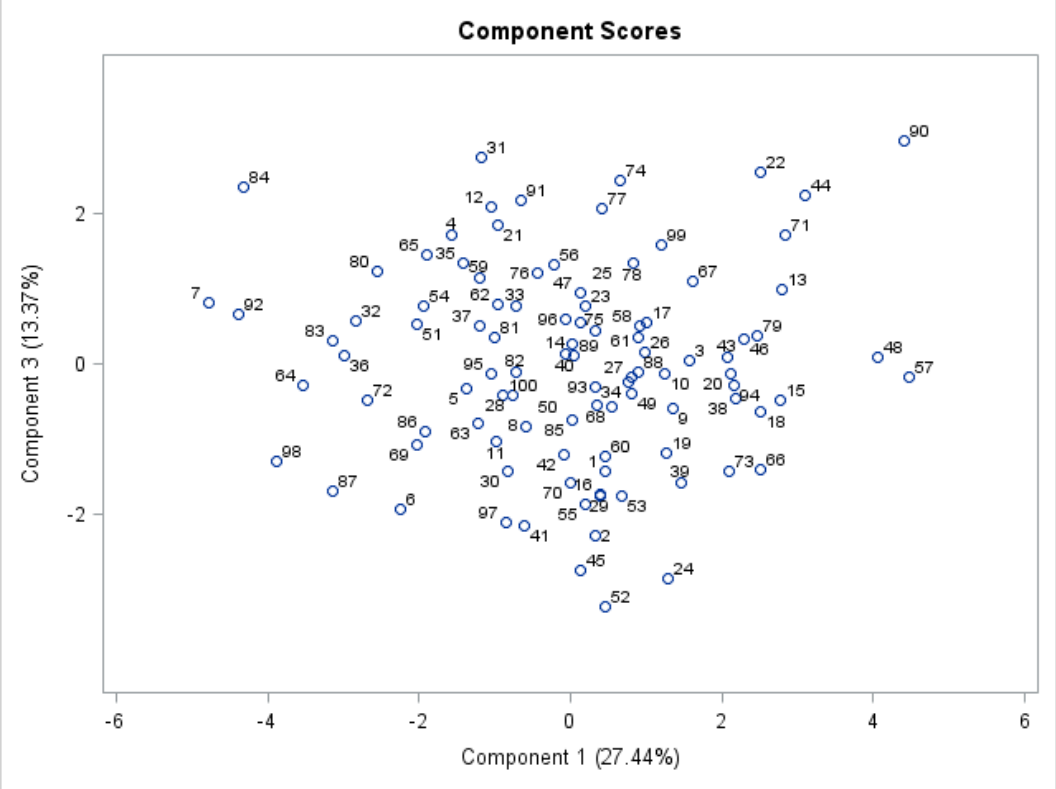

Component Pattern
X15
X10
X14
X6
X8
X13
X12
X18
X17
X11
X9
X16
X7
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
Component 5 (7.733%)
Component 3 (13.37%)

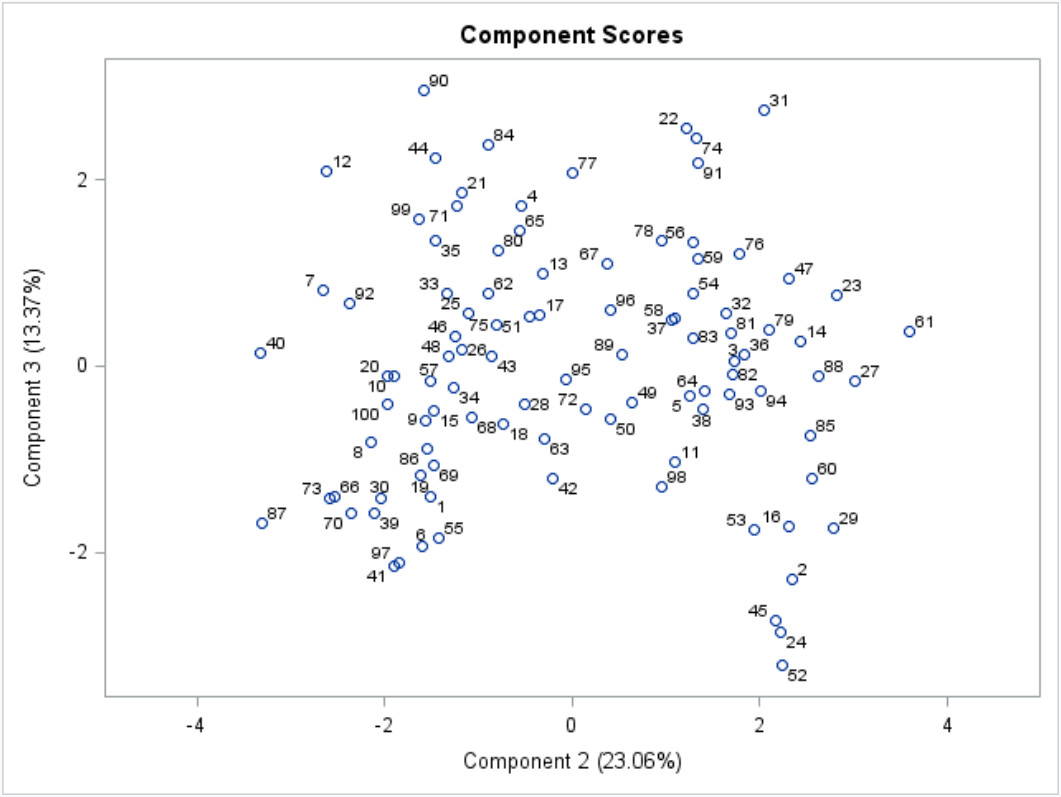

Component Pattern
X15
X14
X10
X6
X8
X17
X13
X12
X18
X16
X11
X9
X7
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
Component 5 (7.733%)
Component 4 (9.902%)

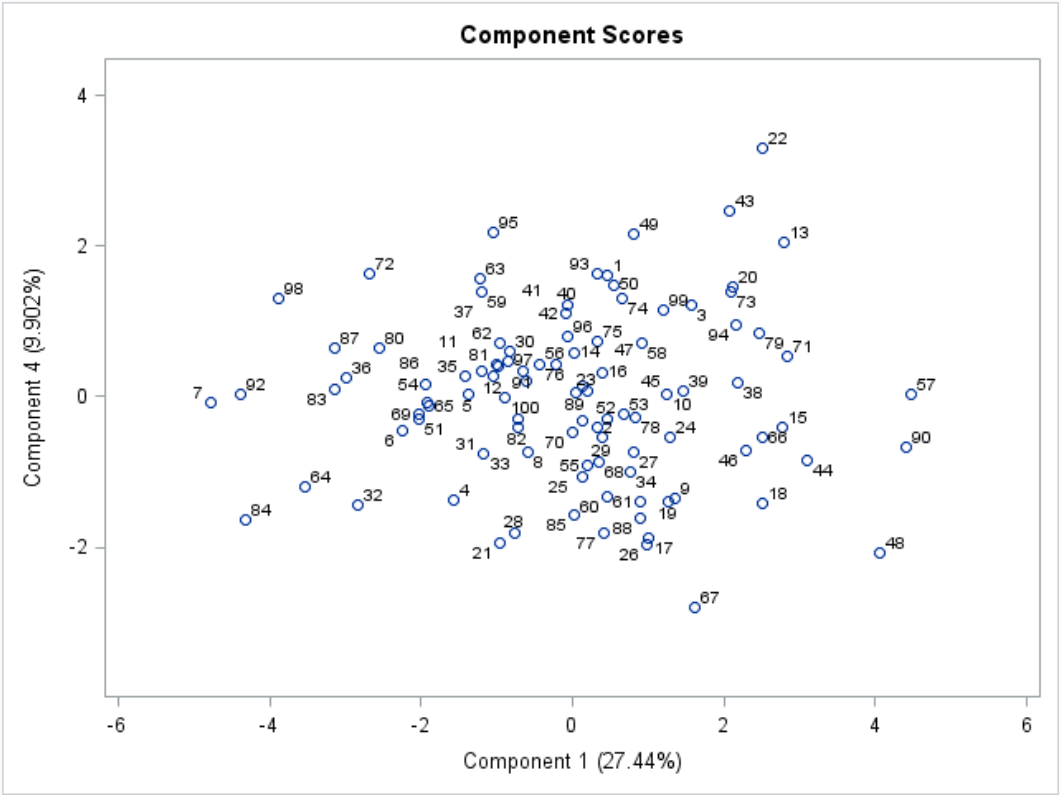
The SAS System

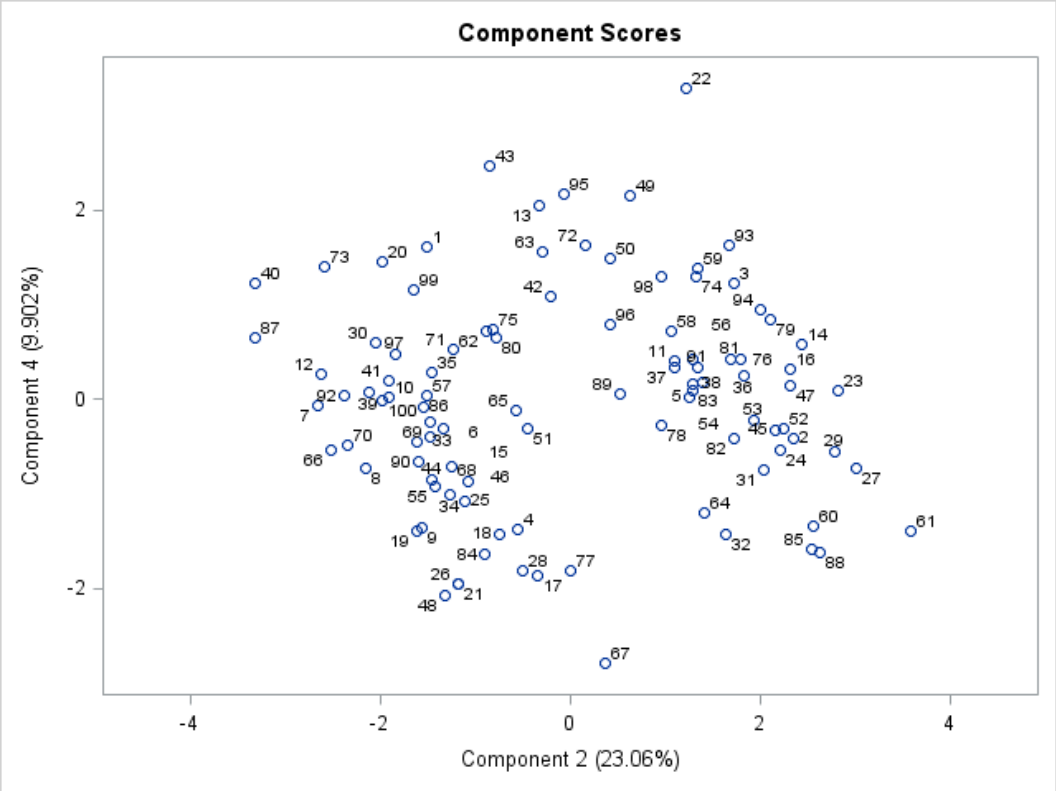
The PRINCOMP Procedure

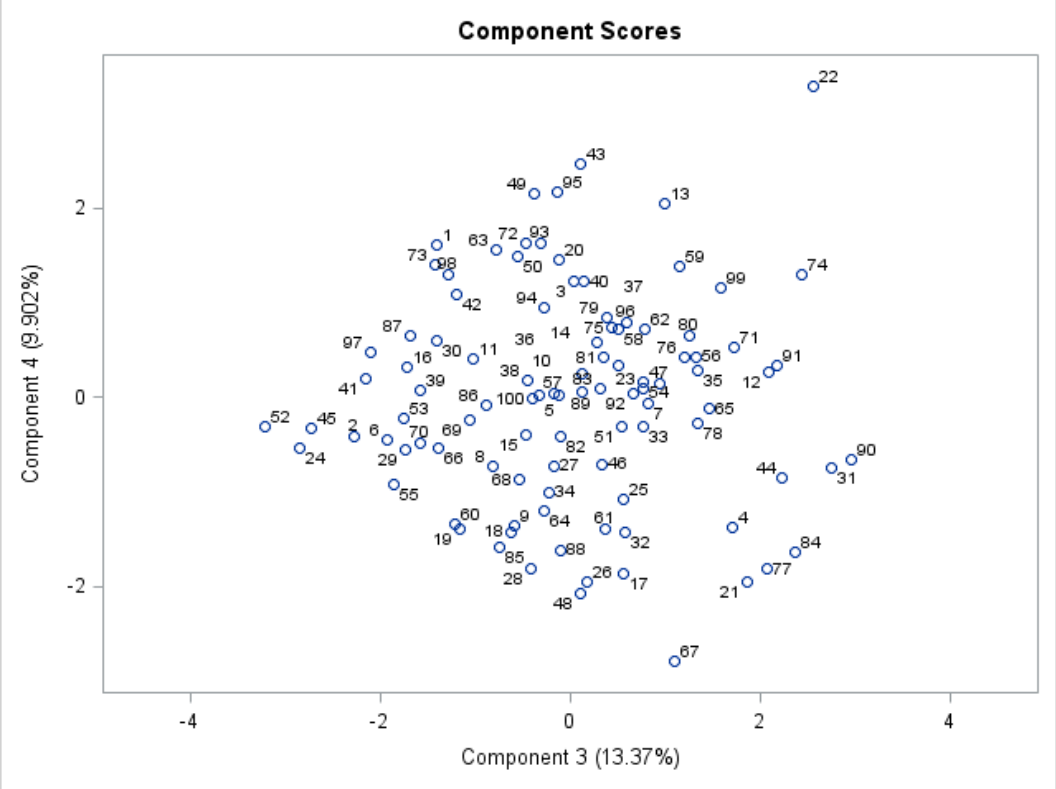


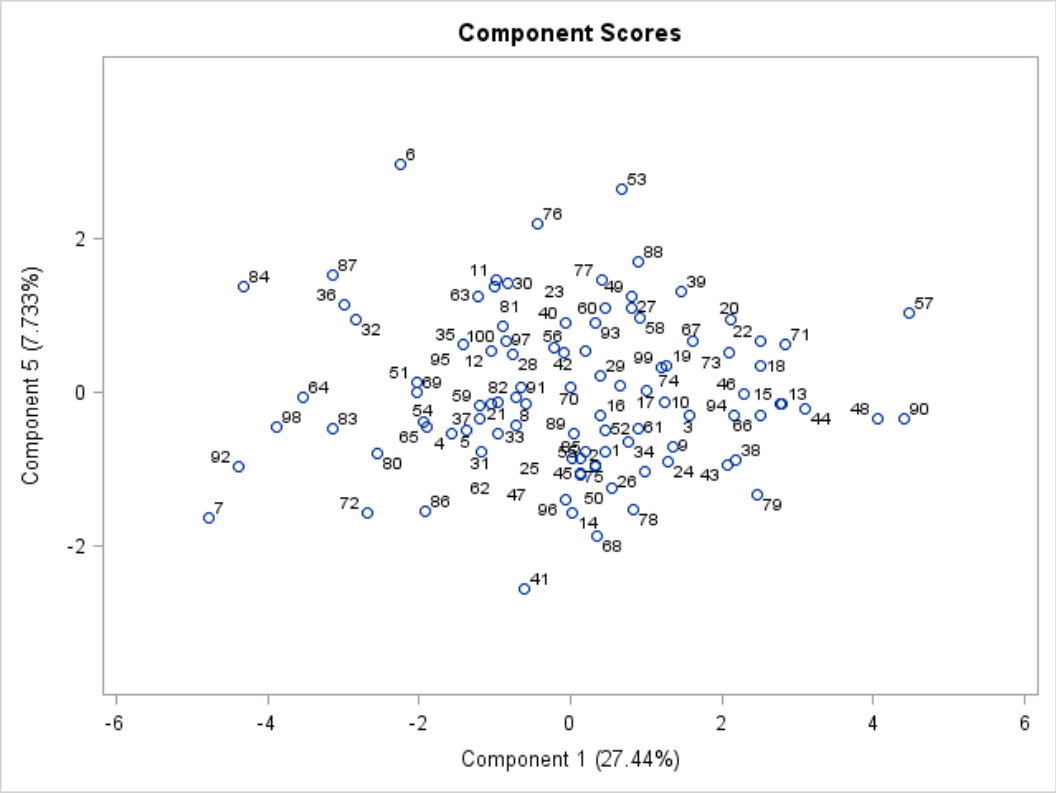


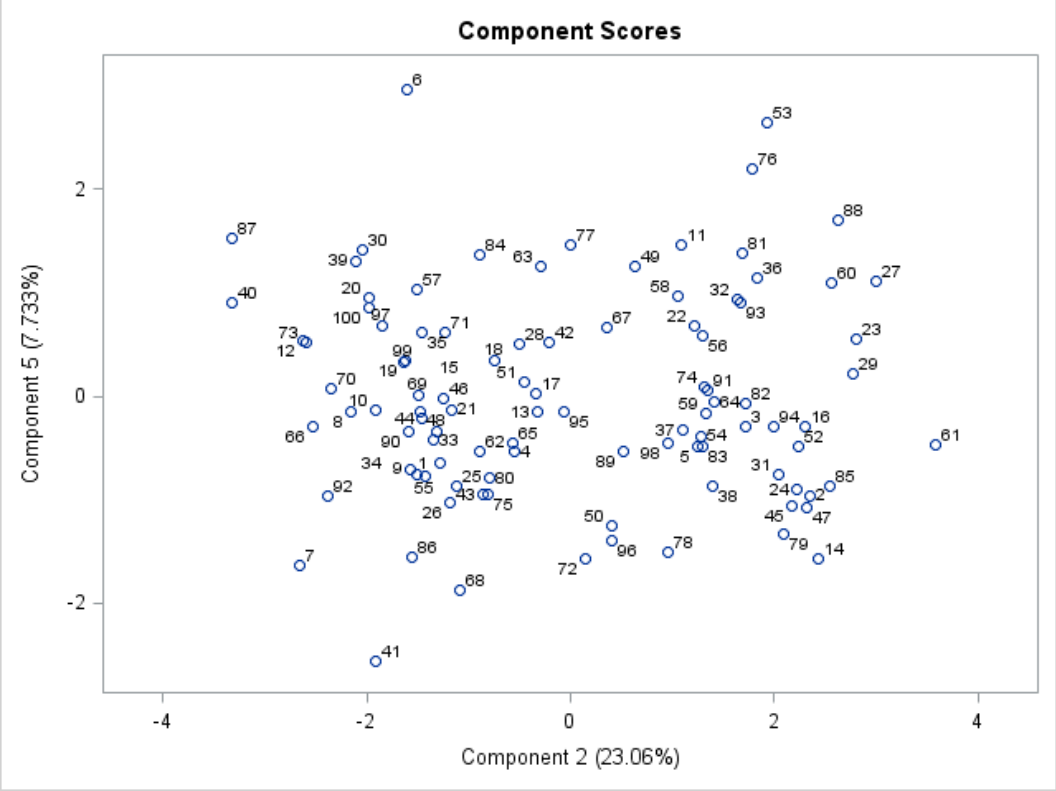

Component Scores
Component 3 (13.37%)
Component 2 (23.06%)
2
0
-2
-4
-2
0
2
4

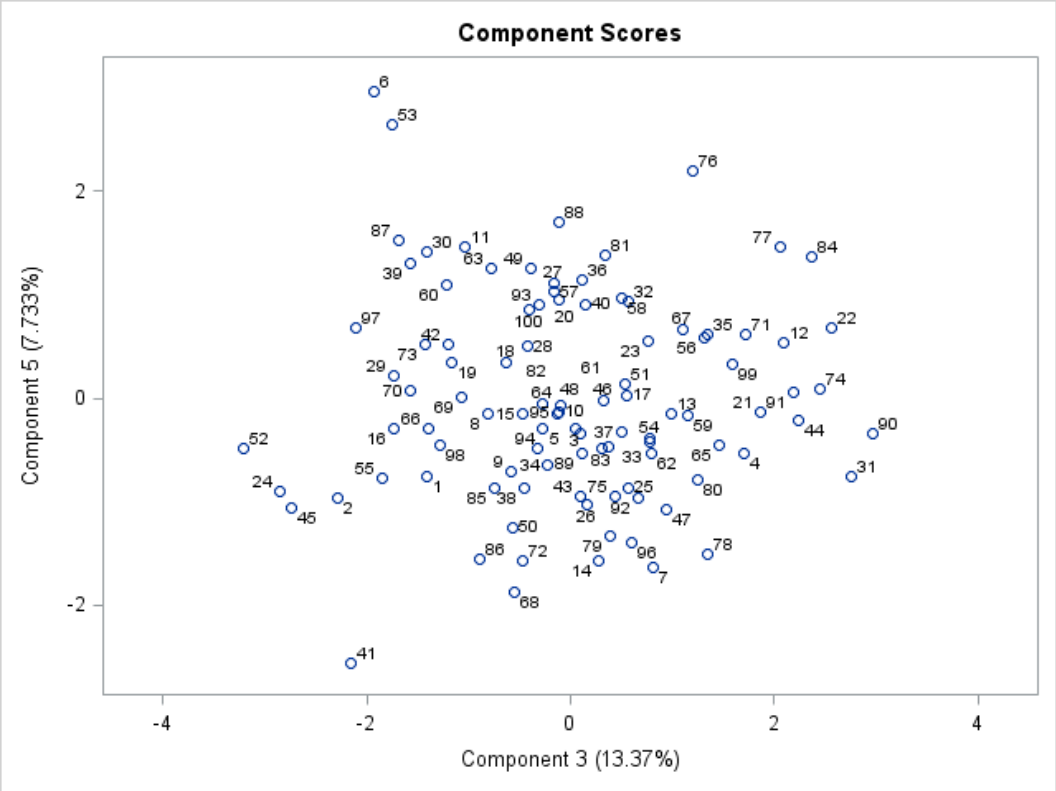

Component Scores
Component 4 (9.902%)
Component 1 (27.44%)
4
2
0
-2
-6
-4
-2
0
2
4
6

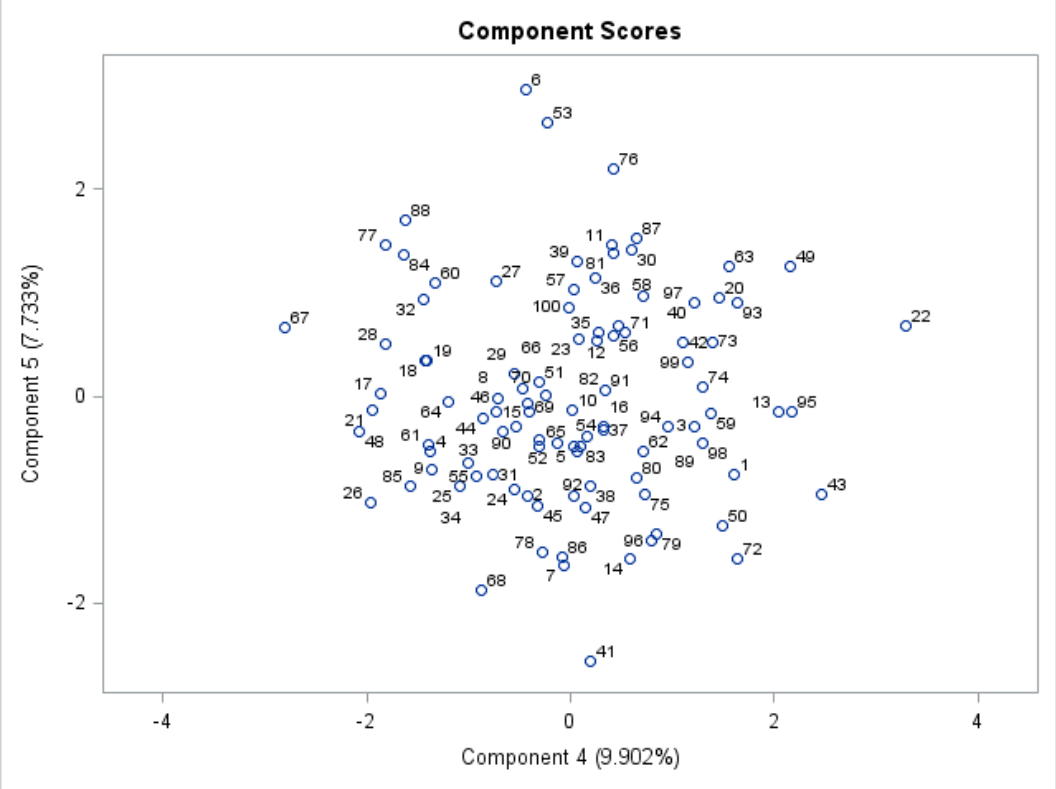

Component Scores
Component 4 (9.902%)
Component 2 (23.06%)
2
0
-2
-4
-2
0
2
4

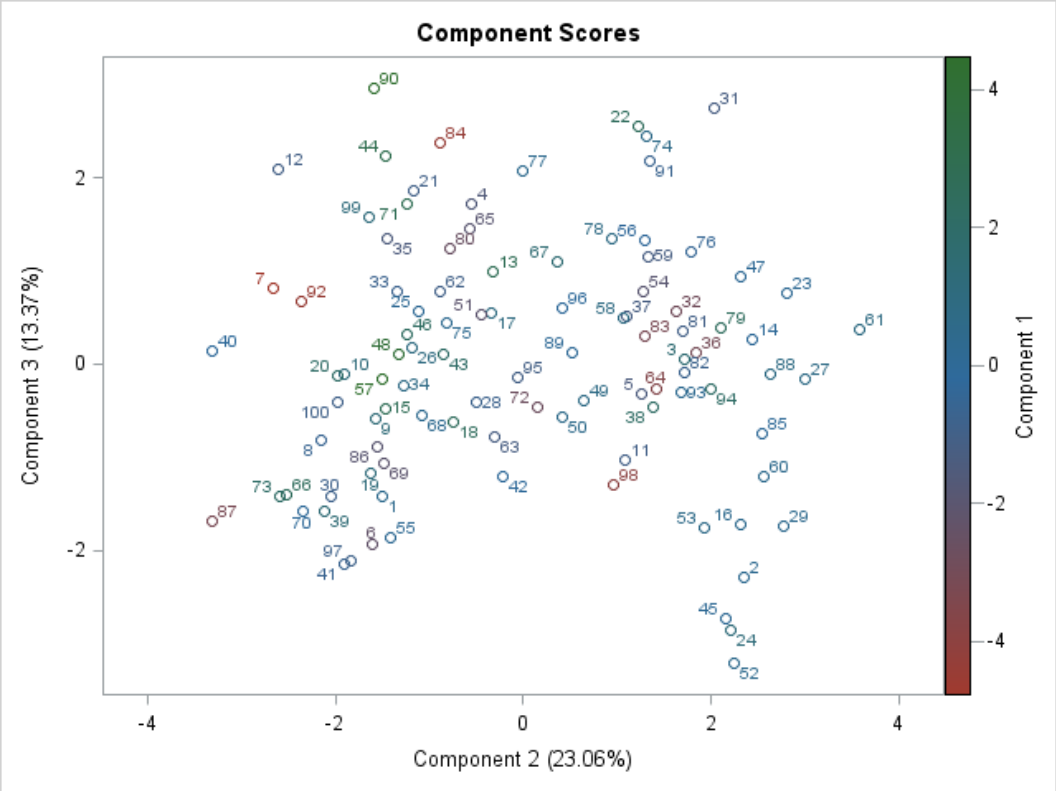

Component Scores
Component 4 (9.902%)
Component 3 (13.37%)
2
0
-2
-4
-2
0
2
4


Component Scores
Component 5 (7.733%)
Component 1 (27.44%)
2
0
-2
-6
-4
-2
0
2
4
6


Component Scores
Component 5 (7.733%)
Component 2 (23.06%)
2
0
-2
-4
-2
0
2
4


Component Scores
Component 5 (7.733%)
Component 3 (13.37%)
2
0
-2
-4
-2
0
2
4


Component Scores
Component 5 (7.733%)
Component 4 (9.902%)
2
0
-2
-4
-2
0
2
4


Component Scores
Component 3 (13.37%)
Component 2 (23.06%)
Component 1
2
0
-2
-4
4

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
X6	X6 - Product Quality	1.00000	-0.03771	0.04869	0.08213	0.12226	0.02317	0.00626	-0.05437	-0.12393	0.07585	0.18884	-0.13458	-0.01305
X7	X7 - E-Commerce	-0.03771	1.00000	0.05971	-0.11740	-0.00164	0.15678	0.72879	0.01774	-0.09100	-0.09110	0.10465	0.13394	-0.13622
X8	X8 - Technical Support	0.04869	0.05971	1.00000	0.15045	-0.04877	-0.06686	-0.07717	-0.12510	0.79187	-0.14330	-0.16045	-0.03124	0.02777
X9	X9 - Complaint Resolution	0.08213	-0.11740	0.15045	1.00000	-0.09162	0.15186	0.15429	-0.04897	-0.12279	-0.06054	0.31201	0.14307	0.08071
X10	X10 - Advertizing	0.12226	-0.00164	-0.04877	-0.09162	1.00000	0.10140	0.33311	-0.09010	0.01994	0.02572	-0.04369	0.15061	-0.06399
X11	X11 - Product Line	0.02317	0.15678	-0.06686	0.15186	0.10140	1.00000	-0.27304	0.08759	0.10312	0.11766	-0.04379	-0.95288	0.94102
X12	X12 - Salesforce Image	0.00626	0.72879	-0.07717	0.15429	0.33311	-0.27304	1.00000	0.13802	0.17167	0.05399	-0.10021	-0.24120	0.25413
X13	X13 - Competitive Pricing	-0.05437	0.01774	-0.12510	-0.04897	-0.09010	0.08759	0.13802	1.00000	0.01926	-0.01503	-0.10615	0.21164	-0.12649
X14	X14 - Warranty & Claims	-0.12393	-0.09100	0.79187	-0.12279	0.01994	0.10312	0.17167	0.01926	1.00000	0.13825	0.25015	0.02886	-0.07009
X15	X15 - New Products	0.07585	-0.09110	-0.14330	-0.06054	0.02572	0.11766	0.05399	-0.01503	0.13825	1.00000	-0.03113	0.13688	-0.08997
X16	X16 - Order & Billing	0.18884	0.10465	-0.16045	0.31201	-0.04369	-0.04379	-0.10021	-0.10615	0.25015	-0.03113	1.00000	0.03732	0.10856
X17	X17 - Price Flexibility	-0.13458	0.13394	-0.03124	0.14307	0.15061	-0.95288	-0.24120	0.21164	0.02886	0.13688	0.03732	1.00000	0.92227
X18	X18 - Delivery Speed	-0.01305	-0.13622	0.02777	0.08071	-0.06399	0.94102	0.25413	-0.12649	-0.07009	-0.08997	0.10856	0.92227	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.60870461

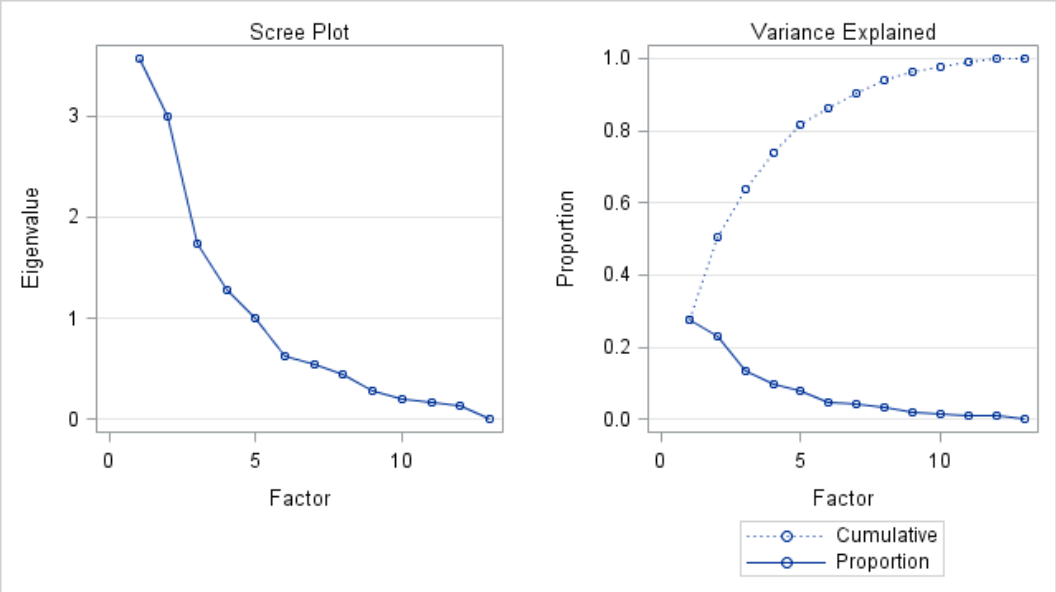
X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
0.87333494	0.62017070	0.52701809	0.88951120	0.80663277	0.44784686	0.58627959	0.87917735	0.52930825	0.31444052	0.85889120	0.44237394	0.53319443

Prior Communality Estimates: ONE

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 NFACTOR criterion.



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 - Advertizing	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	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 Communality Estimates: Total = 10.595259												
X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
0.68426202	0.79809704	0.89288069	0.88160161	0.57536119	0.84169896	0.86138453	0.59162909	0.90027621	0.97788351	0.77314161	0.89173717	0.92530586

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
X6	X6 - Product Quality	1.00000	-0.03771	0.04869	0.08213	0.12226	0.02317	0.00626	-0.05437	-0.12393	0.07585	0.18884	-0.13458	-0.01305
X7	X7 - E-Commerce	-0.03771	1.00000	0.05971	-0.11740	-0.00164	0.15678	0.72879	0.01774	-0.09100	-0.09110	0.10465	0.13394	-0.13622
X8	X8 - Technical Support	0.04869	0.05971	1.00000	0.15045	-0.04877	-0.06686	-0.07717	-0.12510	0.79187	-0.14330	-0.16045	-0.03124	0.02777
X9	X9 - Complaint Resolution	0.08213	-0.11740	0.15045	1.00000	-0.09162	0.15186	0.15429	-0.04897	-0.12279	-0.06054	0.31201	0.14307	0.08071
X10	X10 - Advertizing	0.12226	-0.00164	-0.04877	-0.09162	1.00000	0.10140	0.33311	-0.09010	0.01994	0.02572	-0.04369	0.15061	-0.06399
X11	X11 - Product Line	0.02317	0.15678	-0.06686	0.15186	0.10140	1.00000	-0.27304	0.08759	0.10312	0.11766	-0.04379	-0.95288	0.94102
X12	X12 - Salesforce Image	0.00626	0.72879	-0.07717	0.15429	0.33311	-0.27304	1.00000	0.13802	0.17167	0.05399	-0.10021	-0.24120	0.25413
X13	X13 - Competitive Pricing	-0.05437	0.01774	-0.12510	-0.04897	-0.09010	0.08759	0.13802	1.00000	0.01926	-0.01503	-0.10615	0.21164	-0.12649
X14	X14 - Warranty & Claims	-0.12393	-0.09100	0.79187	-0.12279	0.01994	0.10312	0.17167	0.01926	1.00000	0.13825	0.25015	0.02886	-0.07009
X15	X15 - New Products	0.07585	-0.09110	-0.14330	-0.06054	0.02572	0.11766	0.05399	-0.01503	0.13825	1.00000	-0.03113	0.13688	-0.08997
X16	X16 - Order & Billing	0.18884	0.10465	-0.16045	0.31201	-0.04369	-0.04379	-0.10021	-0.10615	0.25015	-0.03113	1.00000	0.03732	0.10856
X17	X17 - Price Flexibility	-0.13458	0.13394	-0.03124	0.14307	0.15061	-0.95288	-0.24120	0.21164	0.02886	0.13688	0.03732	1.00000	0.92227
X18	X18 - Delivery Speed	-0.01305	-0.13622	0.02777	0.08071	-0.06399	0.94102	0.25413	-0.12649	-0.07009	-0.08997	0.10856	0.92227	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.60870461

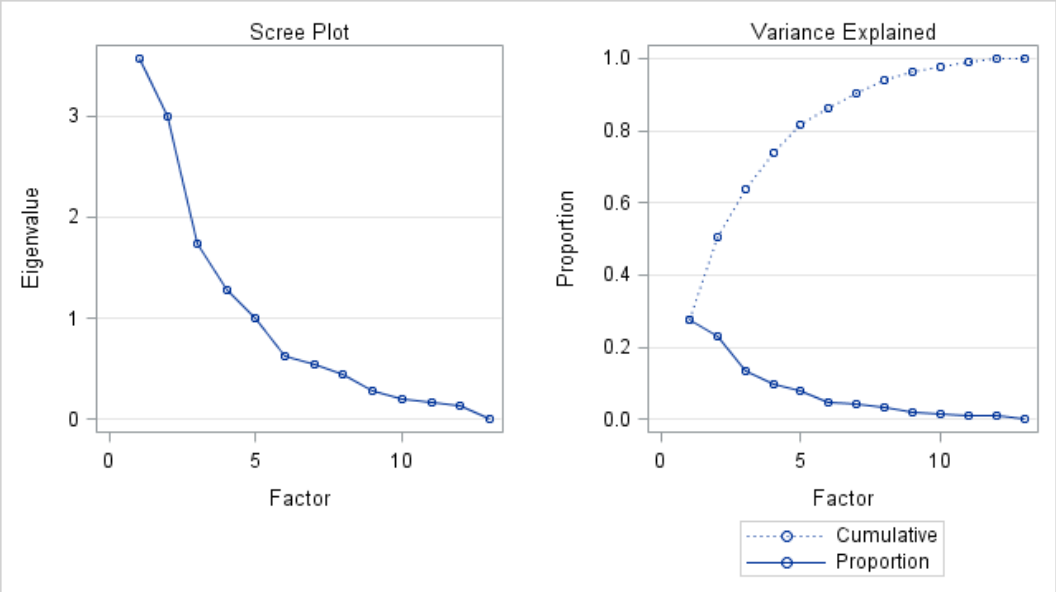
X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
0.87333494	0.62017070	0.52701809	0.88951120	0.80663277	0.44784686	0.58627959	0.87917735	0.52930825	0.31444052	0.85889120	0.44237394	0.53319443

Prior Communality Estimates: ONE

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 NFACTOR criterion.



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 - Advertizing	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	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 Communality Estimates: Total = 10.595259												
X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
0.68426202	0.79809704	0.89288069	0.88160161	0.57536119	0.84169896	0.86138453	0.59162909	0.90027621	0.97788351	0.77314161	0.89173717	0.92530586

The SAS System

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	0.05408	-0.10561	0.87861	0.03830	-0.10295
X10	X10 - Advertizing	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 Communality Estimates: Total = 10.595259

X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18
0.68426202	0.79809704	0.89288069	0.88160161	0.57536119	0.84169896	0.86138453	0.59162909	0.90027621	0.97788351	0.77314161	0.89173717	0.92530586

The SAS System

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	-0.07868	0.07423	0.43561	0.00547	-0.11060
X10	X10 - Advertizing	-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

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X17	X18
X6	X6 - Product Quality	1.00000	-0.04494	0.03832	0.07790	0.12461	0.03241	0.01040	-0.05568	-0.11488	0.18711	-0.12574	-0.02001
X7	X7 - E-Commerce	-0.04494	1.00000	0.07383	-0.11256	-0.00400	0.14770	0.72795	0.01919	-0.10503	0.10799	0.12314	-0.12909
X8	X8 - Technical Support	0.03832	0.07383	1.00000	0.16108	-0.05302	-0.08518	-0.08592	-0.12424	0.78767	-0.15770	-0.05187	0.04125
X9	X9 - Complaint Resolution	0.07790	-0.11256	0.16108	1.00000	-0.09338	0.14601	0.15152	-0.04815	-0.13268	0.31462	0.13631	0.08667
X10	X10 - Advertizing	0.12461	-0.00400	-0.05302	-0.09338	1.00000	0.10520	0.33510	-0.09053	0.02373	-0.04452	0.15565	-0.06660
X11	X11 - Product Line	0.03241	0.14770	-0.08518	0.14601	0.10520	1.00000	-0.26895	0.08644	0.12139	-0.04781	-0.95229	0.94076
X12	X12 - Salesforce Image	0.01040	0.72795	-0.08592	0.15152	0.33510	-0.26895	1.00000	0.13742	0.18114	-0.10209	-0.23637	0.25065
X13	X13 - Competitive Pricing	-0.05568	0.01919	-0.12424	-0.04815	-0.09053	0.08644	0.13742	1.00000	0.01735	-0.10575	0.21160	-0.12566
X14	X14 - Warranty & Claims	-0.11488	-0.10503	0.78767	-0.13268	0.02373	0.12139	0.18114	0.01735	1.00000	0.24835	0.04871	-0.08367
X16	X16 - Order & Billing	0.18711	0.10799	-0.15770	0.31462	-0.04452	-0.04781	-0.10209	-0.10575	0.24835	1.00000	0.03339	0.11187
X17	X17 - Price Flexibility	-0.12574	0.12314	-0.05187	0.13631	0.15565	-0.95229	-0.23637	0.21160	0.04871	0.03339	1.00000	0.92234
X18	X18 - Delivery Speed	-0.02001	-0.12909	0.04125	0.08667	-0.06660	0.94076	0.25065	-0.12566	-0.08367	0.11187	0.92234	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.61212249

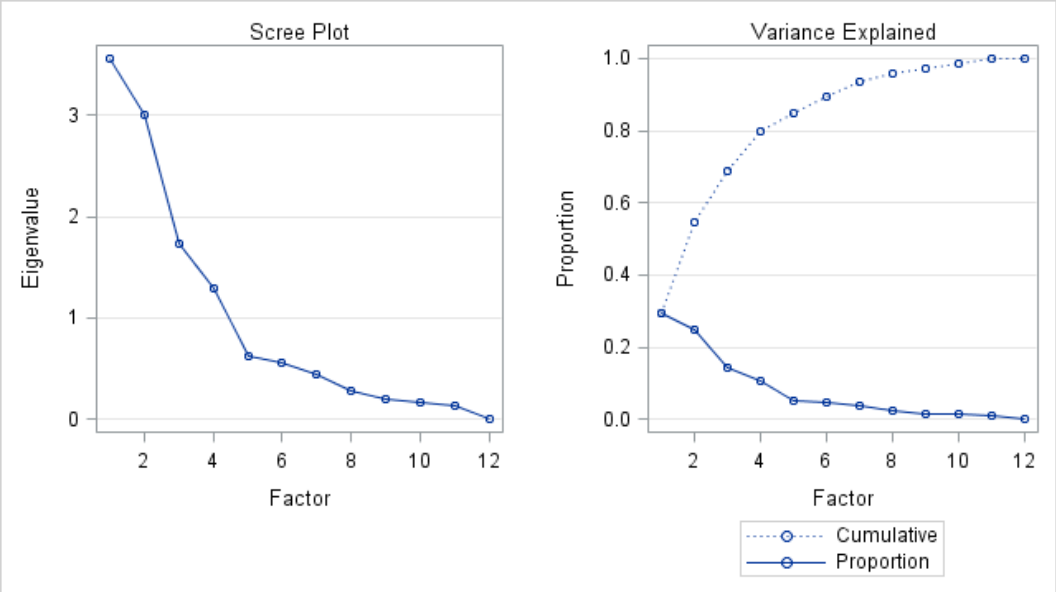
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X17	X18
0.88433098	0.62447848	0.53109650	0.88982362	0.80096627	0.44926360	0.58736933	0.87993546	0.53286926	0.85848306	0.44406502	0.53282157

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
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 NFACTOR 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 - Advertizing	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	0.46395	-0.45059	0.46620	0.38889

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	X14	X16	X17	X18
0.68102788	0.78684979	0.89104455	0.87932342	0.55902838	0.84116435	0.86102860	0.59099410	0.89285064	0.77277319	0.89053676	0.92516131

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X17	X18
X6	X6 - Product Quality	1.00000	-0.04494	0.03832	0.07790	0.12461	0.03241	0.01040	-0.05568	-0.11488	0.18711	-0.12574	-0.02001
X7	X7 - E-Commerce	-0.04494	1.00000	0.07383	-0.11256	-0.00400	0.14770	0.72795	0.01919	-0.10503	0.10799	0.12314	-0.12909
X8	X8 - Technical Support	0.03832	0.07383	1.00000	0.16108	-0.05302	-0.08518	-0.08592	-0.12424	0.78767	-0.15770	-0.05187	0.04125
X9	X9 - Complaint Resolution	0.07790	-0.11256	0.16108	1.00000	-0.09338	0.14601	0.15152	-0.04815	-0.13268	0.31462	0.13631	0.08667
X10	X10 - Advertizing	0.12461	-0.00400	-0.05302	-0.09338	1.00000	0.10520	0.33510	-0.09053	0.02373	-0.04452	0.15565	-0.06660
X11	X11 - Product Line	0.03241	0.14770	-0.08518	0.14601	0.10520	1.00000	-0.26895	0.08644	0.12139	-0.04781	-0.95229	0.94076
X12	X12 - Salesforce Image	0.01040	0.72795	-0.08592	0.15152	0.33510	-0.26895	1.00000	0.13742	0.18114	-0.10209	-0.23637	0.25065
X13	X13 - Competitive Pricing	-0.05568	0.01919	-0.12424	-0.04815	-0.09053	0.08644	0.13742	1.00000	0.01735	-0.10575	0.21160	-0.12566
X14	X14 - Warranty & Claims	-0.11488	-0.10503	0.78767	-0.13268	0.02373	0.12139	0.18114	0.01735	1.00000	0.24835	0.04871	-0.08367
X16	X16 - Order & Billing	0.18711	0.10799	-0.15770	0.31462	-0.04452	-0.04781	-0.10209	-0.10575	0.24835	1.00000	0.03339	0.11187
X17	X17 - Price Flexibility	-0.12574	0.12314	-0.05187	0.13631	0.15565	-0.95229	-0.23637	0.21160	0.04871	0.03339	1.00000	0.92234
X18	X18 - Delivery Speed	-0.02001	-0.12909	0.04125	0.08667	-0.06660	0.94076	0.25065	-0.12566	-0.08367	0.11187	0.92234	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.61212249

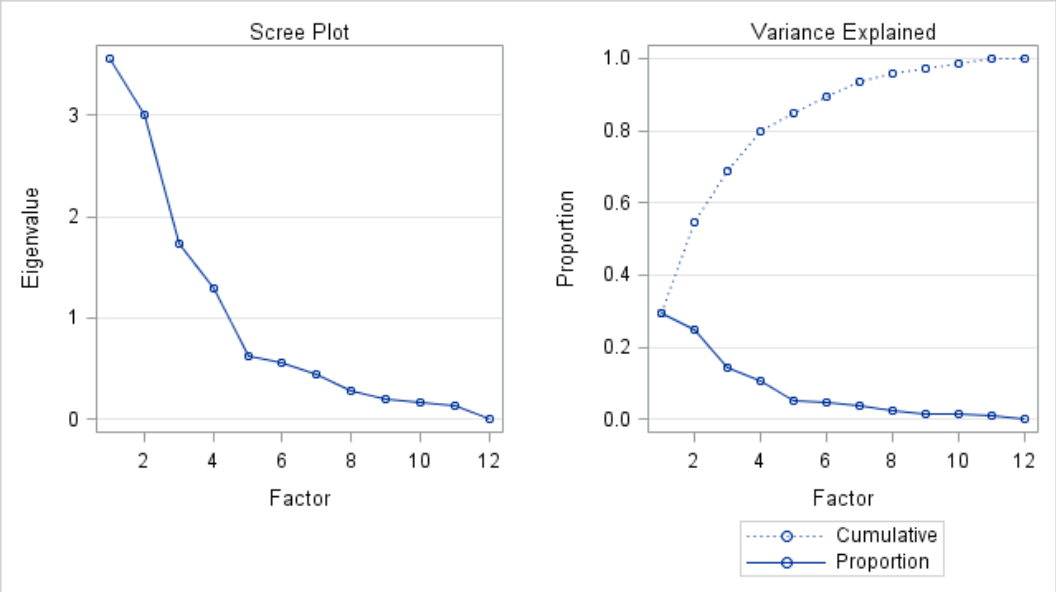
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X17	X18
0.88433098	0.62447848	0.53109650	0.88982362	0.80096627	0.44926360	0.58736933	0.87993546	0.53286926	0.85848306	0.44406502	0.53282157

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
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 NFACTOR 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 - Advertizing	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	0.46395	-0.45059	0.46620	0.38889

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	X14	X16	X17	X18
0.68102788	0.78684979	0.89104455	0.87932342	0.55902838	0.84116435	0.86102860	0.59099410	0.89285064	0.77277319	0.89053676	0.92516131

The SAS System

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	0.04473	-0.10378	0.87871	0.04417
X10	X10 - Advertizing	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	X14	X16	X17	X18
0.68102788	0.78684979	0.89104455	0.87932342	0.55902838	0.84116435	0.86102860	0.59099410	0.89285064	0.77277319	0.89053676	0.92516131

The SAS System

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	0.31205	-0.01769	-0.02443	-0.03931
X9	X9 - Complaint Resolution	0.30730	-0.00532	-0.04612	-0.01336
X16	X16 - Order & Billing	0.29125	-0.04089	-0.05721	0.01929
X6	X6 - Product Quality	-0.03238	0.42482	0.11978	-0.14320
X11	X11 - Product Line	0.15401	0.30841	0.01937	-0.03776
X13	X13 - Competitive Pricing	-0.01862	-0.27886	0.02979	-0.04324
X17	X17 - Price Flexibility	0.19867	-0.36301	-0.05985	-0.00557
X12	X12 - Salesforce Image	-0.06162	0.04250	0.42847	0.03519
X7	X7 - E-Commerce	-0.08936	0.07556	0.43538	0.01286
X10	X10 - Advertizing	-0.02504	0.08757	0.35022	-0.06433
X8	X8 - Technical Support	-0.02711	-0.08301	-0.02691	0.53001
X14	X14 - Warranty & Claims	-0.01008	-0.06310	0.01033	0.51721

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
X6	X6 - Product Quality	1.00000	-0.06137	0.04526	0.06183	0.10719	0.50256	0.04163	-0.08486	-0.12211	0.18448	-0.35477
X7	X7 - E-Commerce	-0.06137	1.00000	0.06806	-0.09742	0.01547	0.10050	0.72474	0.04665	-0.09991	0.11302	-0.04045
X8	X8 - Technical Support	0.04526	0.06806	1.00000	0.15567	-0.06194	-0.11741	-0.07591	-0.13853	0.78714	-0.15973	-0.01707
X9	X9 - Complaint Resolution	0.06183	-0.09742	0.15567	1.00000	-0.07374	0.05360	0.12394	-0.01994	-0.12738	0.32236	0.55488
X10	X10 - Advertizing	0.10719	0.01547	-0.06194	-0.07374	1.00000	-0.14272	0.31080	-0.05965	0.03174	-0.03983	0.20164
X11	X11 - Product Line	0.50256	0.10050	-0.11741	0.05360	-0.14272	1.00000	-0.14787	-0.38577	0.24605	-0.26099	0.52936
X12	X12 - Salesforce Image	0.04163	0.72474	-0.07591	0.12394	0.31080	-0.14787	1.00000	0.09204	0.17478	-0.11326	0.08692
X13	X13 - Competitive Pricing	-0.08486	0.04665	-0.13853	-0.01994	-0.05965	-0.38577	0.09204	1.00000	0.02833	-0.10102	0.18405
X14	X14 - Warranty & Claims	-0.12211	-0.09991	0.78714	-0.12738	0.03174	0.24605	0.17478	0.02833	1.00000	0.25041	-0.10039
X16	X16 - Order & Billing	0.18448	0.11302	-0.15973	0.32236	-0.03983	-0.26099	-0.11326	-0.10102	0.25041	1.00000	0.36944
X18	X18 - Delivery Speed	-0.35477	-0.04045	-0.01707	0.55488	0.20164	0.52936	0.08692	0.18405	-0.10039	0.36944	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.65314222

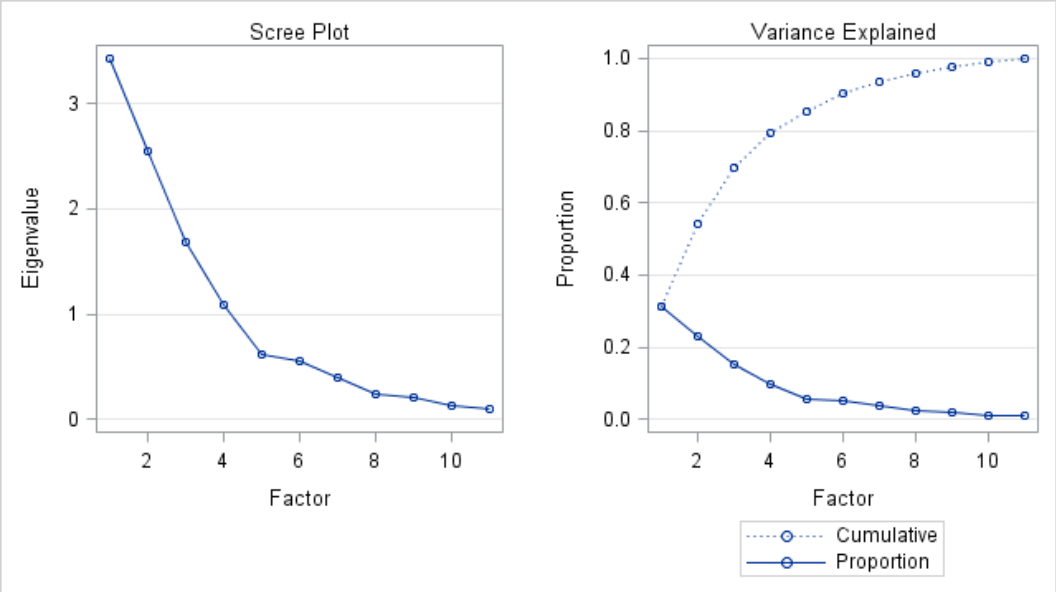
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
0.50870653	0.62555473	0.51900806	0.78655521	0.77936148	0.62232766	0.62184217	0.75282649	0.51076125	0.76001478	0.66557683

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
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

4 factors will be retained by the NFACTOR 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	0.30721	0.71314	0.30591	0.28392
X13	X13 - Competitive Pricing	-0.28081	0.66035	-0.06898	-0.34768
X10	X10 - Advertizing	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

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

Final Communality Estimates: Total = 8.755401										
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
0.76802937	0.77714736	0.89311235	0.88126008	0.57597858	0.78710502	0.85944643	0.64055781	0.89224653	0.76608666	0.91443037

The SAS System

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

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables

		X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
X6	X6 - Product Quality	1.00000	-0.06137	0.04526	0.06183	0.10719	0.50256	0.04163	-0.08486	-0.12211	0.18448	-0.35477
X7	X7 - E-Commerce	-0.06137	1.00000	0.06806	-0.09742	0.01547	0.10050	0.72474	0.04665	-0.09991	0.11302	-0.04045
X8	X8 - Technical Support	0.04526	0.06806	1.00000	0.15567	-0.06194	-0.11741	-0.07591	-0.13853	0.78714	-0.15973	-0.01707
X9	X9 - Complaint Resolution	0.06183	-0.09742	0.15567	1.00000	-0.07374	0.05360	0.12394	-0.01994	-0.12738	0.32236	0.55488
X10	X10 - Advertizing	0.10719	0.01547	-0.06194	-0.07374	1.00000	-0.14272	0.31080	-0.05965	0.03174	-0.03983	0.20164
X11	X11 - Product Line	0.50256	0.10050	-0.11741	0.05360	-0.14272	1.00000	-0.14787	-0.38577	0.24605	-0.26099	0.52936
X12	X12 - Salesforce Image	0.04163	0.72474	-0.07591	0.12394	0.31080	-0.14787	1.00000	0.09204	0.17478	-0.11326	0.08692
X13	X13 - Competitive Pricing	-0.08486	0.04665	-0.13853	-0.01994	-0.05965	-0.38577	0.09204	1.00000	0.02833	-0.10102	0.18405
X14	X14 - Warranty & Claims	-0.12211	-0.09991	0.78714	-0.12738	0.03174	0.24605	0.17478	0.02833	1.00000	0.25041	-0.10039
X16	X16 - Order & Billing	0.18448	0.11302	-0.15973	0.32236	-0.03983	-0.26099	-0.11326	-0.10102	0.25041	1.00000	0.36944
X18	X18 - Delivery Speed	-0.35477	-0.04045	-0.01707	0.55488	0.20164	0.52936	0.08692	0.18405	-0.10039	0.36944	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.65314222

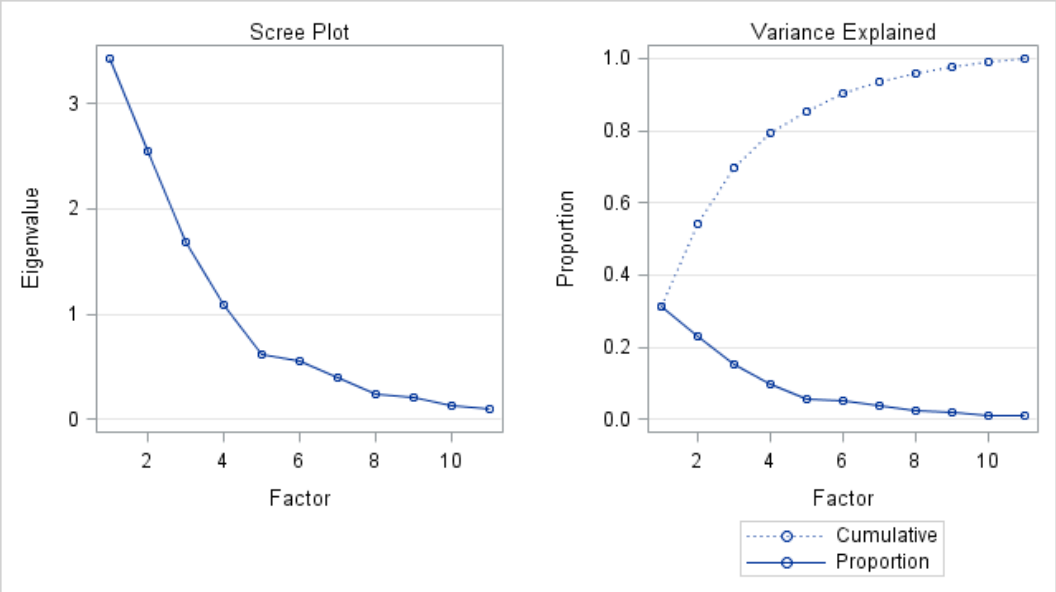
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
0.50870653	0.62555473	0.51900806	0.78655521	0.77936148	0.62232766	0.62184217	0.75282649	0.51076125	0.76001478	0.66557683

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
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

4 factors will be retained by the NFACTOR 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	0.30721	0.71314	0.30591	0.28392
X13	X13 - Competitive Pricing	-0.28081	0.66035	-0.06898	-0.34768
X10	X10 - Advertizing	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

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

Final Communality Estimates: Total = 8.755401										
X6	X7	X8	X9	X10	X11	X12	X13	X14	X16	X18
0.76802937	0.77714736	0.89311235	0.88126008	0.57597858	0.78710502	0.85944643	0.64055781	0.89224653	0.76608666	0.91443037

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

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	0.05684	0.87056	0.04732	-0.11748
X10	X10 - Advertizing	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

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	X14	X16	X18
0.76802937	0.77714736	0.89311235	0.88126008	0.57597858	0.78710502	0.85944643	0.64055781	0.89224653	0.76608666	0.91443037

The SAS System

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	-0.07974	0.42102	0.02154	0.05588
X10	X10 - Advertizing	-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

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

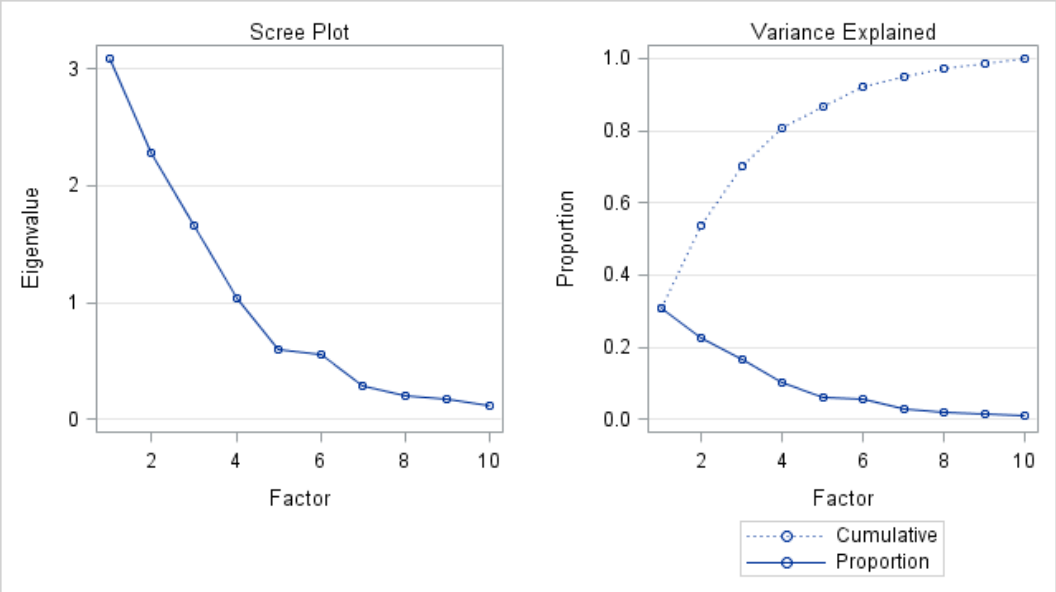
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573

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 NFACTOR criterion.



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	0.54419	-0.54073	0.37992	0.21637
X10	X10 - Advertizing	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

The SAS System

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

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	-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 - Advertizing	-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
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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

The SAS System

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	-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 - Advertizing	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
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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
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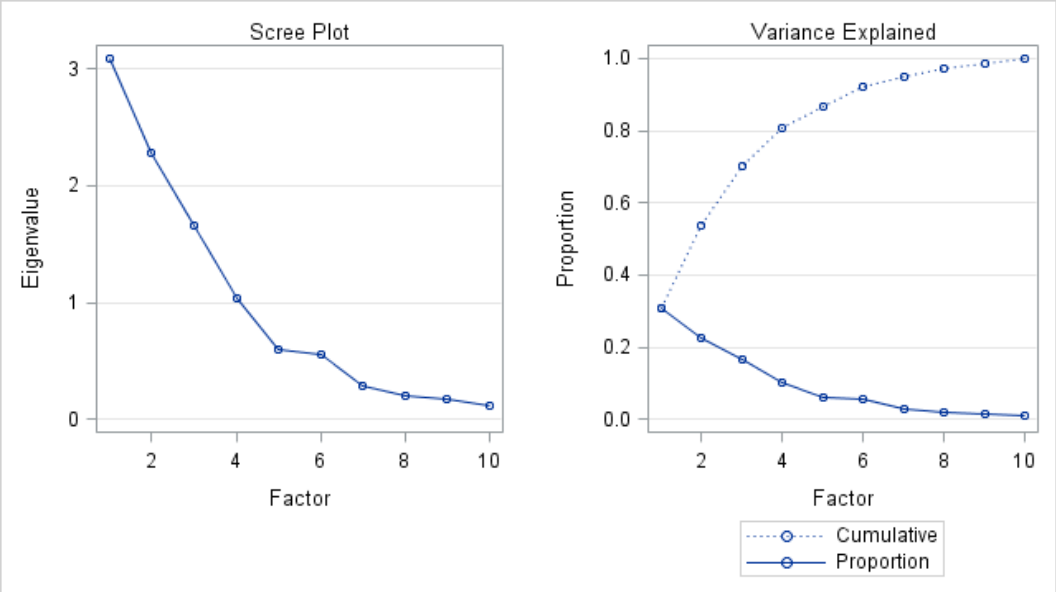
3	1.65928375	0.62048347	0.1659	0.7018
4	1.03880027	0.43470062	0.1039	0.8057
5	0.60409965	0.05547355	0.0604	0.8661
6	0.54862610	0.25603062	0.0549	0.9210
7	0.29259548	0.08640747	0.0293	0.9502
8	0.20618801	0.03504655	0.0206	0.9709
9	0.17114146	0.05095052	0.0171	0.9880
10	0.12019094		0.0120	1.0000

4 factors will be retained by the NFACTOR criterion.



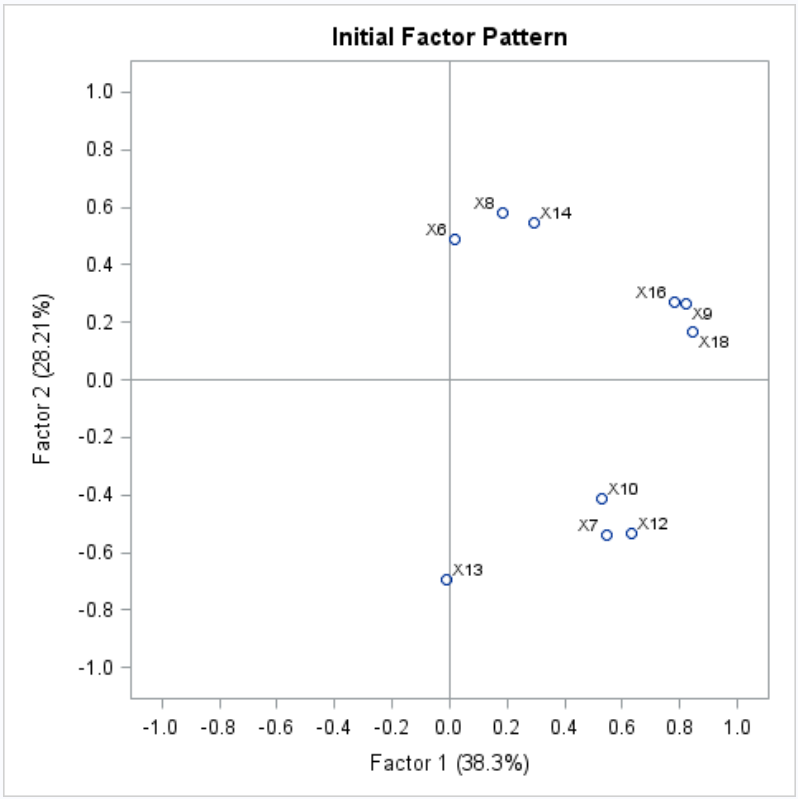
Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787
X9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922
X16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508
X12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956
X7	X7 - E-Commerce	0.54419	-0.54073	0.37992	0.21637
X10	X10 - Advertizing	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

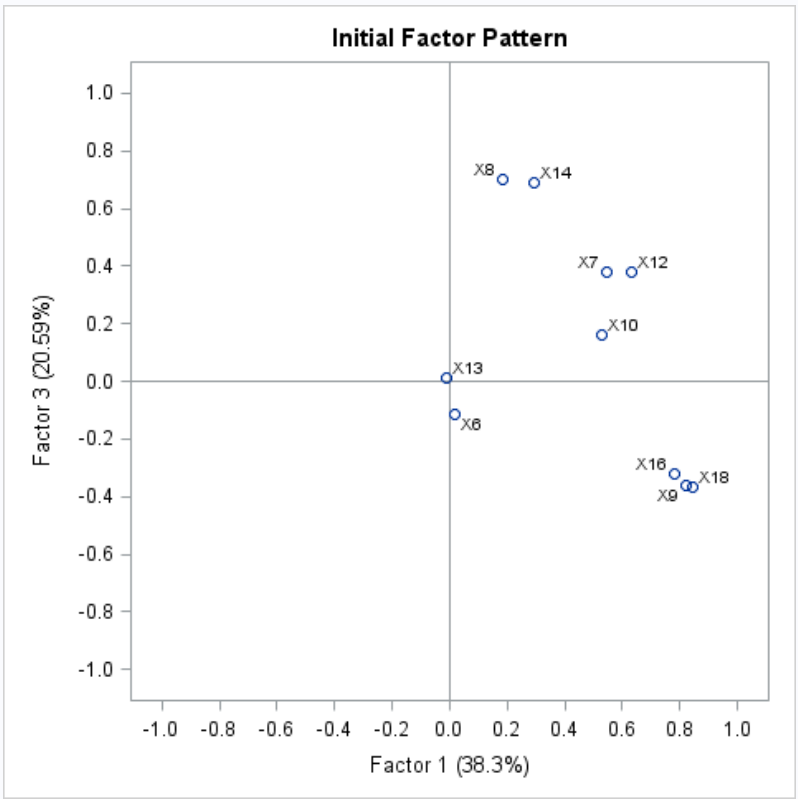
Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.0860425	2.2730319	1.6592837	1.0388003

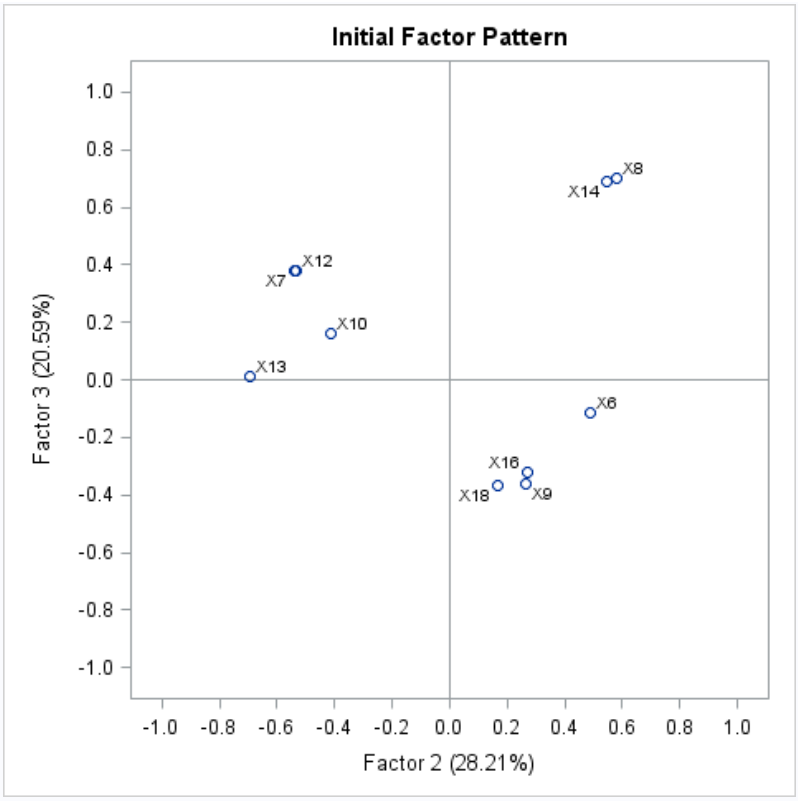
Final Communality Estimates: Total = 8.057158									
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

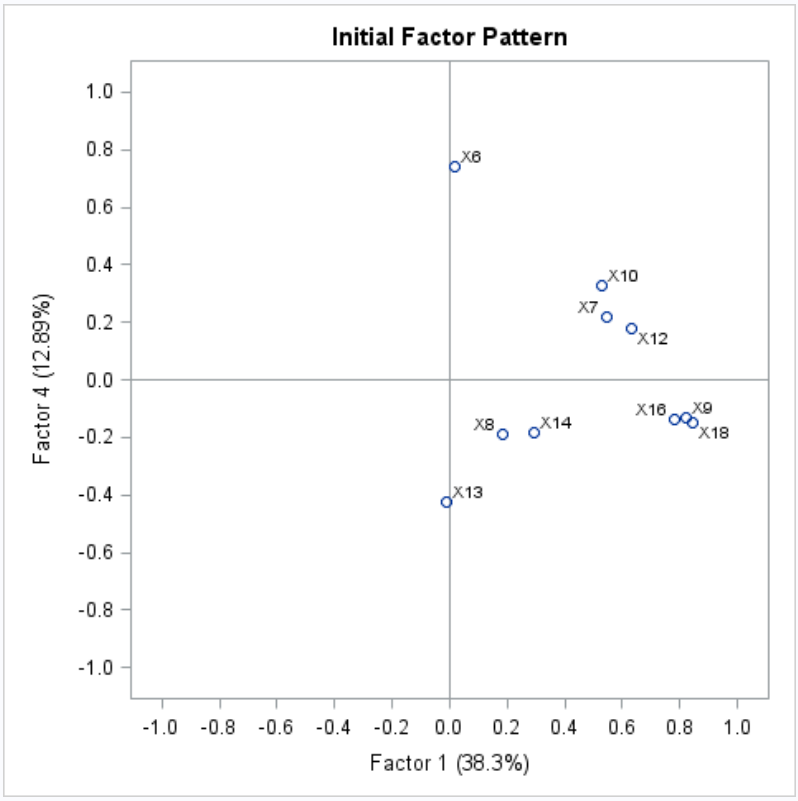
The SAS System

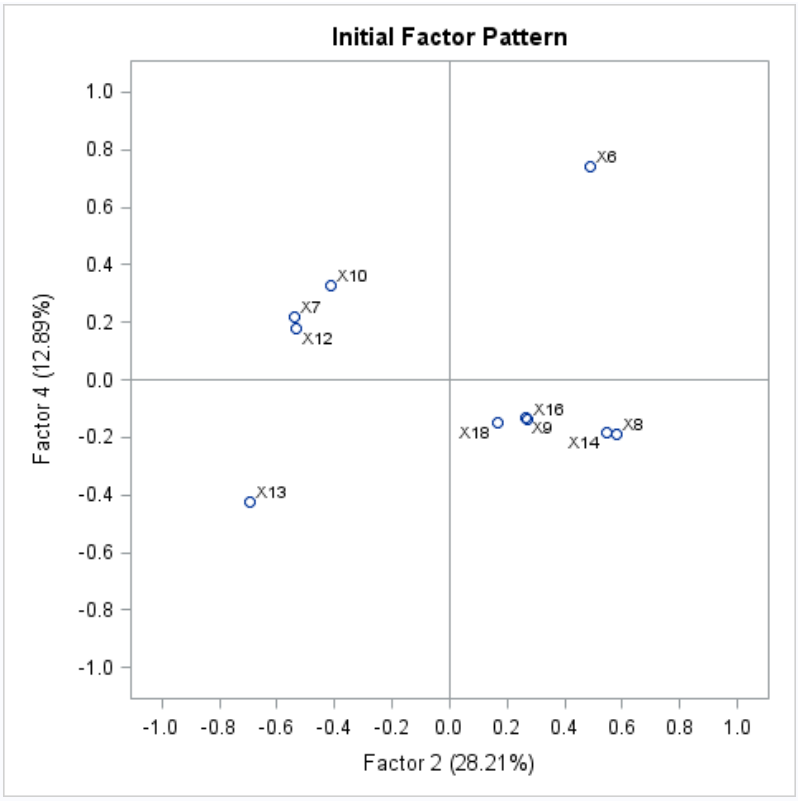
The FACTOR Procedure
Initial Factor Method: Principal Components

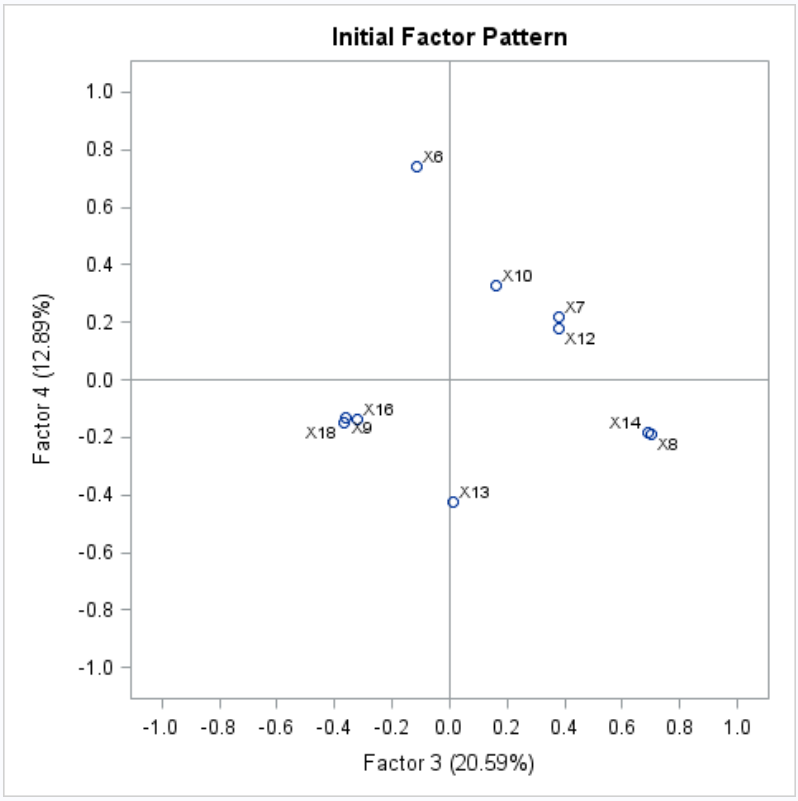





Initial Factor Pattern
Factor 3 (20.59%)
Factor 2 (28.21%)
X8
X14
X12
X7
X10
X13
X6
X16
X18
X9
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 1 (38.3%)
X6
X10
X7
X12
X16
X9
X8
X14
X18
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 2 (28.21%)
X6
X10
X7
X12
X16
X9
X18
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 3 (20.59%)
X6
X10
X7
X12
X16
X18
X9
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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	0.05676	0.86848	0.04907	-0.14070
X10	X10 - Advertizing	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 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

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

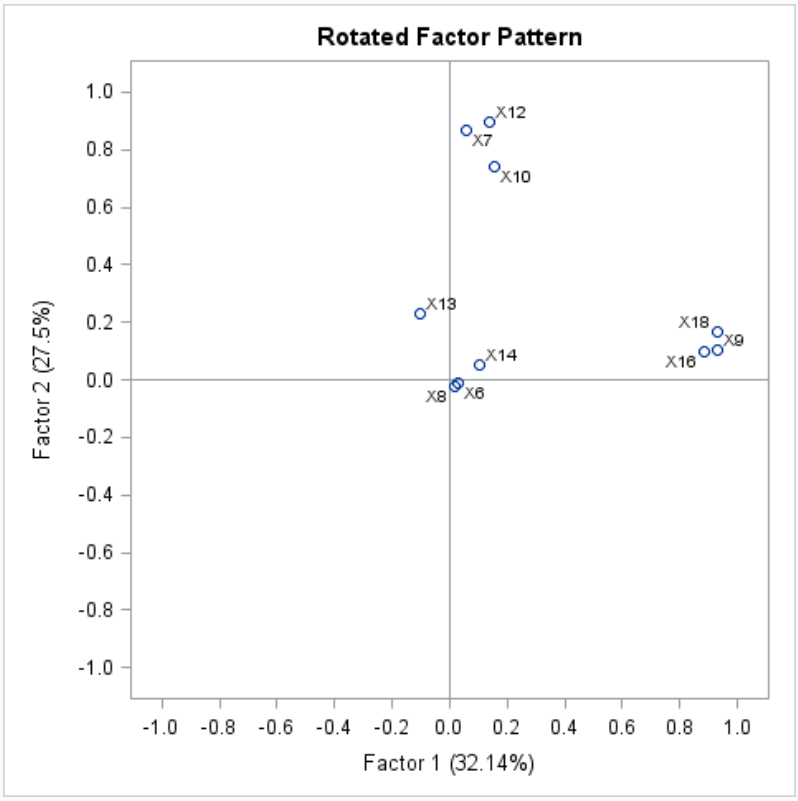
Scoring Coefficients Estimated by Regression

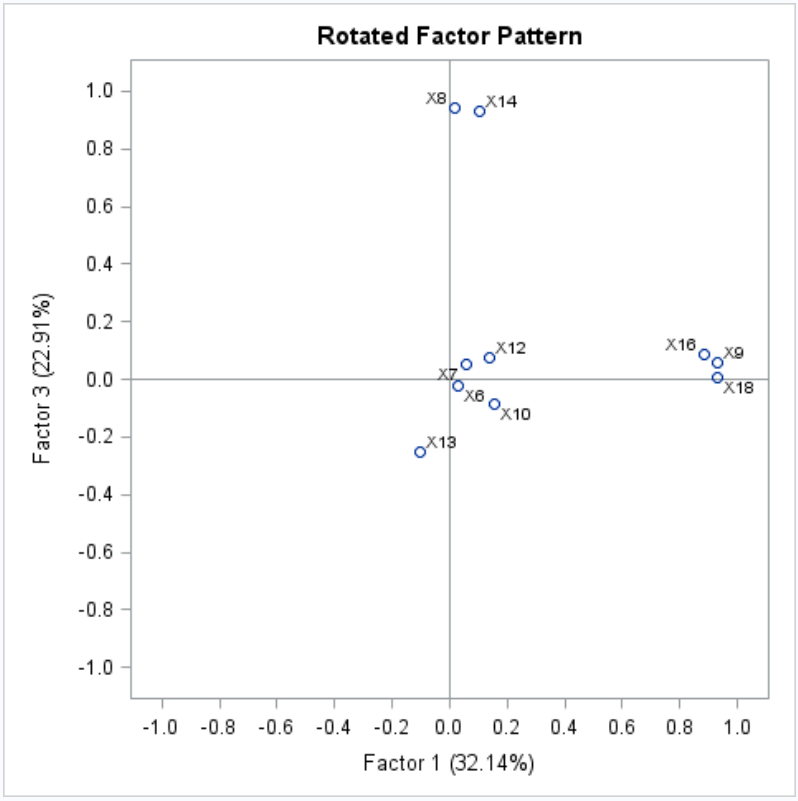
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

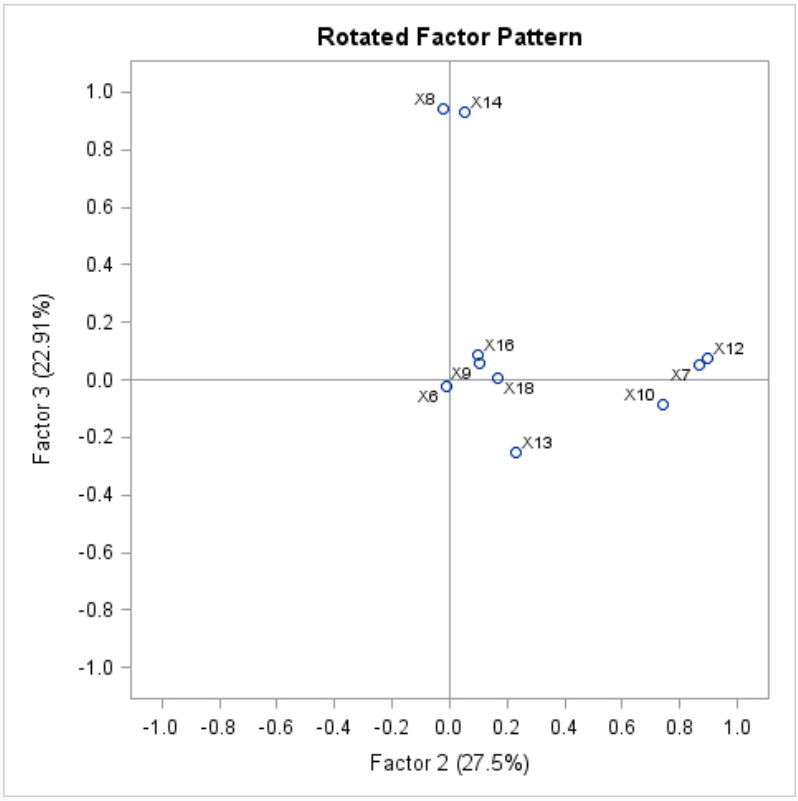
Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X9	X9 - Complaint Resolution	0.37800	-0.05973	-0.02068	-0.01882
X18	X18 - Delivery Speed	0.37800	-0.03862	-0.04231	-0.05778
X16	X16 - Order & Billing	0.35812	-0.05896	-0.00048	-0.02505
X12	X12 - Salesforce Image	-0.04935	0.41798	0.04125	-0.00151
X7	X7 - E-Commerce	-0.08171	0.41880	0.02671	0.02662
X10	X10 - Advertizing	-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

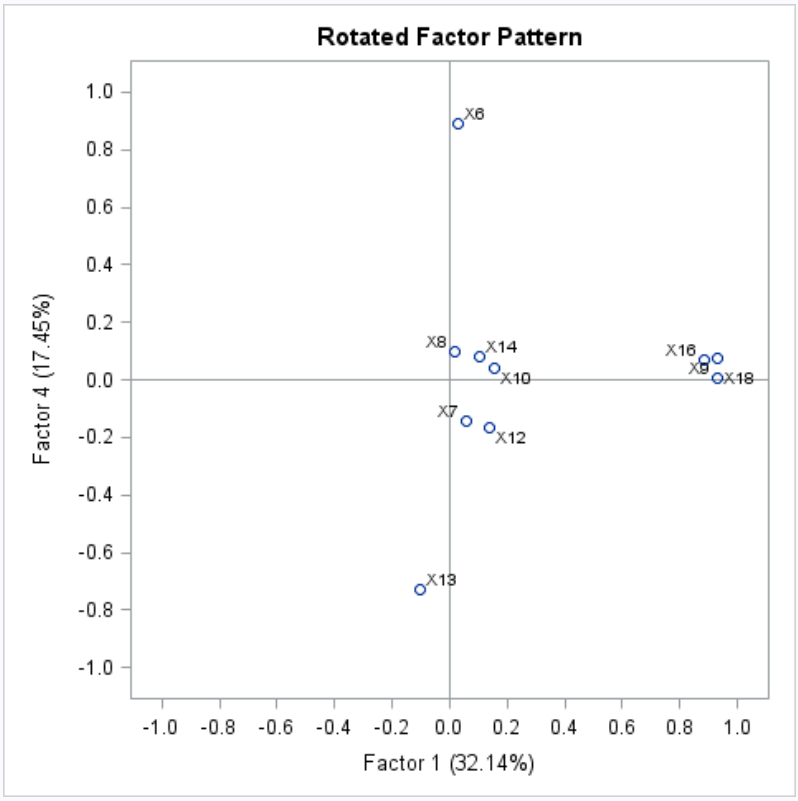
The SAS System

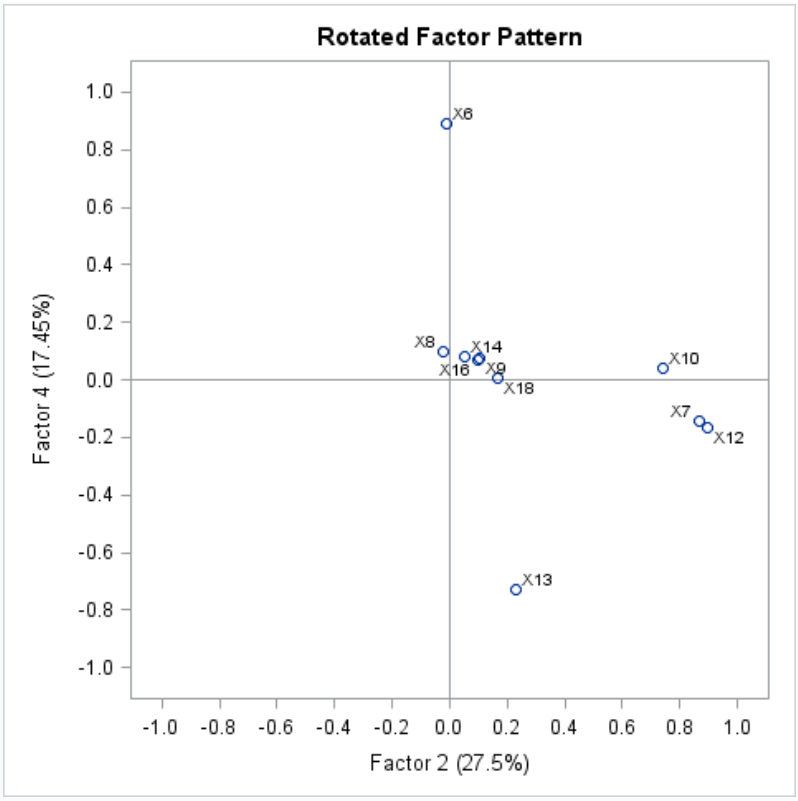
The FACTOR Procedure
Rotation Method: Varimax

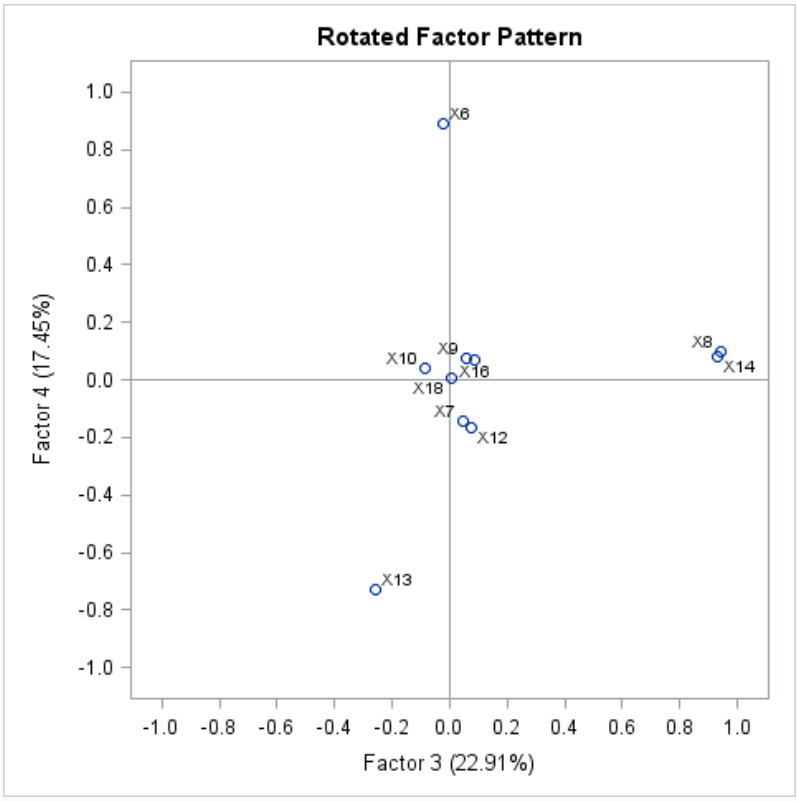





Rotated Factor Pattern
Factor 3 (22.91%)
Factor 2 (27.5%)
X8
X14
X16
X12
X9
X7
X6
X18
X10
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 1 (32.14%)
X6
X8
X14
X16
X9
X10
X18
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 2 (27.5%)
X6
X8
X14
X16
X9
X18
X10
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 3 (22.91%)
X6
X10
X9
X16
X18
X7
X12
X8
X14
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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

The SAS System

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	-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 - Advertizing	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

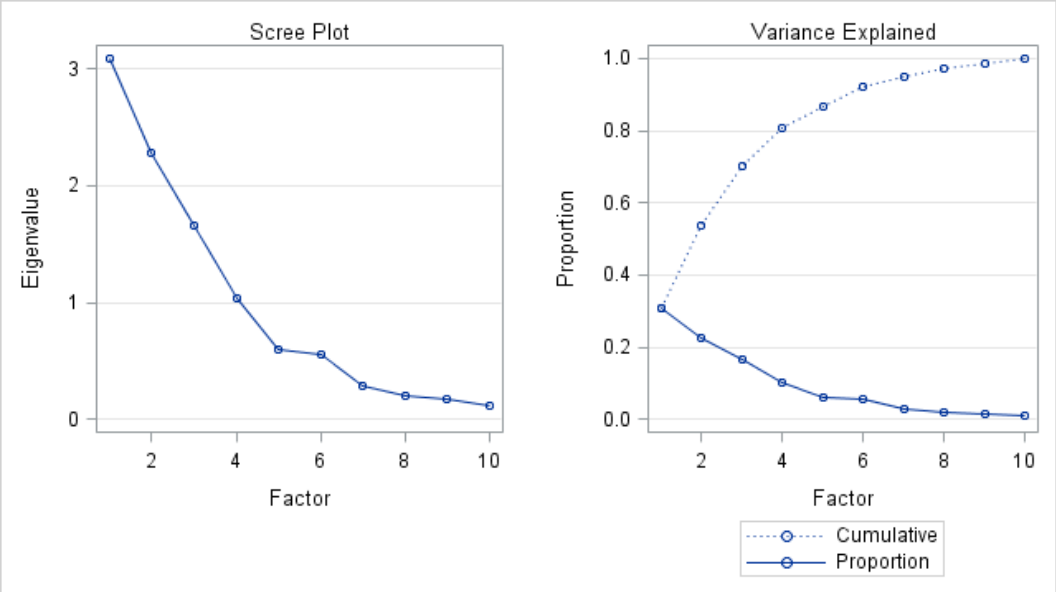
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573

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 NFACTOR criterion.



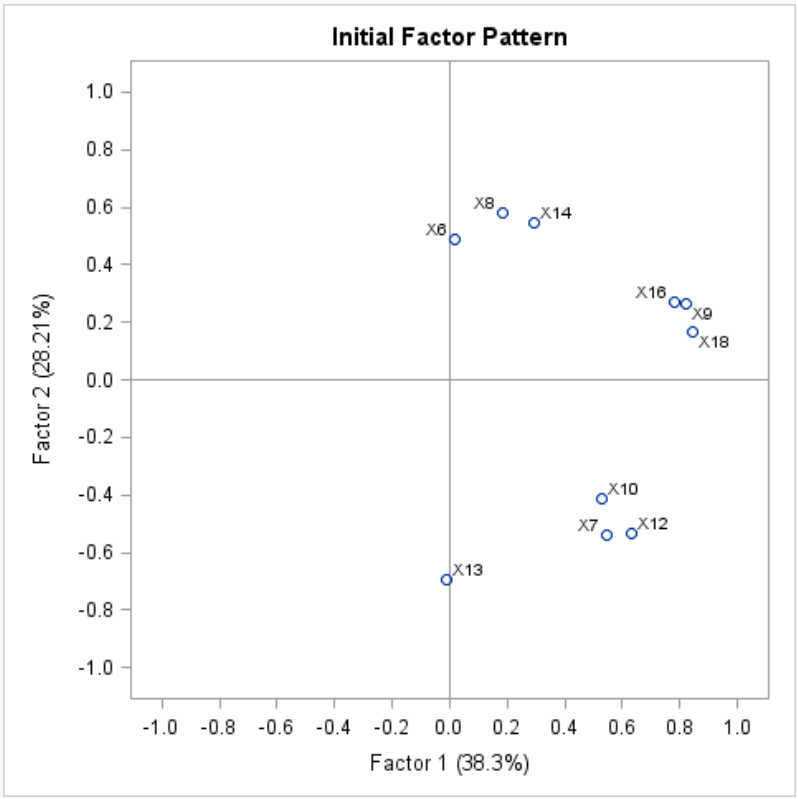
Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787
X9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922
X16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508
X12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956
X7	X7 - E-Commerce	0.54419	-0.54073	0.37992	0.21637
X10	X10 - Advertizing	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

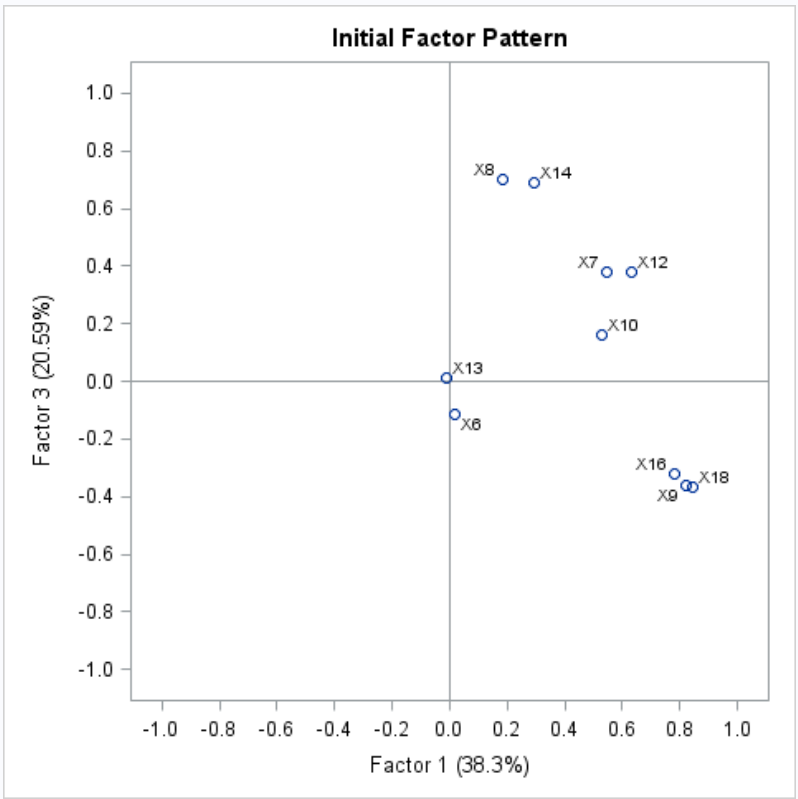
Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.0860425	2.2730319	1.6592837	1.0388003

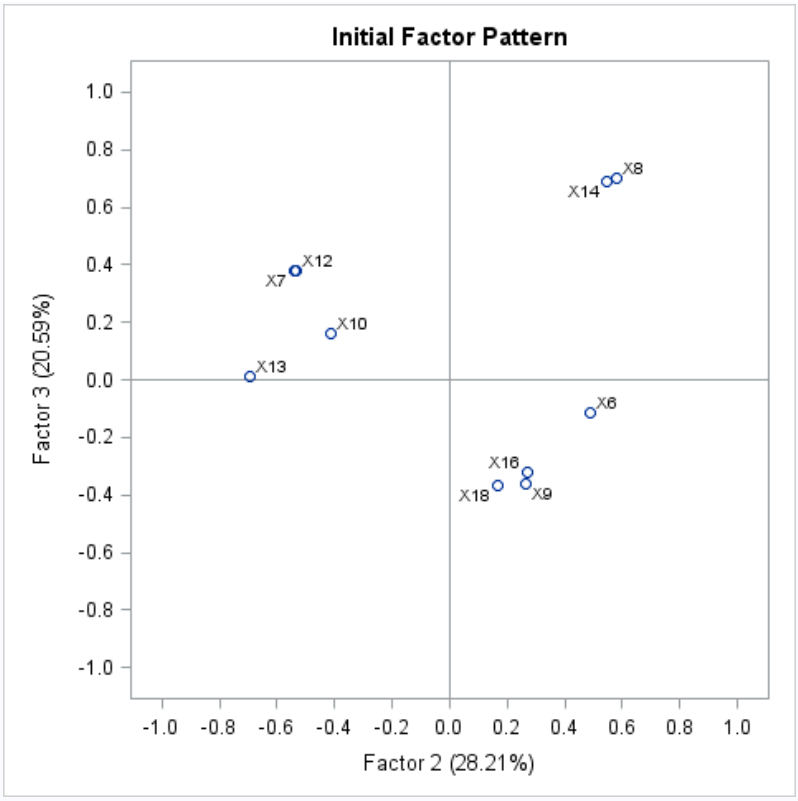
Final Communality Estimates: Total = 8.057158									
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

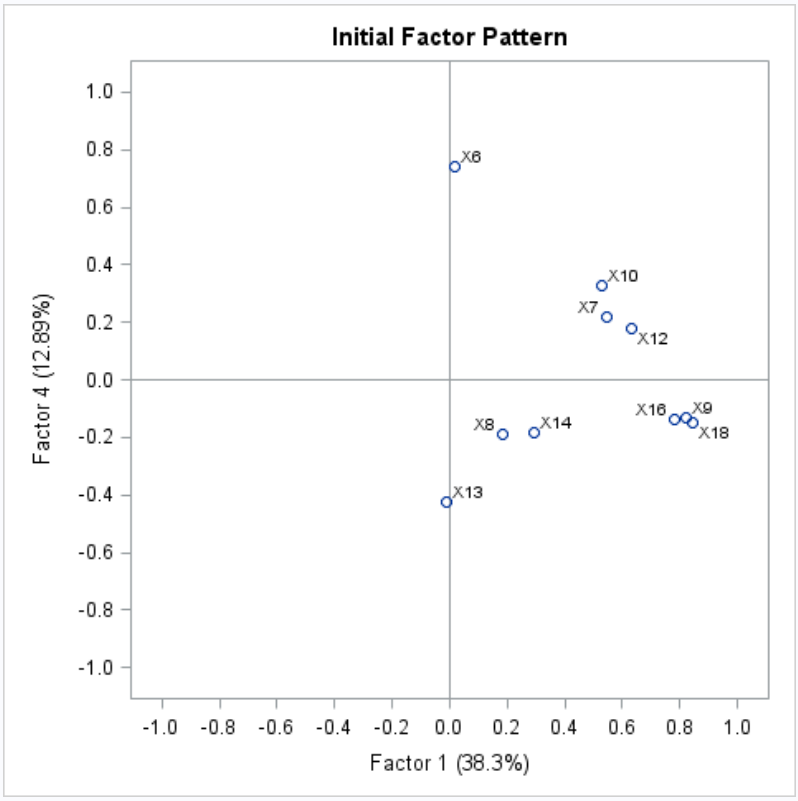
The SAS System

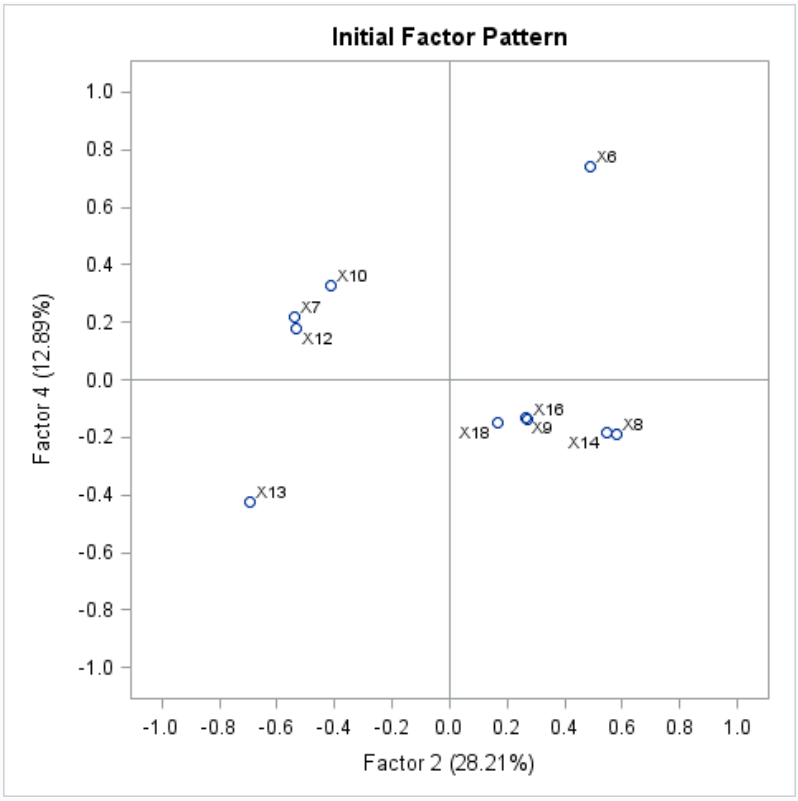
The FACTOR Procedure
Initial Factor Method: Principal Components

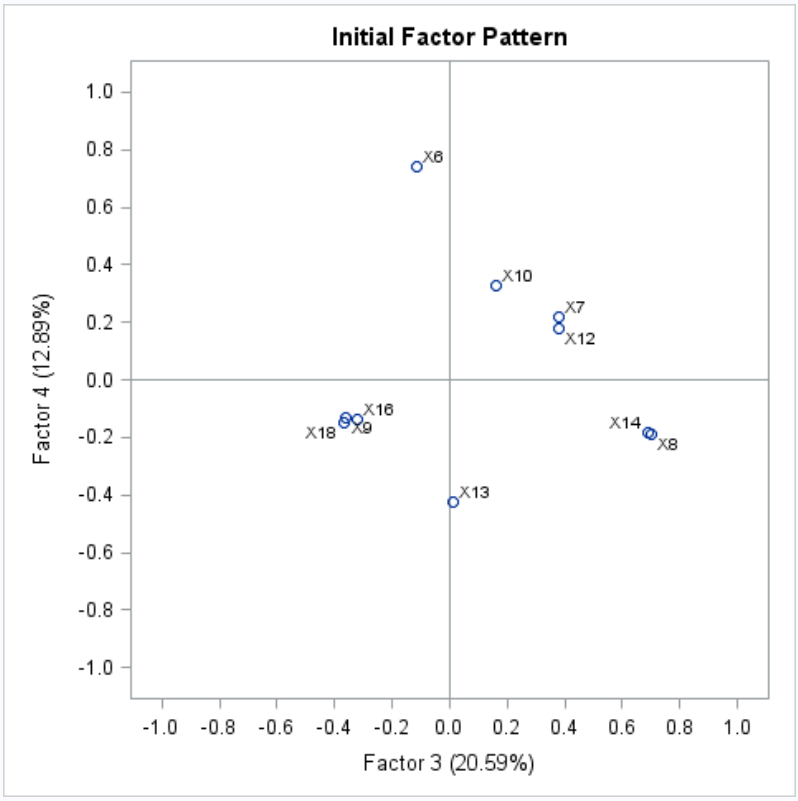





Initial Factor Pattern
Factor 3 (20.59%)
Factor 2 (28.21%)
X8
X14
X12
X7
X10
X13
X6
X16
X18
X9
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 1 (38.3%)
X6
X10
X7
X12
X16
X9
X8
X14
X18
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 2 (28.21%)
X6
X10
X7
X12
X16
X9
X18
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 3 (20.59%)
X6
X10
X7
X12
X16
X18
X9
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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	0.05676	0.86848	0.04907	-0.14070
X10	X10 - Advertizing	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 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

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

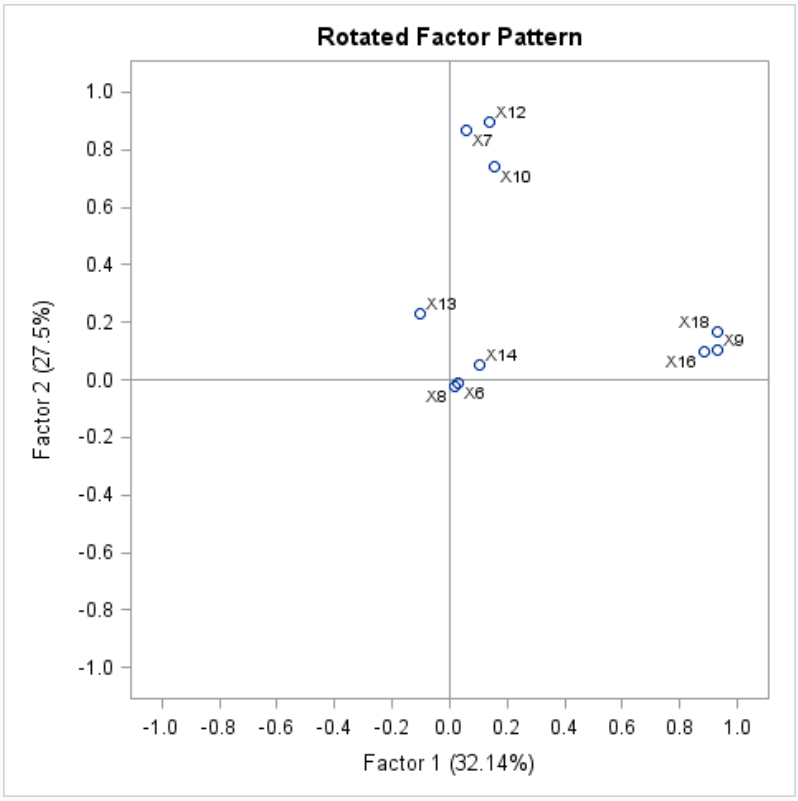
Scoring Coefficients Estimated by Regression

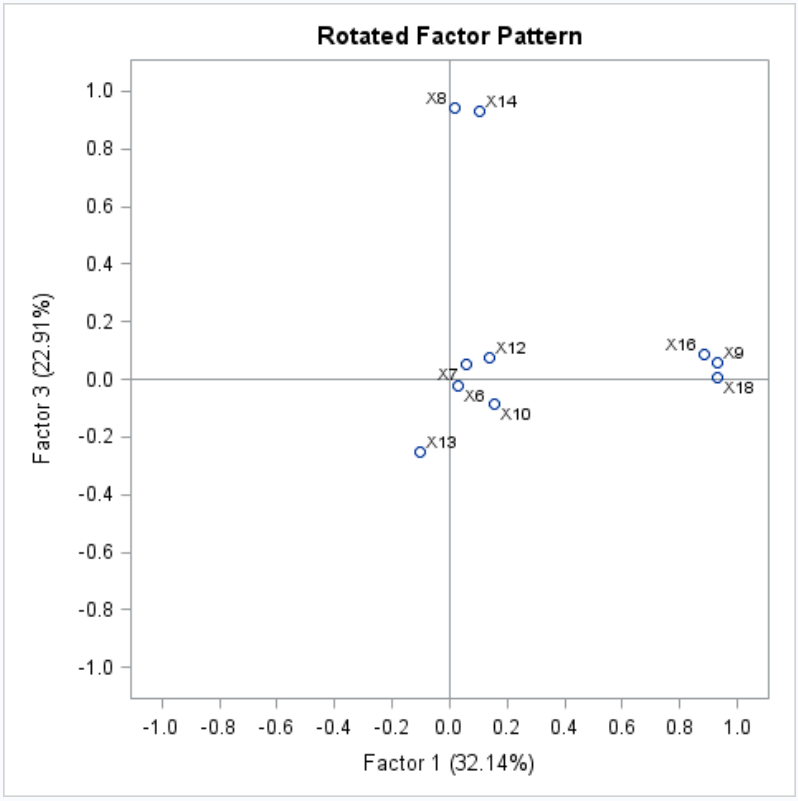
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

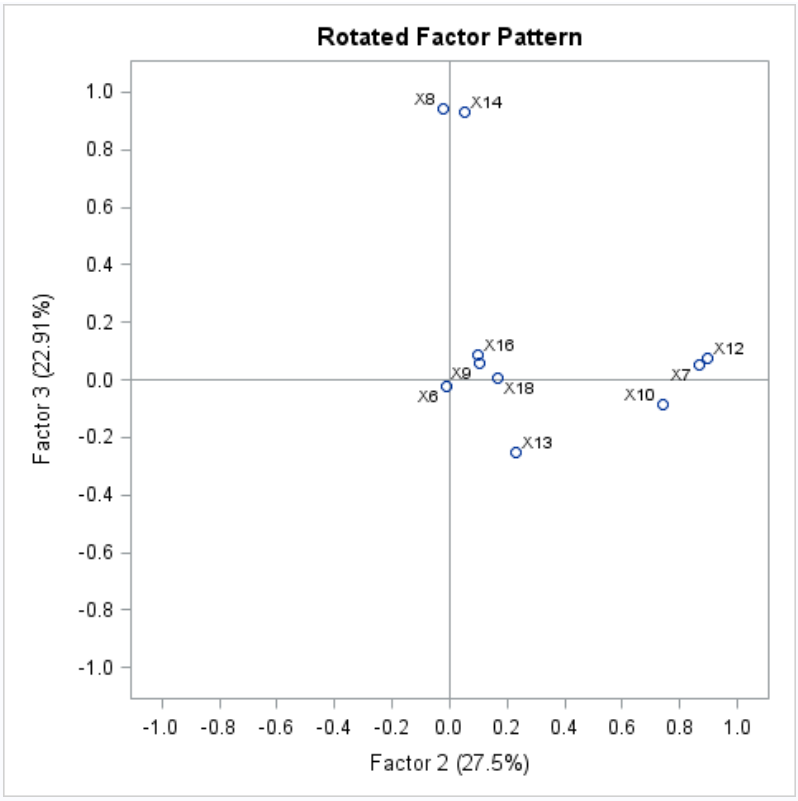
Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X9	X9 - Complaint Resolution	0.37800	-0.05973	-0.02068	-0.01882
X18	X18 - Delivery Speed	0.37800	-0.03862	-0.04231	-0.05778
X16	X16 - Order & Billing	0.35812	-0.05896	-0.00048	-0.02505
X12	X12 - Salesforce Image	-0.04935	0.41798	0.04125	-0.00151
X7	X7 - E-Commerce	-0.08171	0.41880	0.02671	0.02662
X10	X10 - Advertizing	-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

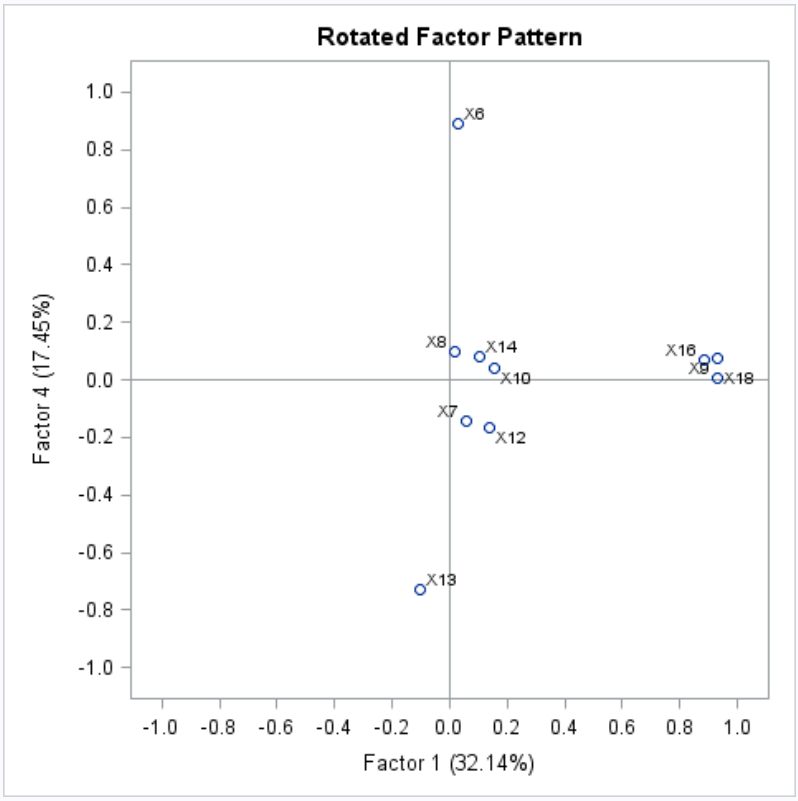
The SAS System

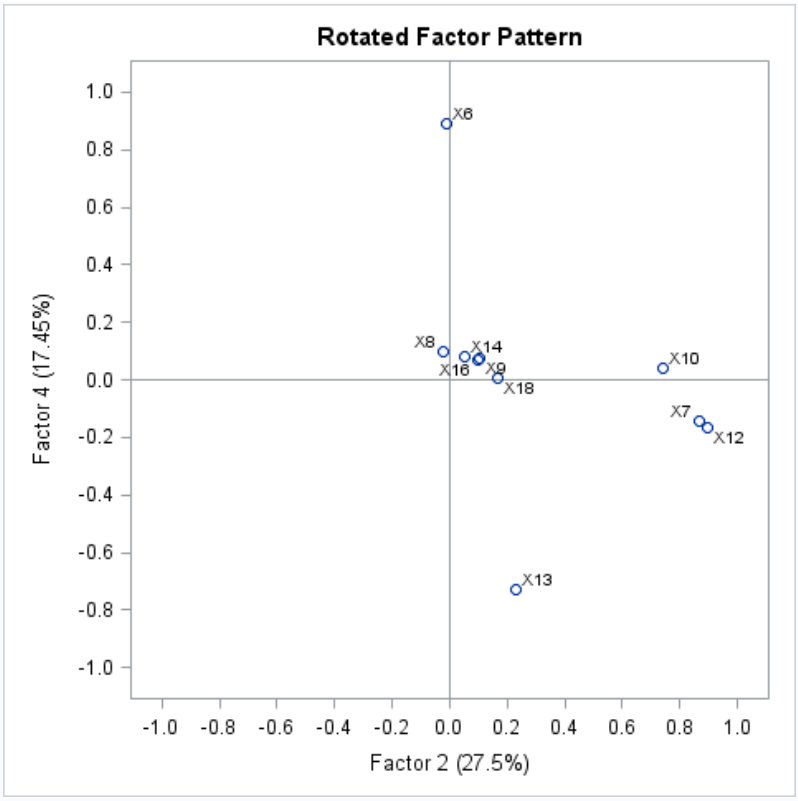
The FACTOR Procedure
Rotation Method: Varimax

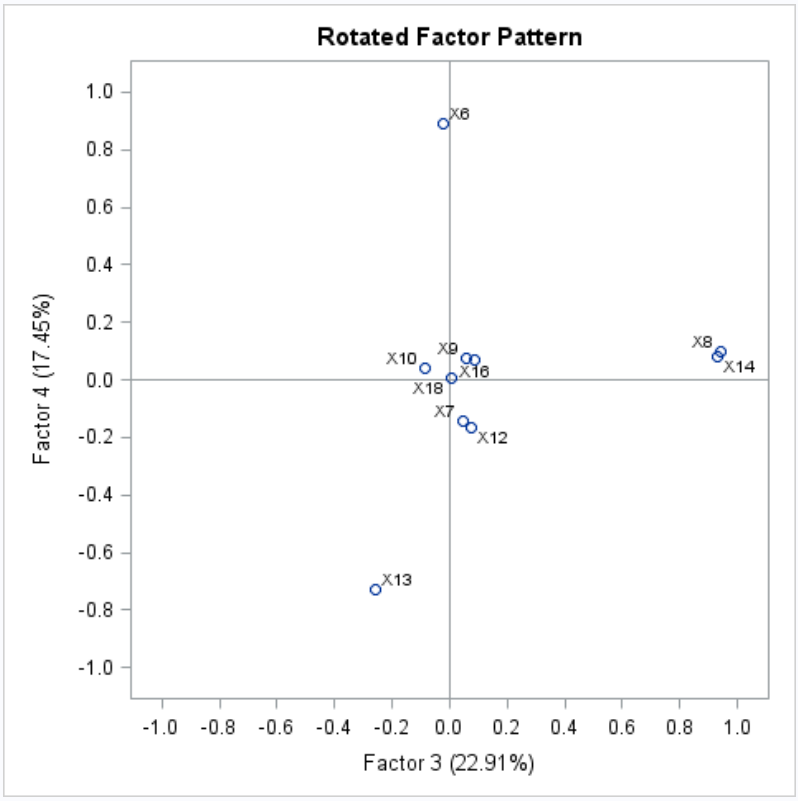





Rotated Factor Pattern
Factor 3 (22.91%)
Factor 2 (27.5%)
X8
X14
X16
X12
X9
X7
X6
X18
X10
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 1 (32.14%)
X6
X8
X14
X16
X9
X10
X18
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 2 (27.5%)
X6
X8
X14
X16
X9
X18
X10
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4 (17.45%)
Factor 3 (22.91%)
X6
X10
X9
X16
X18
X7
X12
X8
X14
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

Obs	_TYPE_	_NAME_	X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
1	MEAN		7.810	3.672	5.365	5.442	4.010	5.123	6.974	6.043	4.278	3.886
2	STD		1.396	0.701	1.530	1.208	1.127	1.072	1.545	0.820	0.929	0.734
3	N		100.000	100.000	100.000	100.000	100.000	100.000	100.000	100.000	100.000	100.000
4	CORR	X6	1.000	-0.137	0.096	0.106	-0.053	-0.152	-0.401	0.088	0.104	0.028
5	CORR	X7	-0.137	1.000	0.001	0.140	0.430	0.792	0.229	0.052	0.156	0.192
6	CORR	X8	0.096	0.001	1.000	0.097	-0.063	0.017	-0.271	0.797	0.080	0.025
7	CORR	X9	0.106	0.140	0.097	1.000	0.197	0.230	-0.128	0.140	0.757	0.865
8	CORR	X10	-0.053	0.430	-0.063	0.197	1.000	0.542	0.134	0.011	0.184	0.276
9	CORR	X12	-0.152	0.792	0.017	0.230	0.542	1.000	0.265	0.107	0.195	0.272
10	CORR	X13	-0.401	0.229	-0.271	-0.128	0.134	0.265	1.000	-0.245	-0.115	-0.073
11	CORR	X14	0.088	0.052	0.797	0.140	0.011	0.107	-0.245	1.000	0.197	0.109
12	CORR	X16	0.104	0.156	0.080	0.757	0.184	0.195	-0.115	0.197	1.000	0.751
13	CORR	X18	0.028	0.192	0.025	0.865	0.276	0.272	-0.073	0.109	0.751	1.000
14	COMMUNAL		0.798	0.780	0.894	0.890	0.585	0.860	0.661	0.891	0.806	0.894
15	PRIORS		1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
16	EIGENVAL		3.086	2.273	1.659	1.039	0.604	0.549	0.293	0.206	0.171	0.120
17	UNROTATE	Factor1	0.020	0.544	0.182	0.819	0.529	0.631	-0.011	0.294	0.783	0.842
18	UNROTATE	Factor2	0.488	-0.541	0.579	0.267	-0.413	-0.536	-0.695	0.544	0.270	0.164
19	UNROTATE	Factor3	-0.115	0.380	0.700	-0.362	0.161	0.377	0.009	0.688	-0.319	-0.370
20	UNROTATE	Factor4	0.739	0.216	-0.187	-0.129	0.330	0.180	-0.422	-0.185	-0.135	-0.148
21	TRANSFOR	Factor1	0.802	0.275	-0.474	-0.237	.	.	.	.	.	.
22	TRANSFOR	Factor2	0.565	-0.583	0.410	0.415	.	.	.	.	.	.
23	TRANSFOR	Factor3	0.193	0.539	0.774	-0.270	.	.	.	.	.	.
24	TRANSFOR	Factor4	0.009	0.542	-0.088	0.836	.	.	.	.	.	.
25	PATTERN	Factor1	0.029	0.057	0.017	0.933	0.156	0.138	-0.104	0.103	0.886	0.931
26	PATTERN	Factor2	-0.014	0.868	-0.025	0.105	0.743	0.898	0.228	0.054	0.098	0.167
27	PATTERN	Factor3	-0.022	0.049	0.940	0.057	-0.085	0.076	-0.255	0.933	0.087	0.005
28	PATTERN	Factor4	0.892	-0.141	0.097	0.076	0.043	-0.168	-0.730	0.082	0.069	0.005
29	SCORE	Factor1	-0.071	-0.082	-0.040	0.378	-0.034	-0.049	0.007	-0.012	0.358	0.378
30	SCORE	Factor2	0.145	0.419	-0.017	-0.060	0.375	0.418	0.010	0.010	-0.059	-0.039
31	SCORE	Factor3	-0.129	0.027	0.524	-0.021	-0.075	0.041	-0.051	0.517	-0.000	-0.042
32	SCORE	Factor4	0.717	0.027	-0.049	-0.019	0.160	-0.002	-0.506	-0.055	-0.025	-0.058

The SAS System

Obs	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Factor1	Factor2	Factor3	Factor4
1	8.5	3.9	2.5	5.9	4.8	4.9	6.0	6.8	4.7	4.3	5.0	5.1	3.7	0.29483	0.76710	-1.89344	0.70119
2	8.2	2.7	5.1	7.2	3.4	7.9	3.1	5.3	5.5	4.0	3.9	4.3	4.9	1.13862	-1.66249	-0.57586	0.57556
3	9.2	3.4	5.6	5.6	5.4	7.4	5.8	4.5	6.2	4.6	5.4	4.0	4.5	0.66652	0.58043	0.01725	1.61104
4	6.4	3.3	7.0	3.7	4.7	4.7	4.5	8.8	7.0	3.6	4.3	4.1	3.0	-0.91828	-0.24575	1.22926	-1.25774
5	9.0	3.4	5.2	4.6	2.2	6.0	4.5	6.8	6.1	4.5	4.5	3.5	3.5	-0.32007	-0.83373	-0.00148	0.44056
6	6.5	2.8	3.1	4.1	4.0	4.3	3.7	8.5	5.1	9.5	3.6	4.7	3.3	-0.66784	-1.05315	-1.32991	-0.98376
7	6.9	3.7	5.0	2.6	2.1	2.3	5.4	8.9	4.8	2.5	2.1	4.2	2.0	-2.57501	-0.22628	-0.59059	-1.02222
8	6.2	3.3	3.9	4.8	4.6	3.6	5.1	6.9	5.4	4.8	4.3	6.3	3.7	-0.13104	-0.15553	-0.78862	-0.61883
9	5.8	3.6	5.1	6.7	3.7	5.9	5.8	9.3	5.9	4.4	4.4	6.1	4.6	0.91668	-0.18324	-0.09115	-1.90264
10	6.4	4.5	5.1	6.1	4.7	5.7	5.7	8.4	5.4	5.3	4.1	5.8	4.4	0.35299	0.75793	-0.44634	-1.05667
11	8.7	3.2	4.6	4.8	2.7	6.8	4.6	6.8	5.8	7.5	3.8	3.7	4.0	-0.23065	-0.76840	-0.43740	0.36558
12	6.1	4.9	6.3	3.9	4.4	3.9	6.4	8.2	5.8	5.9	3.0	4.9	3.2	-1.46992	1.37136	0.42064	-1.08073
13	9.5	5.6	4.6	6.9	5.0	6.9	6.6	7.6	6.5	5.3	5.1	4.5	4.4	0.64464	2.10016	-0.14159	0.78362
14	9.2	3.9	5.7	5.5	2.4	8.4	4.8	7.1	6.7	3.0	4.5	2.6	4.2	0.21253	-0.40789	0.48103	0.36669
15	6.3	4.5	4.7	6.9	4.5	6.8	5.9	8.8	6.0	5.4	4.8	6.2	5.2	1.29001	0.64734	-0.24818	-1.38935
16	8.7	3.2	4.0	6.8	3.2	7.8	3.8	4.9	6.1	5.0	4.3	3.9	4.5	0.86988	-1.07275	-0.51813	0.97496
17	5.7	4.0	6.7	6.0	3.3	5.5	5.1	6.2	6.7	5.4	4.2	6.2	4.5	0.50404	-0.33477	1.10609	-1.06065
18	5.9	4.1	5.5	7.2	3.5	6.4	5.5	8.4	6.2	6.3	5.7	5.8	4.8	1.61461	-0.18135	0.25572	-1.65718
19	5.6	3.4	5.1	6.4	3.7	5.7	5.6	9.1	5.4	6.1	5.0	6.0	4.5	1.05211	-0.42713	-0.38597	-1.91733
20	9.1	4.5	3.6	6.4	5.3	5.3	7.1	8.4	5.8	6.7	4.5	6.1	4.4	0.41403	1.76542	-0.94879	0.41941
21	5.2	3.8	7.1	5.2	3.9	4.3	5.0	8.4	7.1	4.6	3.3	4.9	3.3	-0.68213	-0.17163	1.50003	-1.86846
22	9.6	5.7	6.8	5.9	5.4	8.3	7.8	4.5	6.4	6.5	4.3	3.0	4.3	-0.18202	2.83173	0.68886	1.88988
23	8.6	3.6	7.4	5.1	3.5	7.3	4.7	3.7	6.7	6.0	4.8	3.4	4.0	0.07788	-0.35196	1.16079	1.27589
24	9.3	2.4	2.6	7.2	2.2	7.2	4.5	6.2	6.4	4.2	6.7	4.4	4.5	2.01867	-1.69291	-0.85176	0.63798
25	6.0	4.1	5.3	4.7	3.5	5.3	5.3	8.0	6.5	3.9	4.7	5.3	4.0	0.03837	-0.01638	0.46209	-1.35942
26	6.4	3.6	6.6	6.1	4.0	3.9	5.3	7.1	6.1	3.7	5.6	6.6	3.9	0.76261	-0.25337	0.57683	-0.86042
27	8.5	3.0	7.2	5.8	4.1	7.6	3.7	4.8	6.9	6.7	5.3	3.8	4.4	0.80575	-0.98722	1.05435	0.86541
28	7.0	3.3	5.4	5.5	2.6	4.8	4.2	9.0	6.5	5.9	4.3	5.2	3.7	0.10146	-1.11144	0.36193	-1.31116
29	8.5	3.0	5.7	6.0	2.3	7.6	3.7	4.8	5.8	6.0	5.7	3.8	4.4	1.13237	-1.61814	-0.03594	0.71770
30	7.6	3.6	3.0	4.0	5.1	4.2	4.6	7.7	4.9	7.2	4.7	5.5	3.5	-0.39384	0.17421	-1.58408	0.00139
31	6.9	3.4	8.5	4.3	4.5	6.4	4.7	5.2	7.7	3.3	3.7	2.7	3.3	-0.91377	-0.16008	2.25513	0.04088
32	8.1	2.5	7.2	4.5	2.3	5.1	3.8	6.6	6.8	6.1	3.0	3.5	3.0	-1.07080	-1.59296	1.17773	-0.00511
33	6.7	3.7	6.5	5.3	5.3	5.1	4.9	9.2	5.7	4.2	3.5	4.5	3.4	-0.58425	0.32231	0.13808	-1.06628
34	8.0	3.3	6.1	5.7	5.5	4.6	4.7	8.7	5.9	3.8	4.7	6.6	4.2	0.40398	0.07278	-0.06616	-0.32342
35	6.7	4.0	5.2	3.9	3.0	5.4	6.8	8.4	6.2	6.0	2.5	4.3	3.5	-1.38675	0.62067	0.29175	-1.07330
36	8.7	3.2	6.1	4.3	3.5	6.1	2.9	5.6	6.1	6.5	3.1	2.9	2.5	-1.42388	-1.03730	0.28161	0.95087
37	9.0	3.4	5.9	4.6	3.9	6.0	4.5	6.8	6.4	4.3	3.9	3.5	3.5	-0.62517	-0.23455	0.31395	0.65568
38	9.6	4.1	6.2	7.3	2.9	7.7	5.5	7.7	6.1	4.4	5.2	4.6	4.9	1.31330	0.01302	0.14676	0.37557
39	8.2	3.6	3.9	6.2	5.8	4.9	5.0	9.0	5.2	7.1	4.7	6.9	4.5	0.71651	0.46615	-1.31207	-0.17908
40	6.1	4.9	3.0	4.8	5.1	3.9	6.4	8.2	5.1	6.8	4.5	4.9	3.2	-0.53367	1.49135	-1.21355	-0.88280
41	8.3	3.4	3.3	5.5	3.1	4.6	5.2	9.1	4.1	1.7	4.6	5.8	3.9	0.27271	-0.39640	-1.99628	-0.39813
42	9.4	3.8	4.7	5.4	3.8	6.5	4.9	8.5	4.9	6.2	4.1	4.5	4.1	-0.00995	0.09020	-1.14694	0.37910
43	9.3	5.1	4.6	6.8	5.8	6.6	6.3	7.4	5.1	4.1	4.6	4.6	4.3	0.44772	1.95248	-1.07539	0.95824
44	5.1	5.1	6.6	6.9	4.4	5.4	7.8	5.9	7.2	5.2	4.9	6.3	4.5	0.79448	1.59485	1.50891	-1.13954
45	8.0	2.5	4.7	7.1	3.6	7.7	3.0	5.2	5.1	3.9	4.3	4.2	4.7	1.20690	-1.78664	-0.95501	0.57270
46	5.9	4.1	5.7	5.9	5.8	6.4	5.5	8.4	6.4	5.1	5.2	5.8	4.8	0.93812	0.67930	0.31898	-1.31648
47	10.0	4.3	7.1	6.3	2.9	5.4	4.5	3.8	6.7	3.7	5.0	4.0	3.5	0.15525	-0.10677	0.99273	1.92879
48	5.7	3.8	6.8	7.5	5.7	5.7	6.0	8.2	6.6	4.8	6.5	7.3	5.2	2.13808	0.44742	0.81020	-1.52025
49	9.9	3.7	3.7	6.1	4.2	7.0	6.7	6.8	5.9	7.2	4.5	3.4	3.9	0.15539	0.88018	-0.81067	1.20210
50	7.9	3.9	4.3	5.8	4.4	6.9	5.8	4.7	5.2	3.6	4.1	4.2	4.3	0.21313	0.49762	-0.85011	0.91122

51	6.7	3.6	5.9	4.2	3.4	4.7	4.8	7.2	5.7	5.3	4.0	3.6	2.8	-0.96427	-0.35983	0.17157	-0.61502
52	8.2	2.7	3.7	7.4	2.7	7.9	3.1	5.3	5.3	5.0	4.5	4.3	4.9	1.49329	-1.93039	-1.13823	0.51519
53	9.4	2.5	4.8	6.1	3.2	7.3	4.6	6.3	6.3	9.2	4.7	4.6	4.6	0.84772	-1.09984	-0.21919	0.80160
54	6.9	3.4	5.7	4.4	3.3	6.4	4.7	5.2	6.4	4.4	3.2	2.7	3.3	-0.94617	-0.51792	0.55570	0.05943
55	8.0	3.3	3.8	5.8	3.2	4.6	4.7	8.7	5.3	4.2	4.9	6.6	4.2	0.65069	-0.69171	-1.07992	-0.54306
56	9.3	3.8	7.3	5.7	3.7	6.4	5.5	7.4	6.6	5.9	4.1	3.2	3.4	-0.39468	0.28847	0.92569	0.52568
57	7.4	5.1	4.8	7.7	4.5	7.2	6.9	9.6	6.4	7.4	5.7	6.5	5.5	1.86426	1.40699	-0.06005	-1.15520
58	7.6	3.6	5.2	5.8	5.6	6.6	5.4	4.4	6.7	6.4	4.6	3.9	4.0	0.23680	0.52099	0.35126	0.89562
59	10.0	4.3	5.3	3.7	4.2	5.4	4.5	3.8	6.7	4.5	3.7	4.0	3.5	-1.15081	0.55583	0.33463	2.24689
60	9.9	2.8	7.2	6.9	2.6	5.8	3.5	5.4	6.2	7.0	5.6	4.9	4.0	1.07859	-1.59469	0.55290	1.22084
61	8.7	3.2	8.4	6.1	2.8	7.8	3.8	4.9	7.2	4.5	5.4	3.9	4.5	0.95470	-1.27492	1.72001	0.68425
62	8.4	3.8	6.7	5.0	4.5	4.7	5.9	6.7	5.1	4.2	2.7	5.0	3.6	-1.01152	0.71273	-0.15589	0.55845
63	8.8	3.9	3.8	5.1	4.3	4.7	4.8	5.8	5.0	7.2	4.4	3.7	2.9	-0.58675	0.26745	-1.20635	1.14301
64	7.7	2.2	6.3	4.5	2.4	4.7	3.4	6.2	6.0	4.7	3.3	3.1	2.6	-1.05619	-1.93746	0.40487	0.02968
65	6.6	3.6	5.8	4.1	4.9	4.7	4.8	7.2	6.5	3.9	3.5	3.6	2.8	-1.23748	0.17600	0.55254	-0.48864
66	5.7	3.8	3.5	6.7	5.4	5.7	6.0	8.2	5.4	5.0	4.7	7.3	5.2	1.30767	0.52235	-1.04151	-1.31539
67	5.7	4.0	7.9	6.4	2.7	5.5	5.1	6.2	7.5	6.4	5.0	6.2	4.5	0.91196	-0.60774	2.05414	-1.26590
68	5.5	3.7	4.7	5.4	4.3	5.3	4.9	6.0	5.6	2.5	4.5	5.9	4.3	0.42188	-0.25278	-0.31140	-0.81194
69	7.5	3.5	3.8	3.5	2.9	4.1	4.5	7.6	5.1	5.2	4.0	5.4	3.4	-0.80891	-0.59847	-1.01739	-0.33807
70	6.4	3.6	2.7	5.3	3.9	3.9	5.3	7.1	5.2	5.5	4.7	6.6	3.9	0.28448	-0.15883	-1.30504	-0.65226
71	9.1	4.5	6.1	5.9	6.3	5.3	7.1	8.4	7.1	5.7	5.4	6.1	4.4	0.48940	2.05444	0.66793	0.37752
72	6.7	3.2	3.0	3.7	4.8	6.3	4.5	5.0	5.2	2.5	2.9	2.6	3.1	-1.29765	-0.16061	-1.19211	0.42991
73	6.5	4.3	2.7	6.6	6.5	6.3	6.0	8.7	4.7	6.3	4.6	5.6	4.6	0.83066	1.31612	-1.86536	-0.76875
74	9.9	3.7	7.5	4.7	5.6	7.0	6.7	6.8	7.2	4.6	4.1	3.4	3.9	-0.59815	1.41502	1.24050	1.22437
75	8.5	3.9	5.3	5.5	5.0	4.9	6.0	6.8	5.7	3.6	4.4	5.1	3.7	-0.15630	0.87353	-0.31055	0.59502
76	9.9	3.0	6.8	5.0	5.4	5.9	4.8	4.9	7.3	7.6	3.1	4.3	3.8	-0.75769	0.24017	1.04169	1.84000
77	7.6	3.6	7.6	4.6	4.7	4.6	5.0	7.4	8.1	6.6	4.5	5.8	3.9	-0.25429	0.14738	2.02709	-0.35556
78	9.4	3.8	7.0	6.2	4.7	6.5	4.9	8.5	7.3	2.4	4.3	4.5	4.1	0.19389	0.34209	1.07954	0.25431
79	9.3	3.5	6.3	7.6	5.5	7.5	5.9	4.6	6.6	3.1	5.2	4.1	4.6	1.21814	0.62945	0.45763	1.56460
80	7.1	3.4	4.9	4.1	4.0	5.0	5.9	7.8	6.1	3.5	2.6	3.1	2.7	-1.62957	0.30918	0.02721	-0.47739
81	9.9	3.0	7.4	4.8	4.0	5.9	4.8	4.9	5.9	6.9	3.2	4.3	3.8	-0.73455	-0.24556	0.46158	1.71610
82	8.7	3.2	6.4	4.9	2.4	6.8	4.6	6.8	6.3	5.1	4.3	3.7	4.0	-0.05249	-0.91807	0.51221	0.21656
83	8.6	2.9	5.8	3.9	2.9	5.6	4.0	6.3	6.1	4.0	2.7	3.0	3.0	-1.42750	-0.97113	0.21412	0.55946
84	6.4	3.2	6.7	3.6	2.2	2.9	5.0	8.4	7.3	6.5	2.0	3.7	1.6	-2.49183	-0.71239	1.59510	-1.32326
85	7.7	2.6	6.7	6.6	1.9	7.2	4.3	5.9	6.5	4.1	4.7	3.9	4.3	0.92296	-1.79573	0.81569	-0.17980
86	7.5	3.5	4.1	4.5	3.5	4.1	4.5	7.6	4.9	2.8	3.4	5.4	3.4	-0.75026	-0.41619	-1.09767	-0.24843
87	5.0	3.6	1.3	3.0	3.5	4.2	4.9	8.2	4.3	7.6	2.4	4.8	3.1	-1.57632	-0.28086	-2.16096	-1.52166
88	7.7	2.6	8.0	6.7	3.5	7.2	4.3	5.9	6.9	7.7	5.1	3.9	4.3	1.02039	-1.30347	1.40406	-0.03339
89	9.1	3.6	5.5	5.4	4.2	6.2	4.6	8.3	6.5	4.1	4.6	4.3	3.9	0.07442	-0.05580	0.13530	0.20940
90	5.5	5.5	7.7	7.0	5.6	5.7	8.2	6.3	7.4	4.9	5.5	6.7	4.9	1.11136	2.35939	1.88672	-0.97784
91	9.1	3.7	7.0	4.1	4.4	6.3	5.4	7.3	7.5	4.6	4.4	3.0	3.3	-0.83150	0.48067	1.39062	0.52548
92	7.1	4.2	4.1	2.6	2.1	3.3	4.5	9.9	5.5	3.5	2.0	4.0	2.4	-2.41729	-0.24715	-0.54770	-1.27340
93	9.2	3.9	4.6	5.3	4.2	8.4	4.8	7.1	6.2	6.6	4.4	2.6	4.2	0.09404	0.21220	-0.32770	0.69712
94	9.3	3.5	5.4	7.8	4.6	7.5	5.9	4.6	6.4	4.9	4.8	4.1	4.6	1.18008	0.35315	0.08036	1.48672
95	9.3	3.8	4.0	4.6	4.7	6.4	5.5	7.4	5.3	4.8	3.6	3.2	3.4	-0.85510	0.72647	-1.07153	0.89157
96	8.6	4.8	5.6	5.3	2.3	6.0	5.7	6.7	5.8	3.6	4.9	3.6	3.6	-0.10292	0.38858	0.06155	0.31126
97	7.4	3.4	2.6	5.0	4.1	4.4	4.8	7.2	4.5	6.4	4.2	5.6	3.7	-0.10226	-0.25259	-1.89956	-0.06577
98	8.7	3.2	3.3	3.2	3.1	6.1	2.9	5.6	5.0	4.3	3.1	2.9	2.5	-1.66581	-1.09921	-1.32497	1.07488
99	7.8	4.9	5.8	5.3	5.2	5.3	7.1	7.9	6.0	5.7	4.3	4.9	3.9	-0.30476	1.90469	0.13692	-0.10589
100	7.9	3.0	4.4	5.1	5.9	4.2	4.8	9.7	5.7	5.8	3.4	5.4	3.5	-0.56953	0.22621	-0.78136	-0.48938

The SAS System

Obs	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	X17	X18	Factor1	Factor2	Factor3	Factor4	SumScale1	SumScale2	SumScale3	SumScale4
1	8.5	3.9	2.5	5.9	4.8	4.9	6.0	6.8	4.7	4.3	5.0	5.1	3.7	0.29483	0.76710	-1.89344	0.70119	4.86667	4.90000	3.60	5.85
2	8.2	2.7	5.1	7.2	3.4	7.9	3.1	5.3	5.5	4.0	3.9	4.3	4.9	1.13862	-1.66249	-0.57586	0.57556	5.33333	3.06667	5.30	6.45
3	9.2	3.4	5.6	5.6	5.4	7.4	5.8	4.5	6.2	4.6	5.4	4.0	4.5	0.66652	0.58043	0.01725	1.61104	5.16667	4.86667	5.90	7.35
4	6.4	3.3	7.0	3.7	4.7	4.7	4.5	8.8	7.0	3.6	4.3	4.1	3.0	-0.91828	-0.24575	1.22926	-1.25774	3.66667	4.16667	7.00	3.80
5	9.0	3.4	5.2	4.6	2.2	6.0	4.5	6.8	6.1	4.5	4.5	3.5	3.5	-0.32007	-0.83373	-0.00148	0.44056	4.20000	3.36667	5.65	6.10
6	6.5	2.8	3.1	4.1	4.0	4.3	3.7	8.5	5.1	9.5	3.6	4.7	3.3	-0.66784	-1.05315	-1.32991	-0.98376	3.66667	3.50000	4.10	4.00
7	6.9	3.7	5.0	2.6	2.1	2.3	5.4	8.9	4.8	2.5	2.1	4.2	2.0	-2.57501	-0.22628	-0.59059	-1.02222	2.23333	3.73333	4.90	4.00
8	6.2	3.3	3.9	4.8	4.6	3.6	5.1	6.9	5.4	4.8	4.3	6.3	3.7	-0.13104	-0.15553	-0.78862	-0.61883	4.26667	4.33333	4.65	4.65
9	5.8	3.6	5.1	6.7	3.7	5.9	5.8	9.3	5.9	4.4	4.4	6.1	4.6	0.91668	-0.18324	-0.09115	-1.90264	5.23333	4.36667	5.50	3.25
10	6.4	4.5	5.1	6.1	4.7	5.7	5.7	8.4	5.4	5.3	4.1	5.8	4.4	0.35299	0.75793	-0.44634	-1.05667	4.86667	4.96667	5.25	4.00
11	8.7	3.2	4.6	4.8	2.7	6.8	4.6	6.8	5.8	7.5	3.8	3.7	4.0	-0.23065	-0.76840	-0.43740	0.36558	4.20000	3.50000	5.20	5.95
12	6.1	4.9	6.3	3.9	4.4	3.9	6.4	8.2	5.8	5.9	3.0	4.9	3.2	-1.46992	1.37136	0.42064	-1.08073	3.36667	5.23333	6.05	3.95
13	9.5	5.6	4.6	6.9	5.0	6.9	6.6	7.6	6.5	5.3	5.1	4.5	4.4	0.64464	2.10016	-0.14159	0.78362	5.46667	5.73333	5.55	5.95
14	9.2	3.9	5.7	5.5	2.4	8.4	4.8	7.1	6.7	3.0	4.5	2.6	4.2	0.21253	-0.40789	0.48103	0.36669	4.73333	3.70000	6.20	6.05
15	6.3	4.5	4.7	6.9	4.5	6.8	5.9	8.8	6.0	5.4	4.8	6.2	5.2	1.29001	0.64734	-0.24818	-1.38935	5.63333	4.96667	5.35	3.75
16	8.7	3.2	4.0	6.8	3.2	7.8	3.8	4.9	6.1	5.0	4.3	3.9	4.5	0.86988	-1.07275	-0.51813	0.97496	5.20000	3.40000	5.05	6.90
17	5.7	4.0	6.7	6.0	3.3	5.5	5.1	6.2	6.7	5.4	4.2	6.2	4.5	0.50404	-0.33477	1.10609	-1.06065	4.90000	4.13333	6.70	4.75
18	5.9	4.1	5.5	7.2	3.5	6.4	5.5	8.4	6.2	6.3	5.7	5.8	4.8	1.61461	-0.18135	0.25572	-1.65718	5.90000	4.36667	5.85	3.75
19	5.6	3.4	5.1	6.4	3.7	5.7	5.6	9.1	5.4	6.1	5.0	6.0	4.5	1.05211	-0.42713	-0.38597	-1.91733	5.30000	4.23333	5.25	3.25
20	9.1	4.5	3.6	6.4	5.3	5.3	7.1	8.4	5.8	6.7	4.5	6.1	4.4	0.41403	1.76542	-0.94879	0.41941	5.10000	5.63333	4.70	5.35
21	5.2	3.8	7.1	5.2	3.9	4.3	5.0	8.4	7.1	4.6	3.3	4.9	3.3	-0.68213	-0.17163	1.50003	-1.86846	3.93333	4.23333	7.10	3.40
22	9.6	5.7	6.8	5.9	5.4	8.3	7.8	4.5	6.4	6.5	4.3	3.0	4.3	-0.18202	2.83173	0.68886	1.88988	4.83333	6.30000	6.60	7.55
23	8.6	3.6	7.4	5.1	3.5	7.3	4.7	3.7	6.7	6.0	4.8	3.4	4.0	0.07788	-0.35196	1.16079	1.27589	4.63333	3.93333	7.05	7.45
24	9.3	2.4	2.6	7.2	2.2	7.2	4.5	6.2	6.4	4.2	6.7	4.4	4.5	2.01867	-1.69291	-0.85176	0.63798	6.13333	3.03333	4.50	6.55
25	6.0	4.1	5.3	4.7	3.5	5.3	5.3	8.0	6.5	3.9	4.7	5.3	4.0	0.03837	-0.01638	0.46209	-1.35942	4.46667	4.30000	5.90	4.00
26	6.4	3.6	6.6	6.1	4.0	3.9	5.3	7.1	6.1	3.7	5.6	6.6	3.9	0.76261	-0.25337	0.57683	-0.86042	5.20000	4.30000	6.35	4.65
27	8.5	3.0	7.2	5.8	4.1	7.6	3.7	4.8	6.9	6.7	5.3	3.8	4.4	0.80575	-0.98722	1.05435	0.86541	5.16667	3.60000	7.05	6.85
28	7.0	3.3	5.4	5.5	2.6	4.8	4.2	9.0	6.5	5.9	4.3	5.2	3.7	0.10146	-1.11144	0.36193	-1.31116	4.50000	3.36667	5.95	4.00
29	8.5	3.0	5.7	6.0	2.3	7.6	3.7	4.8	5.8	6.0	5.7	3.8	4.4	1.13237	-1.61814	-0.03594	0.71770	5.36667	3.00000	5.75	6.85
30	7.6	3.6	3.0	4.0	5.1	4.2	4.6	7.7	4.9	7.2	4.7	5.5	3.5	-0.39384	0.17421	-1.58408	0.00139	4.06667	4.43333	3.95	4.95
31	6.9	3.4	8.5	4.3	4.5	6.4	4.7	5.2	7.7	3.3	3.7	2.7	3.3	-0.91377	-0.16008	2.25513	0.04088	3.76667	4.20000	8.10	5.85
32	8.1	2.5	7.2	4.5	2.3	5.1	3.8	6.6	6.8	6.1	3.0	3.5	3.0	-1.07080	-1.59296	1.17773	-0.00511	3.50000	2.86667	7.00	5.75
33	6.7	3.7	6.5	5.3	5.3	5.1	4.9	9.2	5.7	4.2	3.5	4.5	3.4	-0.58425	0.32231	0.13808	-1.06628	4.06667	4.63333	6.10	3.75
34	8.0	3.3	6.1	5.7	5.5	4.6	4.7	8.7	5.9	3.8	4.7	6.6	4.2	0.40398	0.07278	-0.06616	-0.32342	4.86667	4.50000	6.00	4.65
35	6.7	4.0	5.2	3.9	3.0	5.4	6.8	8.4	6.2	6.0	2.5	4.3	3.5	-1.38675	0.62067	0.29175	-1.07330	3.30000	4.60000	5.70	4.15
36	8.7	3.2	6.1	4.3	3.5	6.1	2.9	5.6	6.1	6.5	3.1	2.9	2.5	-1.42388	-1.03730	0.28161	0.95087	3.30000	3.20000	6.10	6.55
37	9.0	3.4	5.9	4.6	3.9	6.0	4.5	6.8	6.4	4.3	3.9	3.5	3.5	-0.62517	-0.23455	0.31395	0.65568	4.00000	3.93333	6.15	6.10
38	9.6	4.1	6.2	7.3	2.9	7.7	5.5	7.7	6.1	4.4	5.2	4.6	4.9	1.31330	0.01302	0.14676	0.37557	5.80000	4.16667	6.15	5.95
39	8.2	3.6	3.9	6.2	5.8	4.9	5.0	9.0	5.2	7.1	4.7	6.9	4.5	0.71651	0.46615	-1.31207	-0.17908	5.13333	4.80000	4.55	4.60
40	6.1	4.9	3.0	4.8	5.1	3.9	6.4	8.2	5.1	6.8	4.5	4.9	3.2	-0.53367	1.49135	-1.21355	-0.88280	4.16667	5.46667	4.05	3.95
41	8.3	3.4	3.3	5.5	3.1	4.6	5.2	9.1	4.1	1.7	4.6	5.8	3.9	0.27271	-0.39640	-1.99628	-0.39813	4.66667	3.90000	3.70	4.60
42	9.4	3.8	4.7	5.4	3.8	6.5	4.9	8.5	4.9	6.2	4.1	4.5	4.1	-0.00995	0.09020	-1.14694	0.37910	4.53333	4.16667	4.80	5.45
43	9.3	5.1	4.6	6.8	5.8	6.6	6.3	7.4	5.1	4.1	4.6	4.6	4.3	0.44772	1.95248	-1.07539	0.95824	5.23333	5.73333	4.85	5.95
44	5.1	5.1	6.6	6.9	4.4	5.4	7.8	5.9	7.2	5.2	4.9	6.3	4.5	0.79448	1.59485	1.50891	-1.13954	5.43333	5.76667	6.90	4.60
45	8.0	2.5	4.7	7.1	3.6	7.7	3.0	5.2	5.1	3.9	4.3	4.2	4.7	1.20690	-1.78664	-0.95501	0.57270	5.36667	3.03333	4.90	6.40
46	5.9	4.1	5.7	5.9	5.8	6.4	5.5	8.4	6.4	5.1	5.2	5.8	4.8	0.93812	0.67930	0.31898	-1.31648	5.30000	5.13333	6.05	3.75
47	10.0	4.3	7.1	6.3	2.9	5.4	4.5	3.8	6.7	3.7	5.0	4.0	3.5	0.15525	-0.10677	0.99273	1.92879	4.93333	3.90000	6.90	8.10
48	5.7	3.8	6.8	7.5	5.7	5.7	6.0	8.2	6.6	4.8	6.5	7.3	5.2	2.13808	0.44742	0.81020	-1.52025	6.40000	5.16667	6.70	3.75
49	9.9	3.7	3.7	6.1	4.2	7.0	6.7	6.8	5.9	7.2	4.5	3.4	3.9	0.15539	0.88018	-0.81067	1.20210	4.83333	4.86667	4.80	6.55
50	7.9	3.9	4.3	5.8	4.4	6.9	5.8	4.7	5.2	3.6	4.1	4.2	4.3	0.21313	0.49762	-0.85011	0.91122	4.73333	4.70000	4.75	6.60

51	6.7	3.6	5.9	4.2	3.4	4.7	4.8	7.2	5.7	5.3	4.0	3.6	2.8	-0.96427	-0.35983	0.17157	-0.61502	3.66667	3.93333	5.80	4.75
52	8.2	2.7	3.7	7.4	2.7	7.9	3.1	5.3	5.3	5.0	4.5	4.3	4.9	1.49329	-1.93039	-1.13823	0.51519	5.60000	2.83333	4.50	6.45
53	9.4	2.5	4.8	6.1	3.2	7.3	4.6	6.3	6.3	9.2	4.7	4.6	4.6	0.84772	-1.09984	-0.21919	0.80160	5.13333	3.43333	5.55	6.55
54	6.9	3.4	5.7	4.4	3.3	6.4	4.7	5.2	6.4	4.4	3.2	2.7	3.3	-0.94617	-0.51792	0.55570	0.05943	3.63333	3.80000	6.05	5.85
55	8.0	3.3	3.8	5.8	3.2	4.6	4.7	8.7	5.3	4.2	4.9	6.6	4.2	0.65069	-0.69171	-1.07992	-0.54306	4.96667	3.73333	4.55	4.65
56	9.3	3.8	7.3	5.7	3.7	6.4	5.5	7.4	6.6	5.9	4.1	3.2	3.4	-0.39468	0.28847	0.92569	0.52568	4.40000	4.33333	6.95	5.95
57	7.4	5.1	4.8	7.7	4.5	7.2	6.9	9.6	6.4	7.4	5.7	6.5	5.5	1.86426	1.40699	-0.06005	-1.15520	6.30000	5.50000	5.60	3.90
58	7.6	3.6	5.2	5.8	5.6	6.6	5.4	4.4	6.7	6.4	4.6	3.9	4.0	0.23680	0.52099	0.35126	0.89562	4.80000	4.86667	5.95	6.60
59	10.0	4.3	5.3	3.7	4.2	5.4	4.5	3.8	6.7	4.5	3.7	4.0	3.5	-1.15081	0.55583	0.33463	2.24689	3.63333	4.33333	6.00	8.10
60	9.9	2.8	7.2	6.9	2.6	5.8	3.5	5.4	6.2	7.0	5.6	4.9	4.0	1.07859	-1.59469	0.55290	1.22084	5.50000	2.96667	6.70	7.25
61	8.7	3.2	8.4	6.1	2.8	7.8	3.8	4.9	7.2	4.5	5.4	3.9	4.5	0.95470	-1.27492	1.72001	0.68425	5.33333	3.26667	7.80	6.90
62	8.4	3.8	6.7	5.0	4.5	4.7	5.9	6.7	5.1	4.2	2.7	5.0	3.6	-1.01152	0.71273	-0.15589	0.55845	3.76667	4.73333	5.90	5.85
63	8.8	3.9	3.8	5.1	4.3	4.7	4.8	5.8	5.0	7.2	4.4	3.7	2.9	-0.58675	0.26745	-1.20635	1.14301	4.13333	4.33333	4.40	6.50
64	7.7	2.2	6.3	4.5	2.4	4.7	3.4	6.2	6.0	4.7	3.3	3.1	2.6	-1.05619	-1.93746	0.40487	0.02968	3.46667	2.66667	6.15	5.75
65	6.6	3.6	5.8	4.1	4.9	4.7	4.8	7.2	6.5	3.9	3.5	3.6	2.8	-1.23748	0.17600	0.55254	-0.48864	3.46667	4.43333	6.15	4.70
66	5.7	3.8	3.5	6.7	5.4	5.7	6.0	8.2	5.4	5.0	4.7	7.3	5.2	1.30767	0.52235	-1.04151	-1.31539	5.53333	5.06667	4.45	3.75
67	5.7	4.0	7.9	6.4	2.7	5.5	5.1	6.2	7.5	6.4	5.0	6.2	4.5	0.91196	-0.60774	2.05414	-1.26590	5.30000	3.93333	7.70	4.75
68	5.5	3.7	4.7	5.4	4.3	5.3	4.9	6.0	5.6	2.5	4.5	5.9	4.3	0.42188	-0.25278	-0.31140	-0.81194	4.73333	4.30000	5.15	4.75
69	7.5	3.5	3.8	3.5	2.9	4.1	4.5	7.6	5.1	5.2	4.0	5.4	3.4	-0.80891	-0.59847	-1.01739	-0.33807	3.63333	3.63333	4.45	4.95
70	6.4	3.6	2.7	5.3	3.9	3.9	5.3	7.1	5.2	5.5	4.7	6.6	3.9	0.28448	-0.15883	-1.30504	-0.65226	4.63333	4.26667	3.95	4.65
71	9.1	4.5	6.1	5.9	6.3	5.3	7.1	8.4	7.1	5.7	5.4	6.1	4.4	0.48940	2.05444	0.66793	0.37752	5.23333	5.96667	6.60	5.35
72	6.7	3.2	3.0	3.7	4.8	6.3	4.5	5.0	5.2	2.5	2.9	2.6	3.1	-1.29765	-0.16061	-1.19211	0.42991	3.23333	4.16667	4.10	5.85
73	6.5	4.3	2.7	6.6	6.5	6.3	6.0	8.7	4.7	6.3	4.6	5.6	4.6	0.83066	1.31612	-1.86536	-0.76875	5.26667	5.60000	3.70	3.90
74	9.9	3.7	7.5	4.7	5.6	7.0	6.7	6.8	7.2	4.6	4.1	3.4	3.9	-0.59815	1.41502	1.24050	1.22437	4.23333	5.33333	7.35	6.55
75	8.5	3.9	5.3	5.5	5.0	4.9	6.0	6.8	5.7	3.6	4.4	5.1	3.7	-0.15630	0.87353	-0.31055	0.59502	4.53333	4.96667	5.50	5.85
76	9.9	3.0	6.8	5.0	5.4	5.9	4.8	4.9	7.3	7.6	3.1	4.3	3.8	-0.75769	0.24017	1.04169	1.84000	3.96667	4.40000	7.05	7.50
77	7.6	3.6	7.6	4.6	4.7	4.6	5.0	7.4	8.1	6.6	4.5	5.8	3.9	-0.25429	0.14738	2.02709	-0.35556	4.33333	4.43333	7.85	5.10
78	9.4	3.8	7.0	6.2	4.7	6.5	4.9	8.5	7.3	2.4	4.3	4.5	4.1	0.19389	0.34209	1.07954	0.25431	4.86667	4.46667	7.15	5.45
79	9.3	3.5	6.3	7.6	5.5	7.5	5.9	4.6	6.6	3.1	5.2	4.1	4.6	1.21814	0.62945	0.45763	1.56460	5.80000	4.96667	6.45	7.35
80	7.1	3.4	4.9	4.1	4.0	5.0	5.9	7.8	6.1	3.5	2.6	3.1	2.7	-1.62957	0.30918	0.02721	-0.47739	3.13333	4.43333	5.50	4.65
81	9.9	3.0	7.4	4.8	4.0	5.9	4.8	4.9	5.9	6.9	3.2	4.3	3.8	-0.73455	-0.24556	0.46158	1.71610	3.93333	3.93333	6.65	7.50
82	8.7	3.2	6.4	4.9	2.4	6.8	4.6	6.8	6.3	5.1	4.3	3.7	4.0	-0.05249	-0.91807	0.51221	0.21656	4.40000	3.40000	6.35	5.95
83	8.6	2.9	5.8	3.9	2.9	5.6	4.0	6.3	6.1	4.0	2.7	3.0	3.0	-1.42750	-0.97113	0.21412	0.55946	3.20000	3.26667	5.95	6.15
84	6.4	3.2	6.7	3.6	2.2	2.9	5.0	8.4	7.3	6.5	2.0	3.7	1.6	-2.49183	-0.71239	1.59510	-1.32326	2.40000	3.46667	7.00	4.00
85	7.7	2.6	6.7	6.6	1.9	7.2	4.3	5.9	6.5	4.1	4.7	3.9	4.3	0.92296	-1.79573	0.81569	-0.17980	5.20000	2.93333	6.60	5.90
86	7.5	3.5	4.1	4.5	3.5	4.1	4.5	7.6	4.9	2.8	3.4	5.4	3.4	-0.75026	-0.41619	-1.09767	-0.24843	3.76667	3.83333	4.50	4.95
87	5.0	3.6	1.3	3.0	3.5	4.2	4.9	8.2	4.3	7.6	2.4	4.8	3.1	-1.57632	-0.28086	-2.16096	-1.52166	2.83333	4.00000	2.80	3.40
88	7.7	2.6	8.0	6.7	3.5	7.2	4.3	5.9	6.9	7.7	5.1	3.9	4.3	1.02039	-1.30347	1.40406	-0.03339	5.36667	3.46667	7.45	5.90
89	9.1	3.6	5.5	5.4	4.2	6.2	4.6	8.3	6.5	4.1	4.6	4.3	3.9	0.07442	-0.05580	0.13530	0.20940	4.63333	4.13333	6.00	5.40
90	5.5	5.5	7.7	7.0	5.6	5.7	8.2	6.3	7.4	4.9	5.5	6.7	4.9	1.11136	2.35939	1.88672	-0.97784	5.80000	6.43333	7.55	4.60
91	9.1	3.7	7.0	4.1	4.4	6.3	5.4	7.3	7.5	4.6	4.4	3.0	3.3	-0.83150	0.48067	1.39062	0.52548	3.93333	4.50000	7.25	5.90
92	7.1	4.2	4.1	2.6	2.1	3.3	4.5	9.9	5.5	3.5	2.0	4.0	2.4	-2.41729	-0.24715	-0.54770	-1.27340	2.33333	3.60000	4.80	3.60
93	9.2	3.9	4.6	5.3	4.2	8.4	4.8	7.1	6.2	6.6	4.4	2.6	4.2	0.09404	0.21220	-0.32770	0.69712	4.63333	4.30000	5.40	6.05
94	9.3	3.5	5.4	7.8	4.6	7.5	5.9	4.6	6.4	4.9	4.8	4.1	4.6	1.18008	0.35315	0.08036	1.48672	5.73333	4.66667	5.90	7.35
95	9.3	3.8	4.0	4.6	4.7	6.4	5.5	7.4	5.3	4.8	3.6	3.2	3.4	-0.85510	0.72647	-1.07153	0.89157	3.86667	4.66667	4.65	5.95
96	8.6	4.8	5.6	5.3	2.3	6.0	5.7	6.7	5.8	3.6	4.9	3.6	3.6	-0.10292	0.38858	0.06155	0.31126	4.60000	4.26667	5.70	5.95
97	7.4	3.4	2.6	5.0	4.1	4.4	4.8	7.2	4.5	6.4	4.2	5.6	3.7	-0.10226	-0.25259	-1.89956	-0.06577	4.30000	4.10000	3.55	5.10
98	8.7	3.2	3.3	3.2	3.1	6.1	2.9	5.6	5.0	4.3	3.1	2.9	2.5	-1.66581	-1.09921	-1.32497	1.07488	2.93333	3.06667	4.15	6.55
99	7.8	4.9	5.8	5.3	5.2	5.3	7.1	7.9	6.0	5.7	4.3	4.9	3.9	-0.30476	1.90469	0.13692	-0.10589	4.50000	5.73333	5.90	4.95
100	7.9	3.0	4.4	5.1	5.9	4.2	4.8	9.7	5.7	5.8	3.4	5.4	3.5	-0.56953	0.22621	-0.78136	-0.48938	4.00000	4.56667	5.05	4.10

The SAS System

The MEANS Procedure

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
Factor1		100	3.774758E-17	1.0000000	-2.5750114	2.1380847
Factor2		100	-9.46465E-17	1.0000000	-1.9374566	2.8317279
Factor3		100	-2.52021E-16	1.0000000	-2.1609594	2.2551279
Factor4		100	3.369527E-16	1.0000000	-1.9173319	2.2468929
SumScale1	SumScale1 - Postsale Customer Servicey	100	4.5353333	0.8895429	2.2333333	6.4000000
SumScale2	SumScale2 - Marketing	100	4.2683333	0.8225276	2.6666667	6.4333333
SumScale3	SumScale3 -- Technical Support	100	5.7040000	1.1196518	2.8000000	8.1000000
SumScale4	SumScale4 -- Product Value	100	5.4180000	1.2316844	3.2500000	8.1000000

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

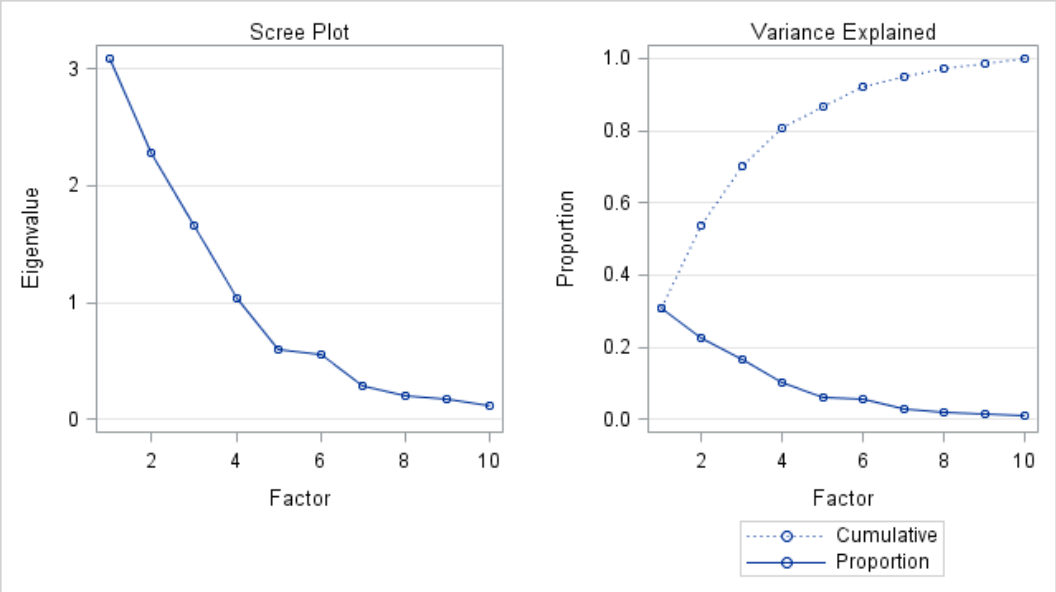
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573

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

5 factors will be retained by the NFACTOR criterion.



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	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 - Advertizing	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

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

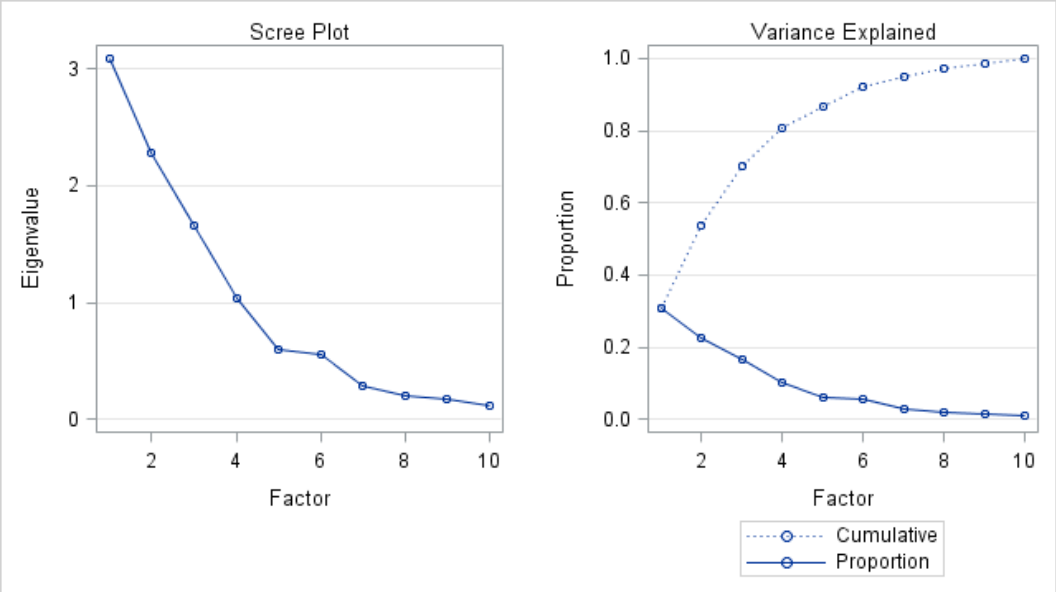
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573

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

5 factors will be retained by the NFACTOR criterion.



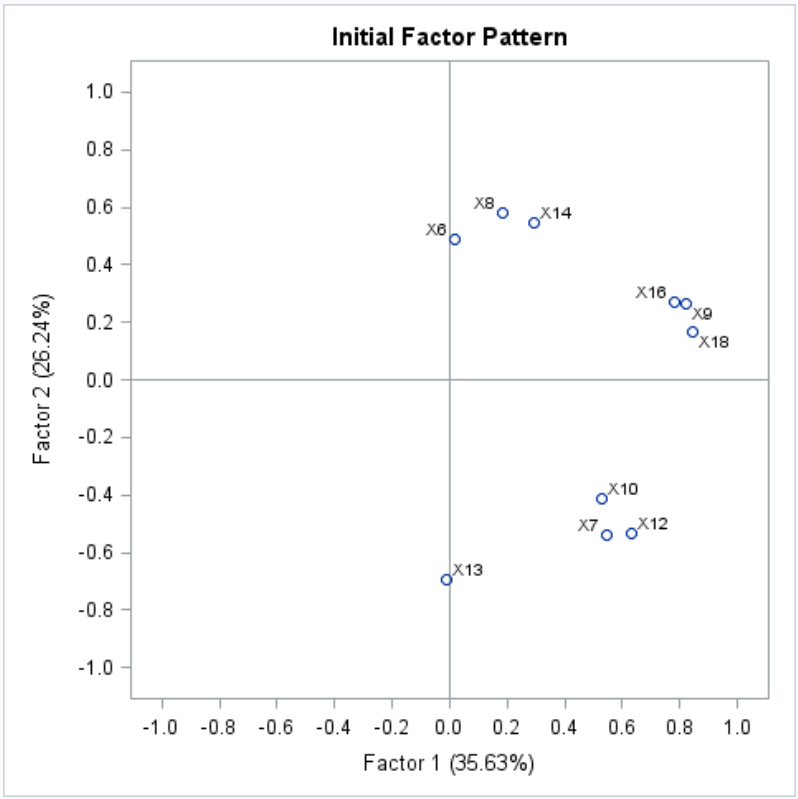
Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
X18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787	-0.03328
X9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922	0.03990
X16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508	0.07350
X12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956	0.15252
X7	X7 - E-Commerce	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 - Advertizing	0.52871	-0.41273	0.16139	0.33001	-0.61003

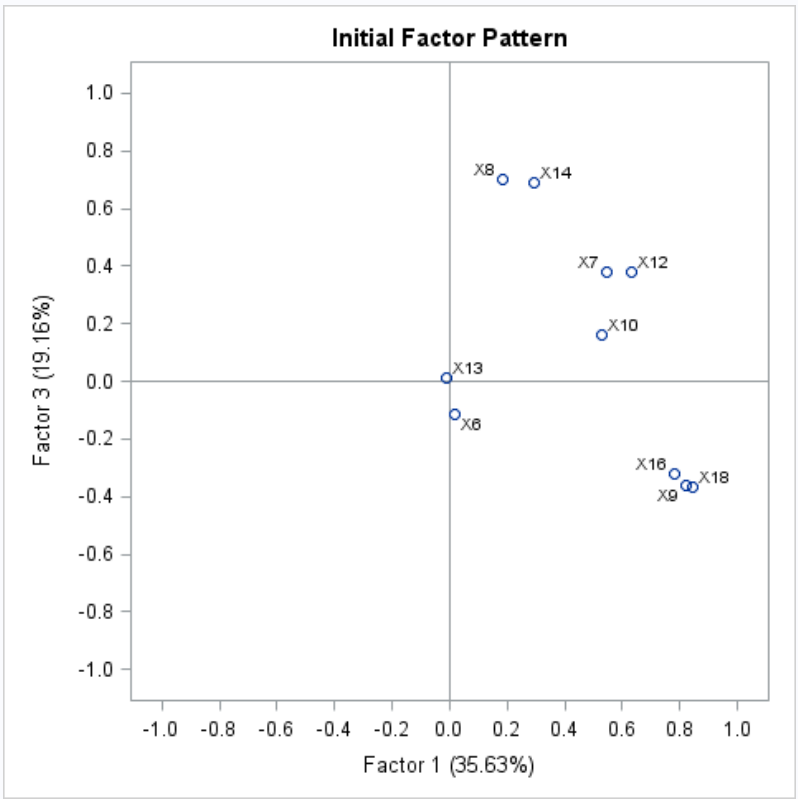
Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	Factor5
3.0860425	2.2730319	1.6592837	1.0388003	0.6040997

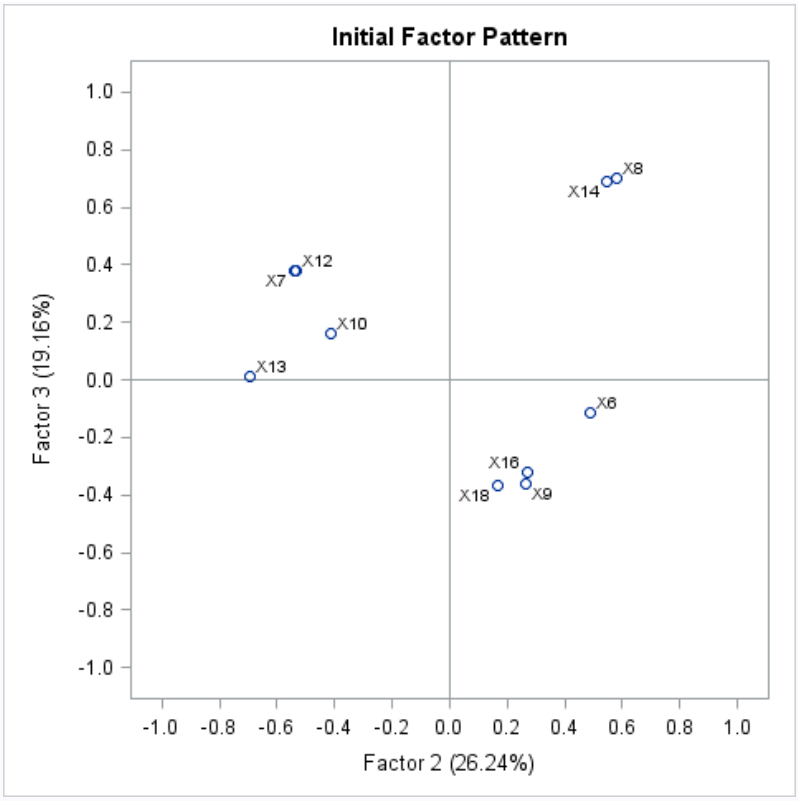
Final Communality Estimates: Total = 8.661258									
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.86413377	0.87736993	0.89386971	0.89114375	0.95697077	0.88283039	0.69699125	0.89132782	0.81144532	0.89517529

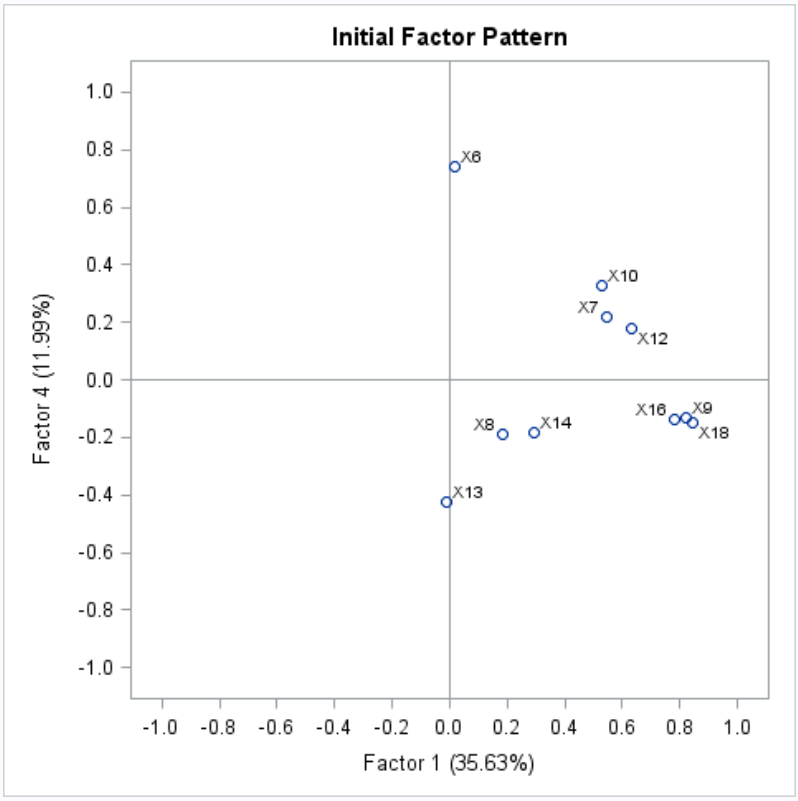
The SAS System

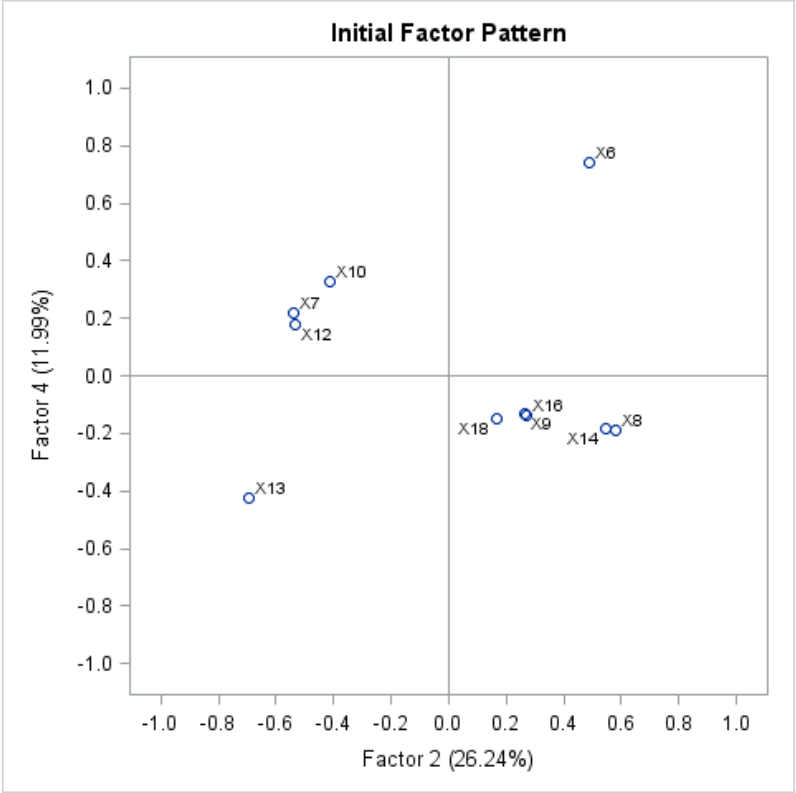
The FACTOR Procedure
Initial Factor Method: Principal Components

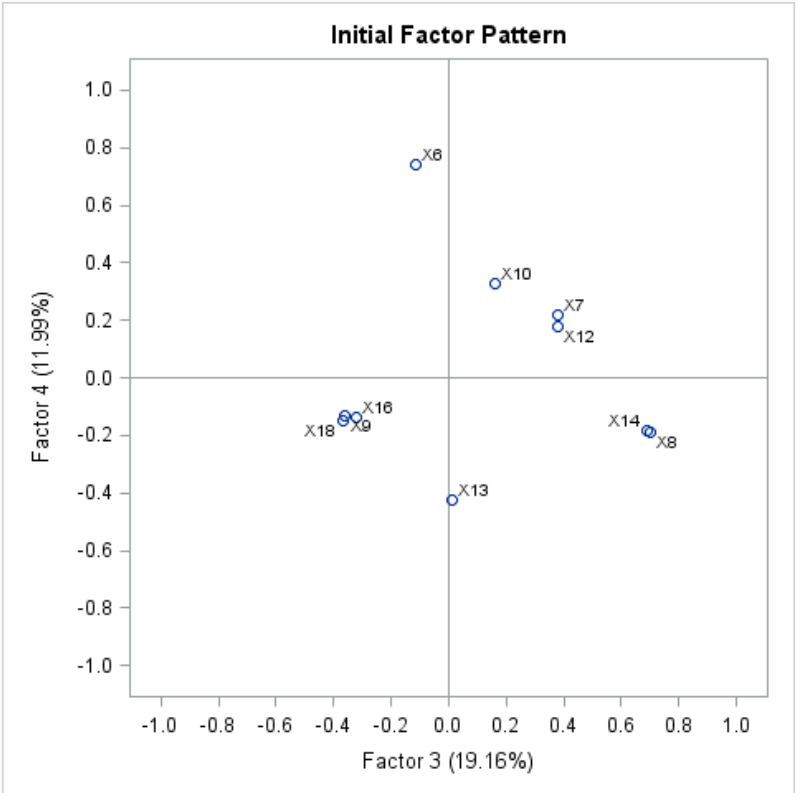


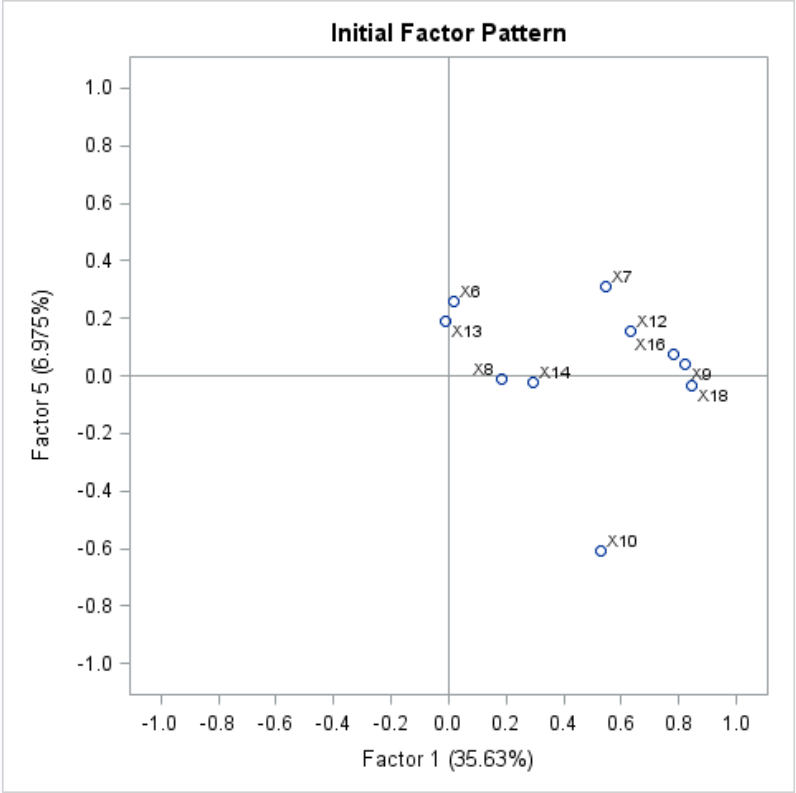


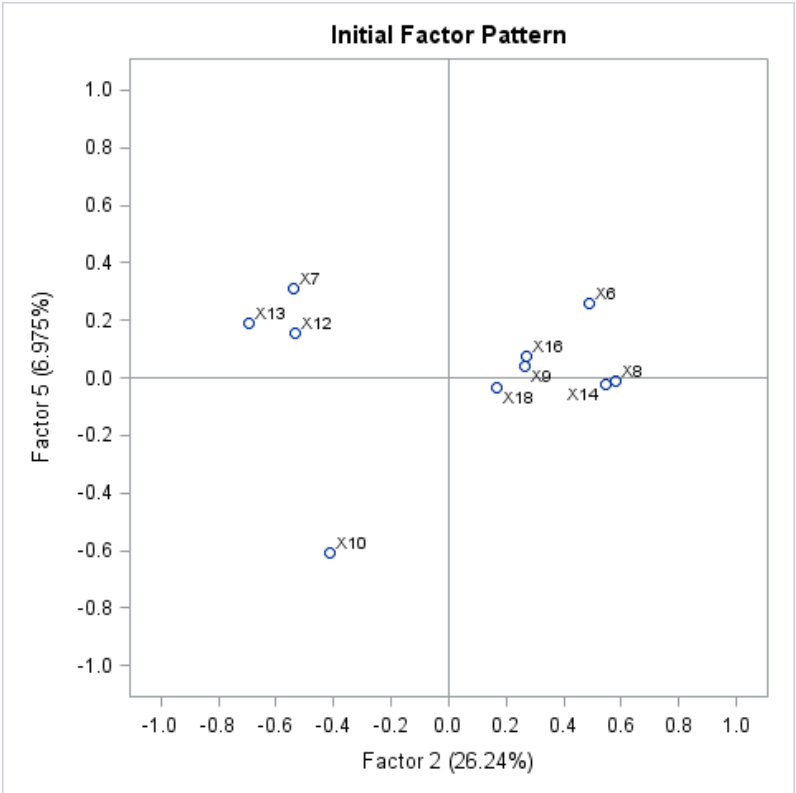

Initial Factor Pattern
Factor 3 (19.16%)
Factor 2 (26.24%)
X8
X14
X12
X7
X10
X13
X6
X16
X18
X9
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

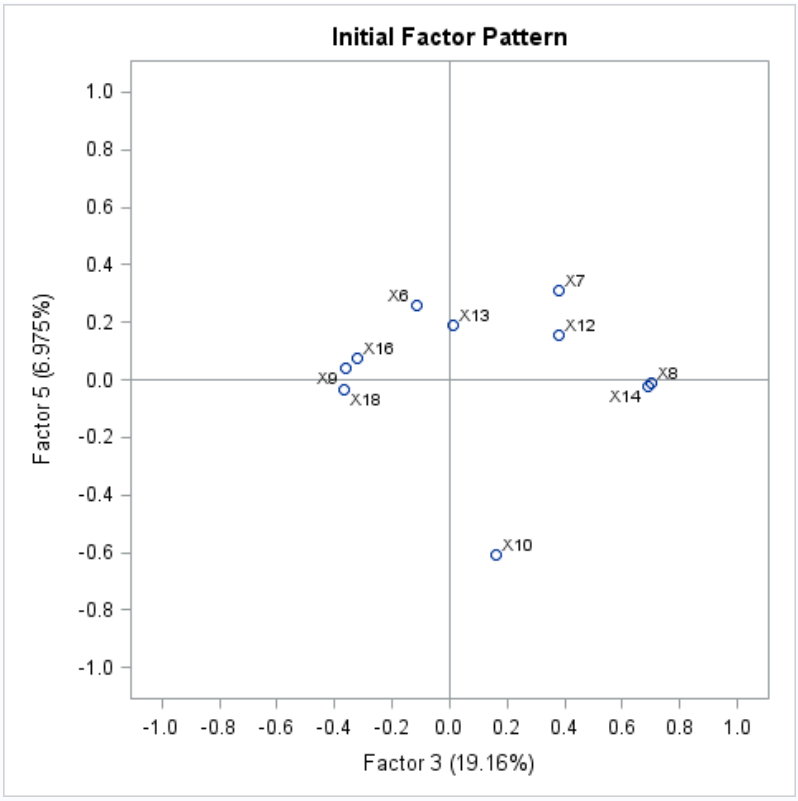

Initial Factor Pattern
Factor 4 (11.99%)
Factor 1 (35.63%)
X6
X10
X7
X12
X16
X9
X18
X8
X14
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

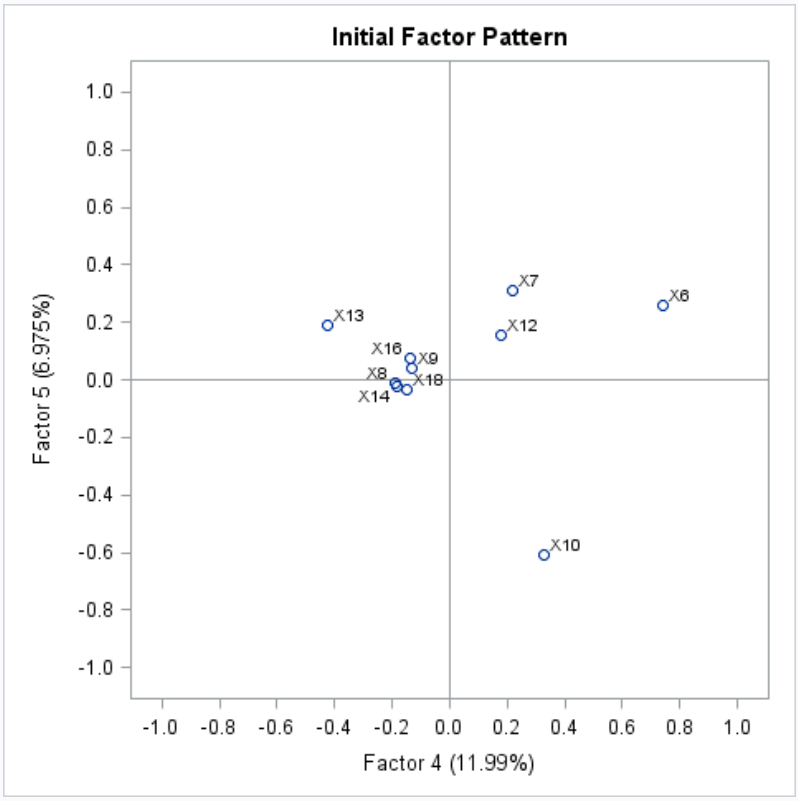

Initial Factor Pattern
Factor 4 (11.99%)
Factor 2 (26.24%)
X6
X10
X7
X12
X16
X18
X9
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (11.99%)
Factor 3 (19.16%)
X6
X10
X7
X12
X16
X18
X9
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 5 (6.975%)
Factor 1 (35.63%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X6
X7
X12
X13
X16
X8
X14
X9
X18
X10


Initial Factor Pattern
Factor 5 (6.975%)
Factor 2 (26.24%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X7
X13
X12
X6
X16
X9
X8
X18
X14
X10


Initial Factor Pattern
Factor 5 (6.975%)
Factor 3 (19.16%)
X6
X7
X13
X12
X16
X9
X8
X14
X18
X10


Initial Factor Pattern
Factor 5 (6.975%)
Factor 4 (11.99%)
X7
X6
X13
X12
X16
X9
X8
X18
X14
X10

The SAS System

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	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 - Advertizing	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

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

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor

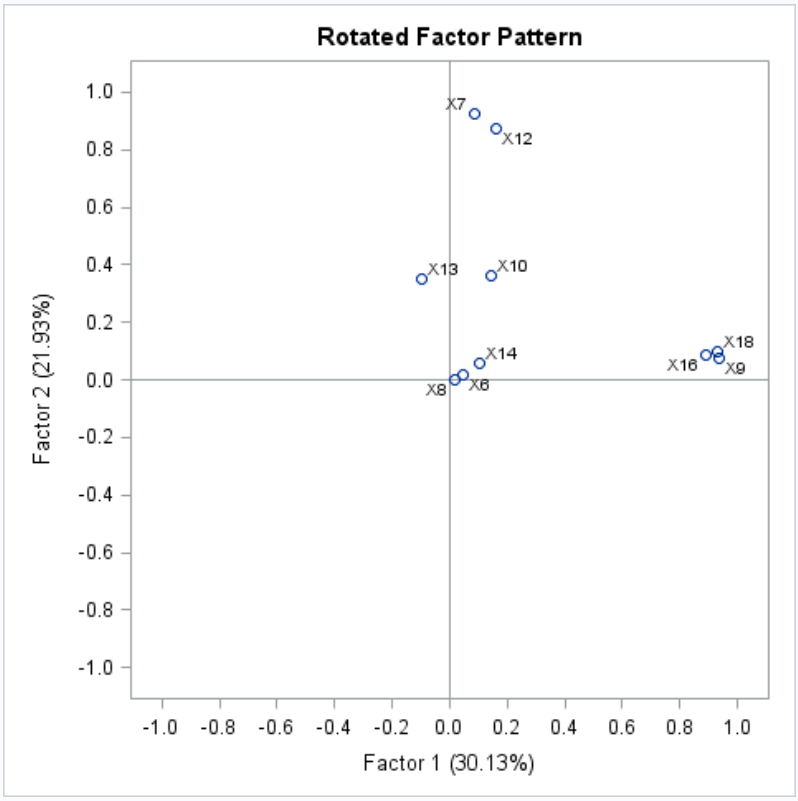
Factor1	Factor2	Factor3	Factor4	Factor5
1.0000000	1.0000000	1.0000000	1.0000000	1.0000000

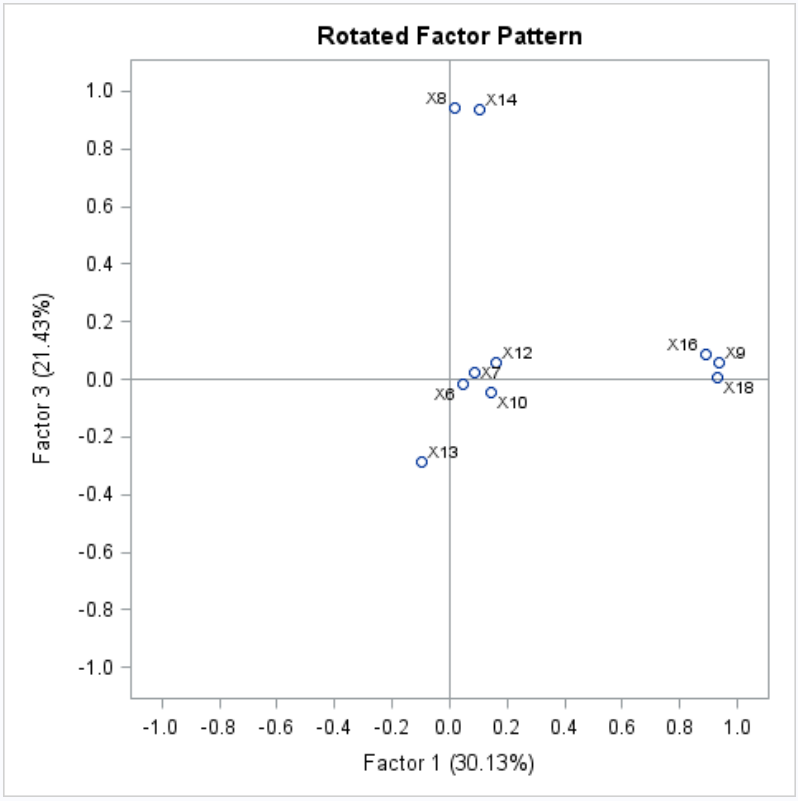
Standardized Scoring Coefficients

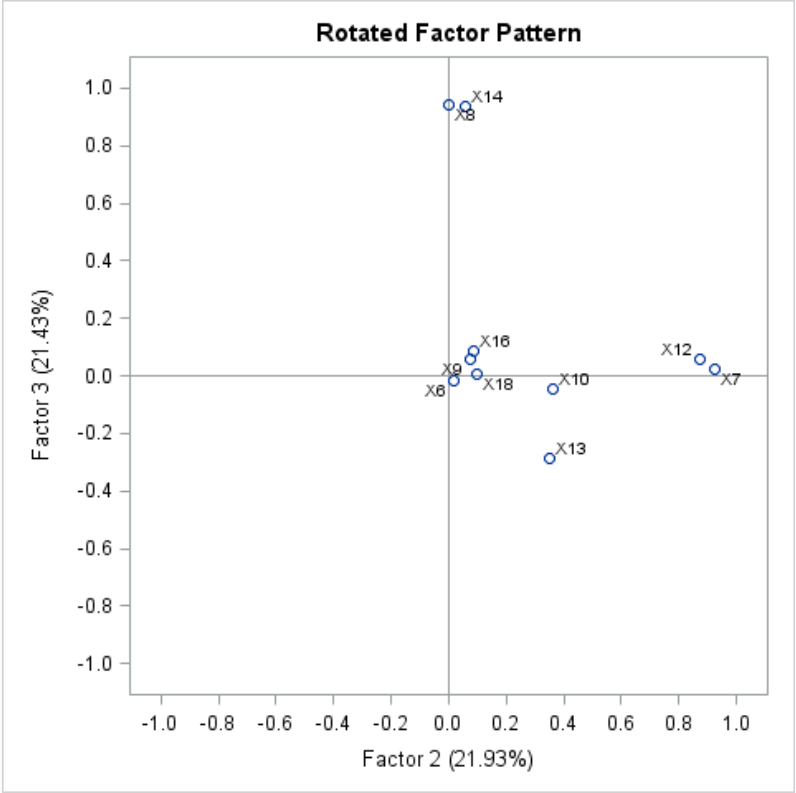
		Factor1	Factor2	Factor3	Factor4	Factor5
X9	X9 - Complaint Resolution	0.3792854	-0.0347474	-0.0242889	-0.014056	-0.0757935
X18	X18 - Delivery Speed	0.37416742	-0.0688016	-0.0389067	-0.0706388	0.03602596
X16	X16 - Order & Billing	0.36185225	-0.0064769	-0.0080073	-0.0115001	-0.1264035
X7	X7 - E-Commerce	-0.051315	0.60810152	-0.0091847	0.11891755	-0.2540507
X12	X12 - Salesforce Image	-0.0307088	0.48786441	0.02219635	0.04909823	-0.0271426
X8	X8 - Technical Support	-0.0412305	0.00204967	0.5228727	-0.058204	-0.0285662
X14	X14 - Warranty & Claims	-0.013713	0.01629833	0.51665525	-0.0664445	0.00117135
X6	X6 - Product Quality	-0.0468622	0.25242314	-0.1408208	0.78096729	-0.2071599
X13	X13 - Competitive Pricing	0.01831252	0.19950494	-0.0837972	-0.4493002	-0.3293258
X10	X10 - Advertizing	-0.0703793	-0.1504061	-0.006852	0.01124991	1.07920153

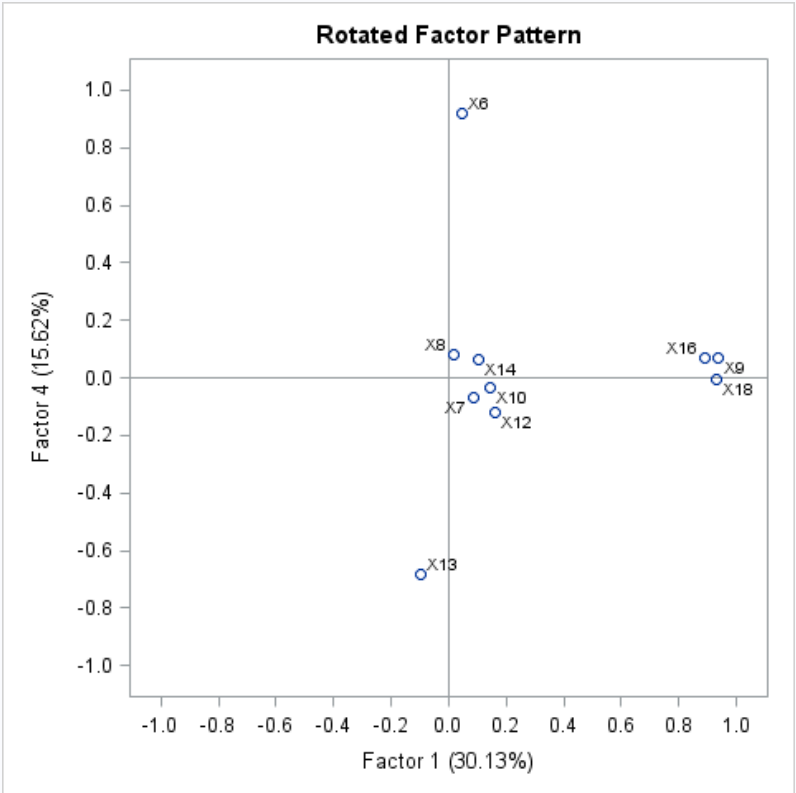
The SAS System

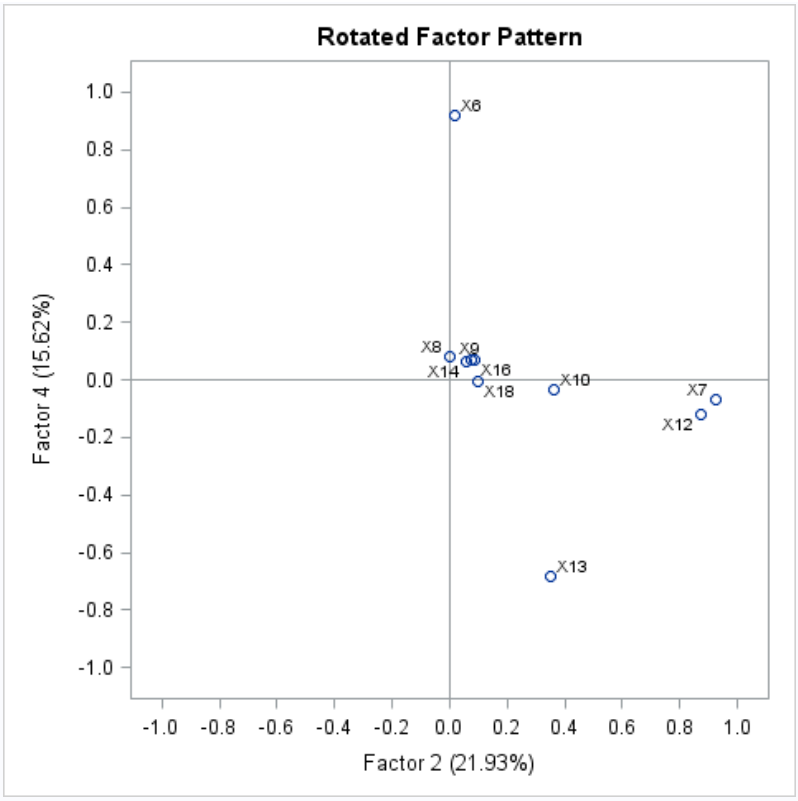
The FACTOR Procedure
Rotation Method: Varimax

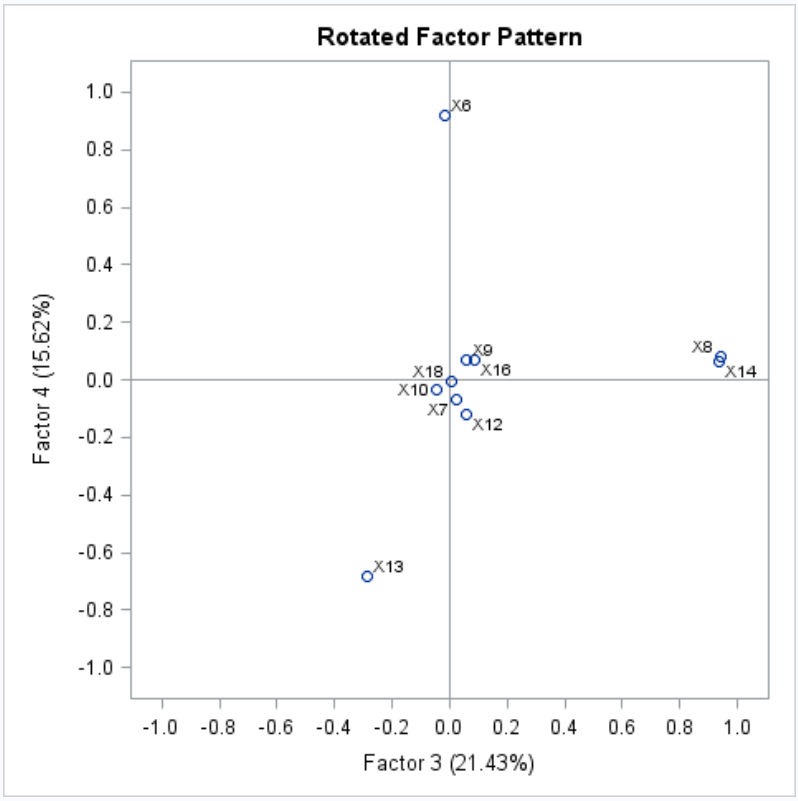


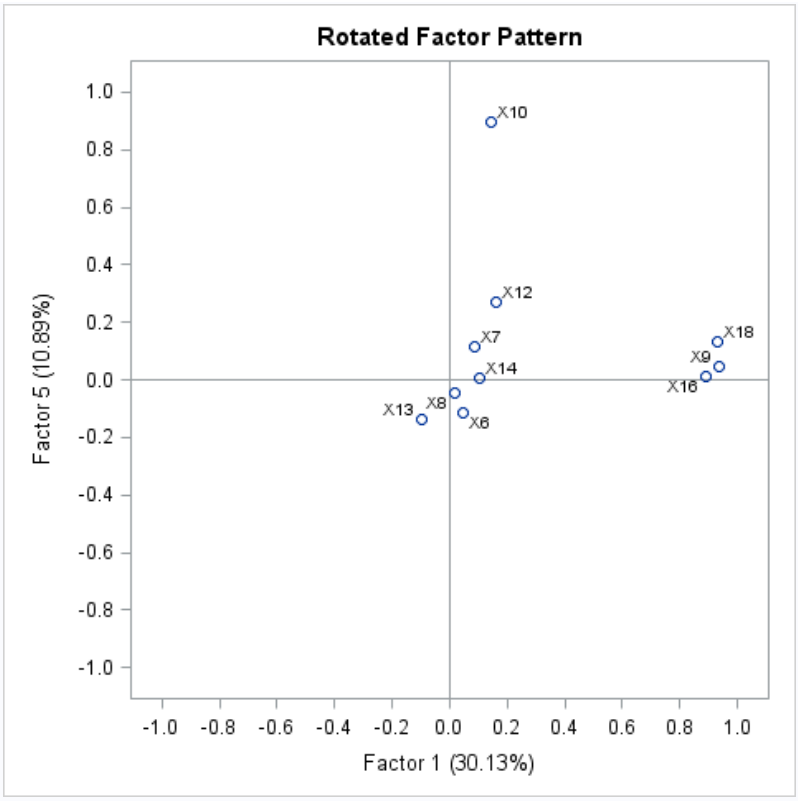


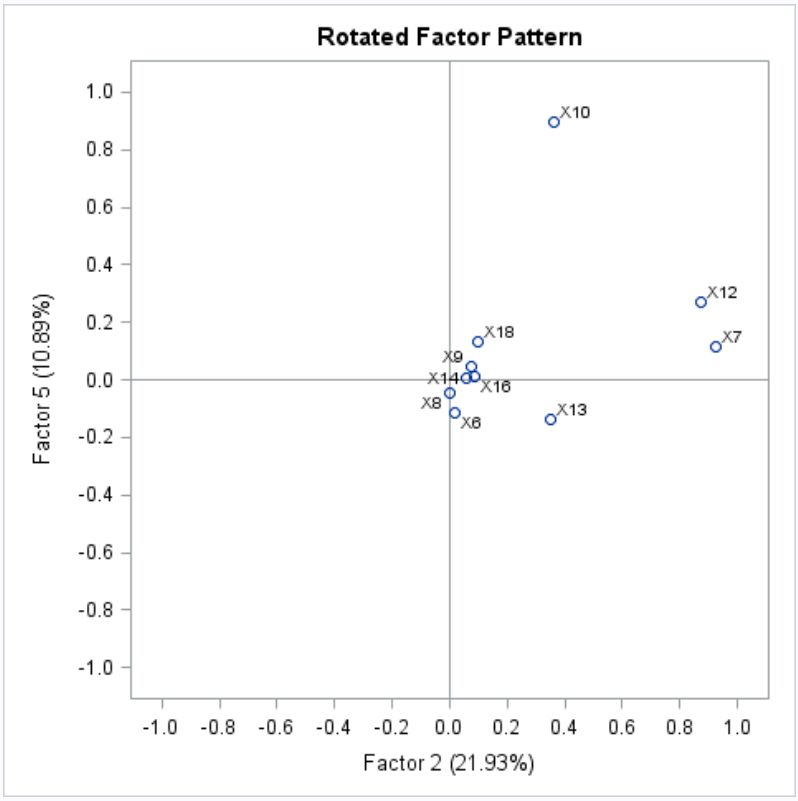

Rotated Factor Pattern
Factor 3 (21.43%)
Factor 2 (21.93%)
X14
X8
X16
X9
X6
X18
X12
X10
X7
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

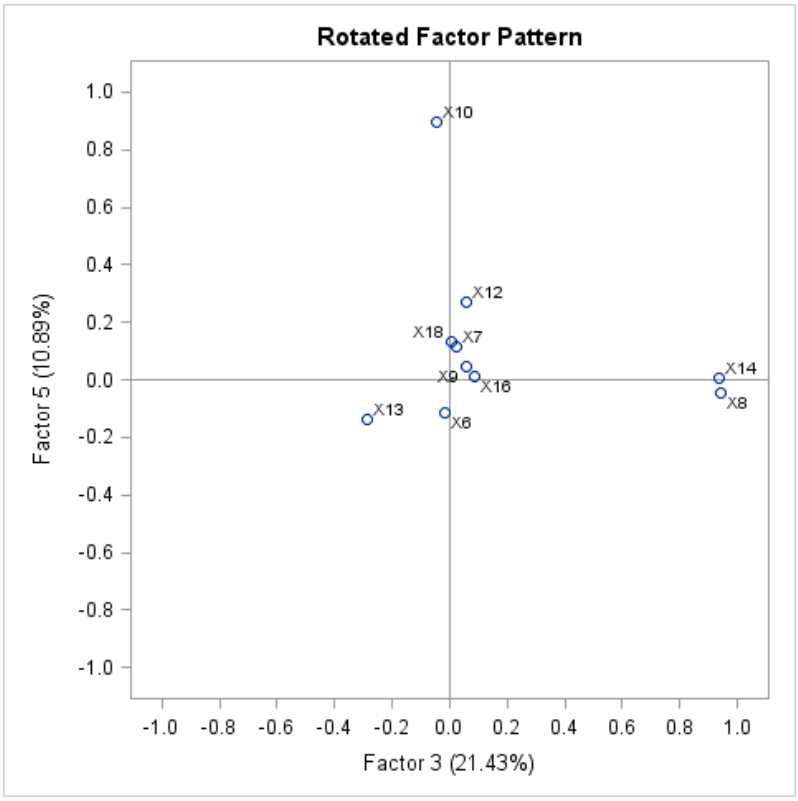

Rotated Factor Pattern
Factor 4 (15.62%)
Factor 1 (30.13%)
X6
X8
X14
X16
X9
X18
X10
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

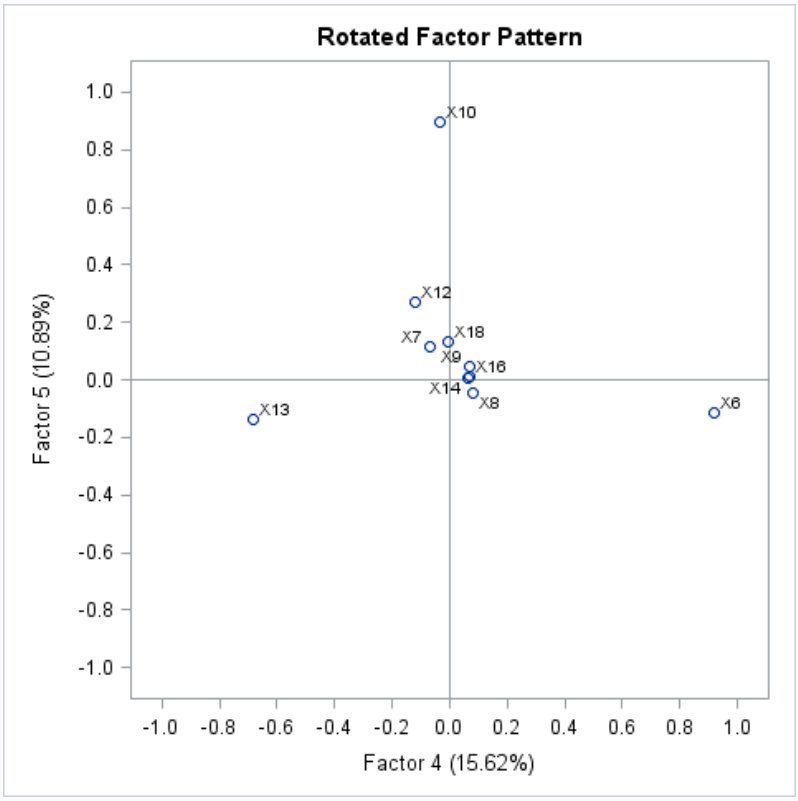

Rotated Factor Pattern
Factor 4 (15.62%)
Factor 2 (21.93%)
X6
X8
X9
X14
X16
X18
X10
X7
X12
X13


Rotated Factor Pattern
Factor 4 (15.62%)
Factor 3 (21.43%)
X6
X9
X8
X14
X18
X16
X10
X7
X12
X13


Rotated Factor Pattern
Factor 5 (10.89%)
Factor 1 (30.13%)
X10
X12
X7
X14
X18
X9
X16
X13
X8
X6
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 5 (10.89%)
Factor 2 (21.93%)
X10
X12
X7
X18
X9
X14
X16
X8
X6
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 5 (10.89%)
Factor 3 (21.43%)
X10
X12
X18
X7
X14
X9
X16
X8
X13
X6
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 5 (10.89%)
Factor 4 (15.62%)
X10
X12
X7
X18
X9
X16
X14
X8
X13
X6
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

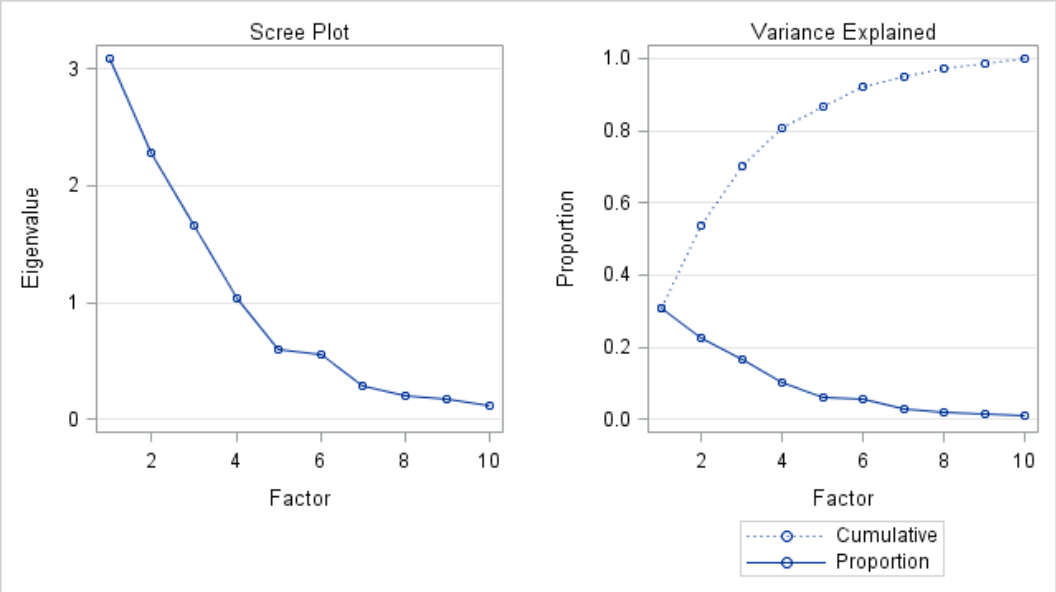
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.61311473	0.63853737	0.51710524	0.69464923	0.81495796	0.62698301	0.73727989	0.52683913	0.83456872	0.71596573

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 NFACTOR criterion.



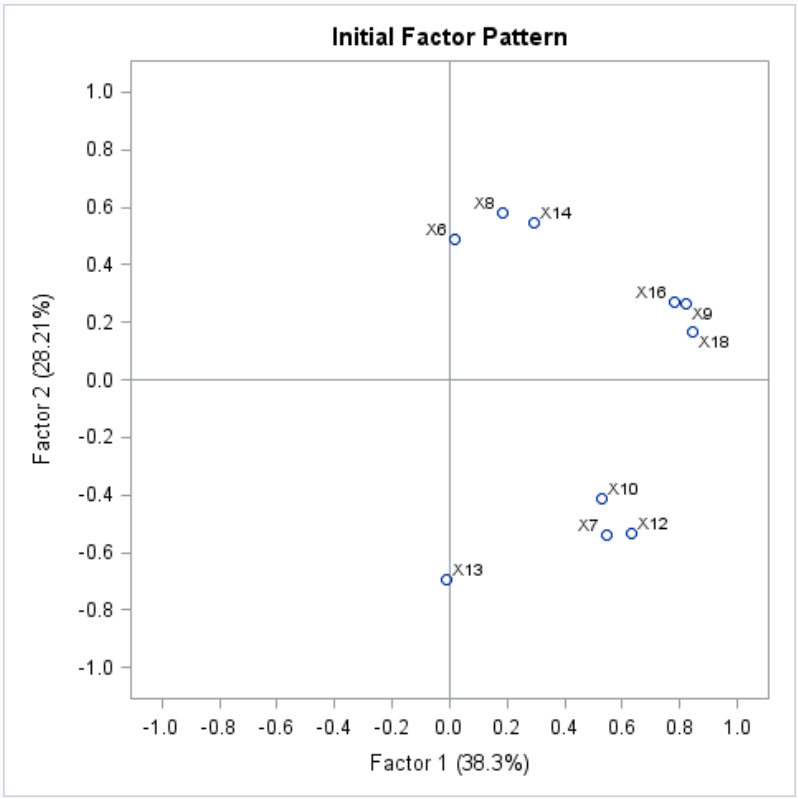
Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X18	X18 - Delivery Speed	0.84182	0.16419	-0.36958	-0.14787
X9	X9 - Complaint Resolution	0.81902	0.26668	-0.36187	-0.12922
X16	X16 - Order & Billing	0.78298	0.27032	-0.31886	-0.13508
X12	X12 - Salesforce Image	0.63077	-0.53626	0.37668	0.17956
X7	X7 - E-Commerce	0.54419	-0.54073	0.37992	0.21637
X10	X10 - Advertizing	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

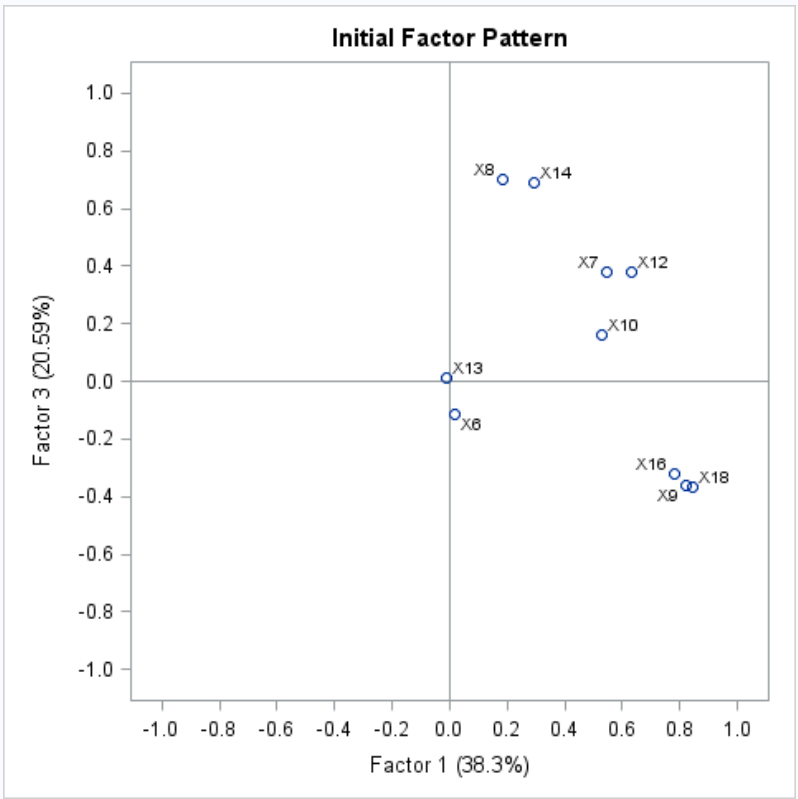
Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
3.0860425	2.2730319	1.6592837	1.0388003

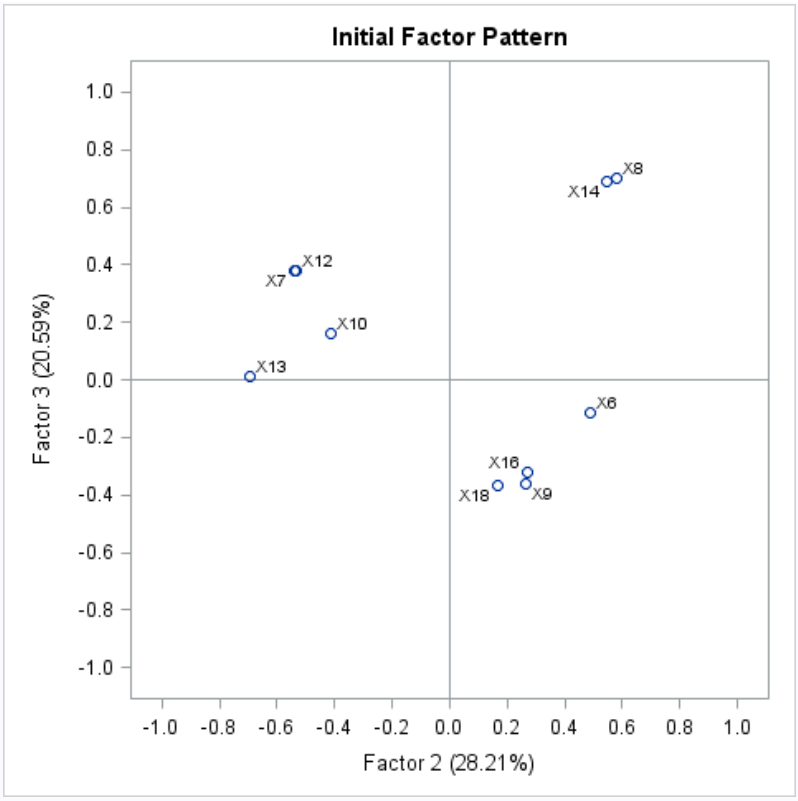
Final Communality Estimates: Total = 8.057158									
X6	X7	X8	X9	X10	X12	X13	X14	X16	X18
0.79798110	0.77967853	0.89373001	0.88955210	0.58483848	0.85956702	0.66091567	0.89078408	0.80604375	0.89406760

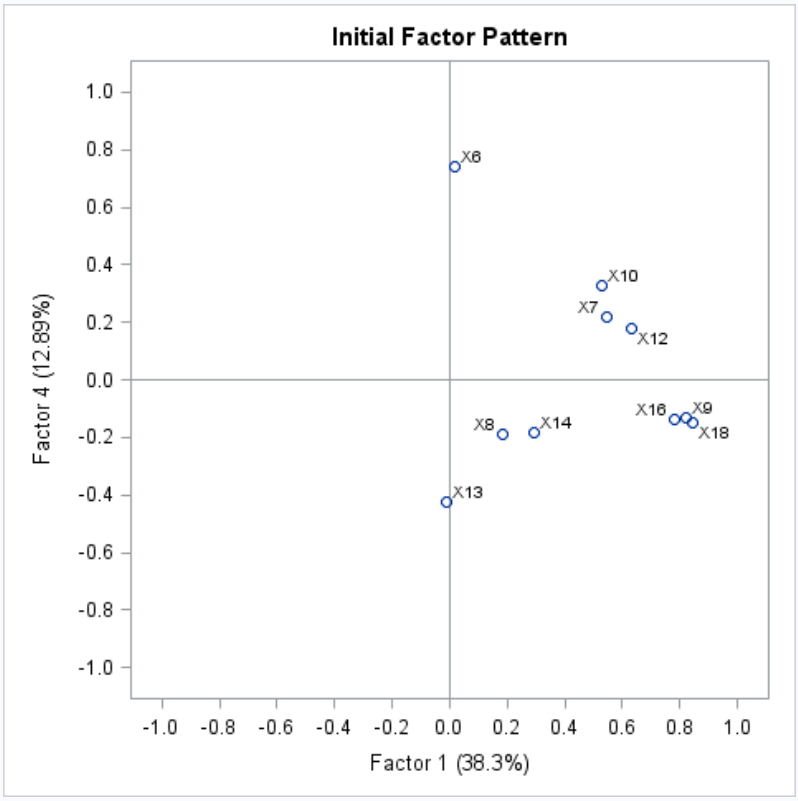
The SAS System

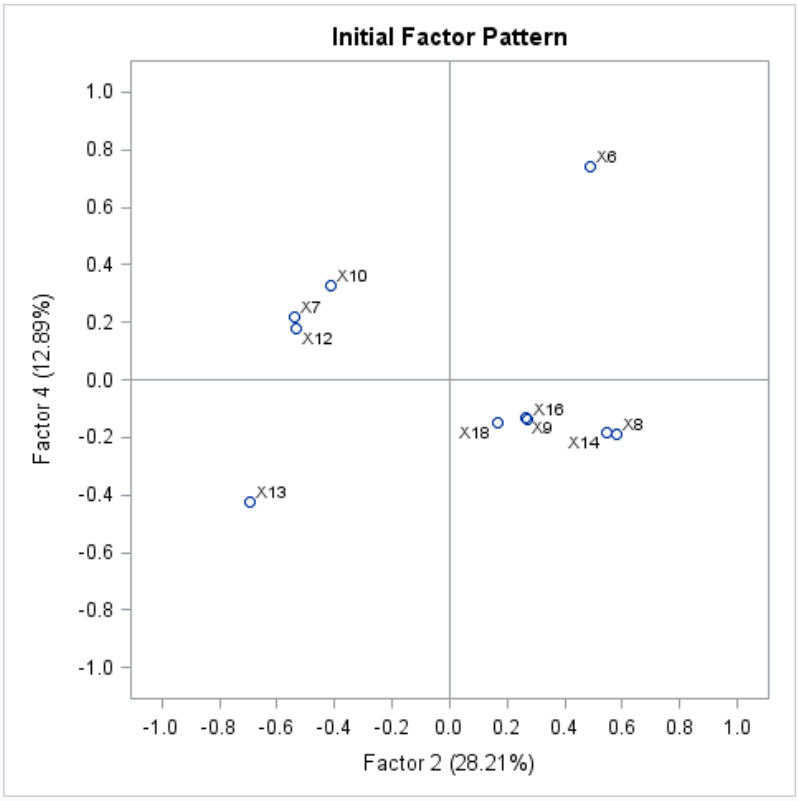
The FACTOR Procedure
Initial Factor Method: Principal Components

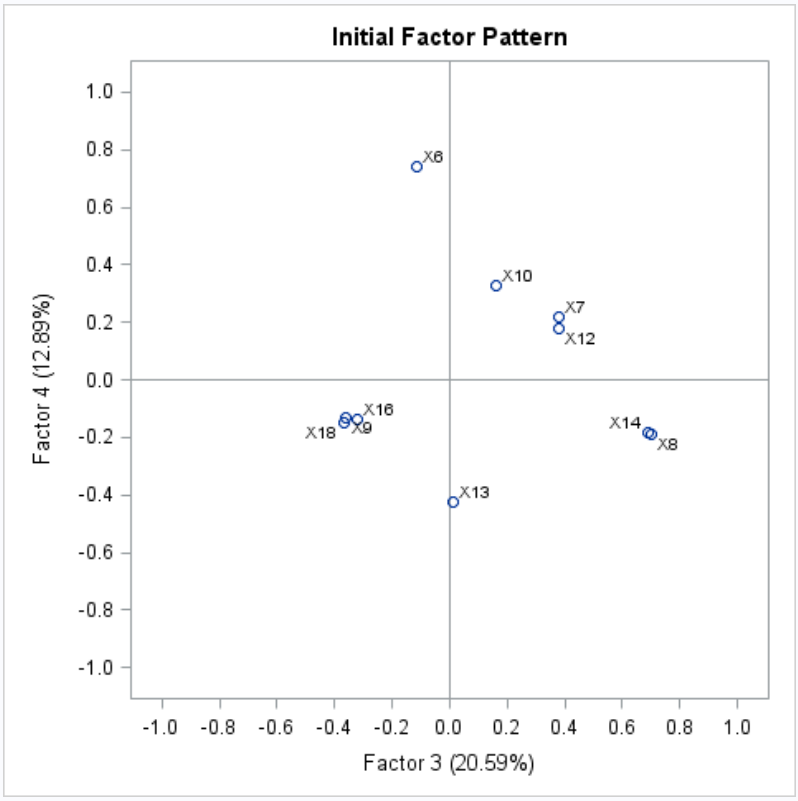





Initial Factor Pattern
Factor 3 (20.59%)
Factor 2 (28.21%)
X8
X14
X12
X7
X10
X13
X6
X16
X18
X9
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 1 (38.3%)
X6
X10
X7
X12
X16
X9
X8
X14
X18
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 2 (28.21%)
X6
X10
X7
X12
X16
X9
X18
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Initial Factor Pattern
Factor 4 (12.89%)
Factor 3 (20.59%)
X6
X10
X7
X12
X16
X18
X9
X14
X8
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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	0.05676	0.86848	0.04907	-0.14070
X10	X10 - Advertizing	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 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

The SAS System

The FACTOR Procedure
Prerotation Method: Varimax

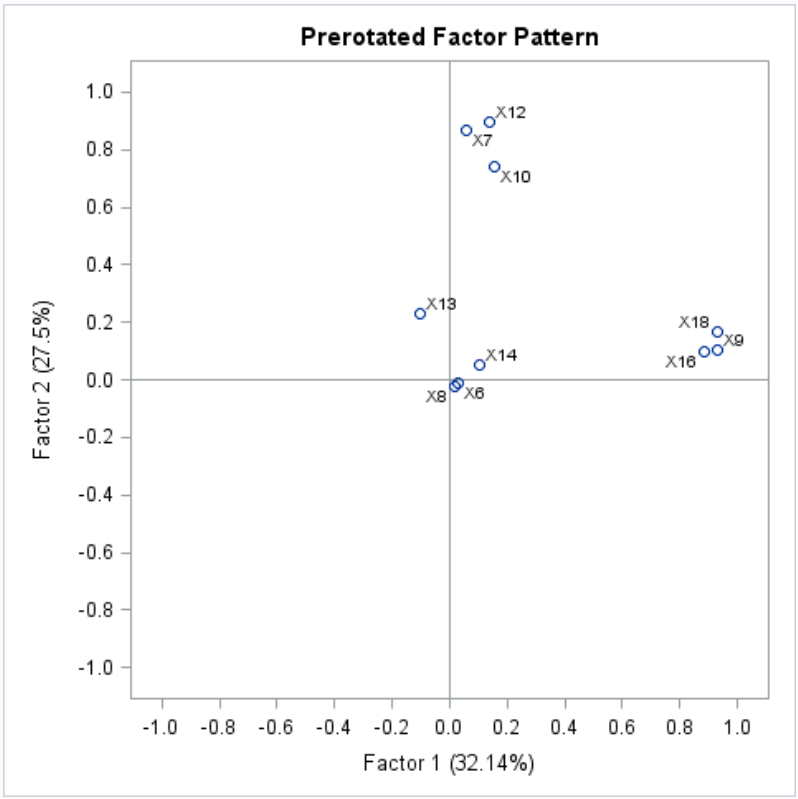
Scoring Coefficients Estimated by Regression

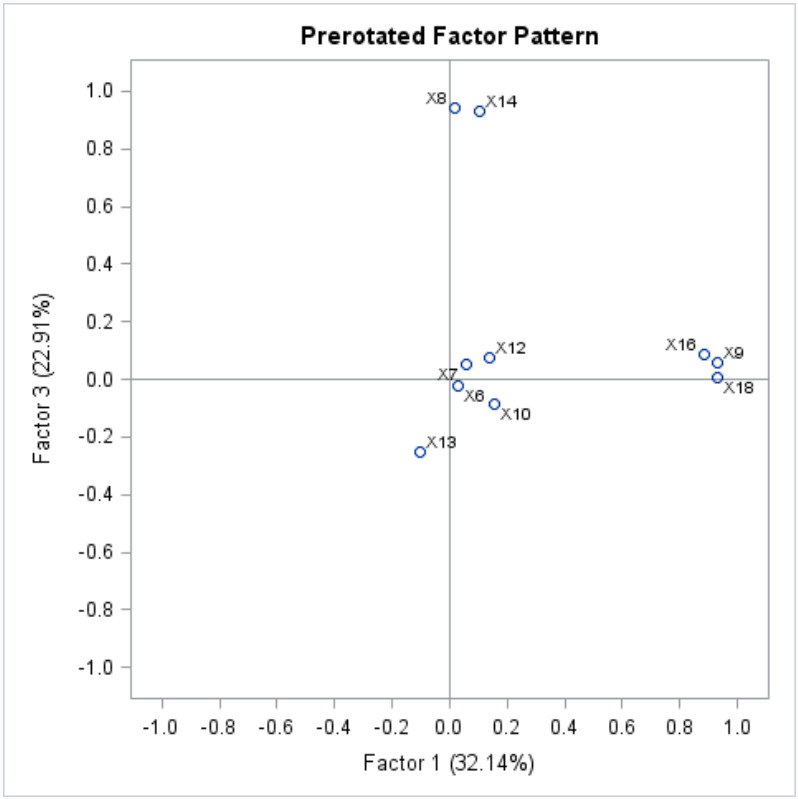
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

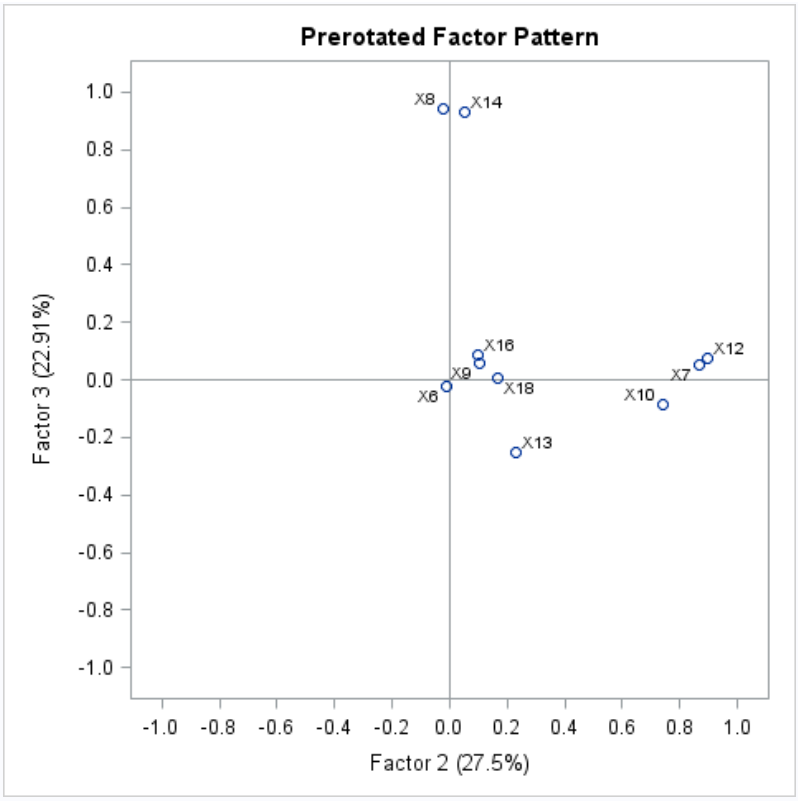
Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X9	X9 - Complaint Resolution	0.37800	-0.05973	-0.02068	-0.01882
X18	X18 - Delivery Speed	0.37800	-0.03862	-0.04231	-0.05778
X16	X16 - Order & Billing	0.35812	-0.05896	-0.00048	-0.02505
X12	X12 - Salesforce Image	-0.04935	0.41798	0.04125	-0.00151
X7	X7 - E-Commerce	-0.08171	0.41880	0.02671	0.02662
X10	X10 - Advertizing	-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

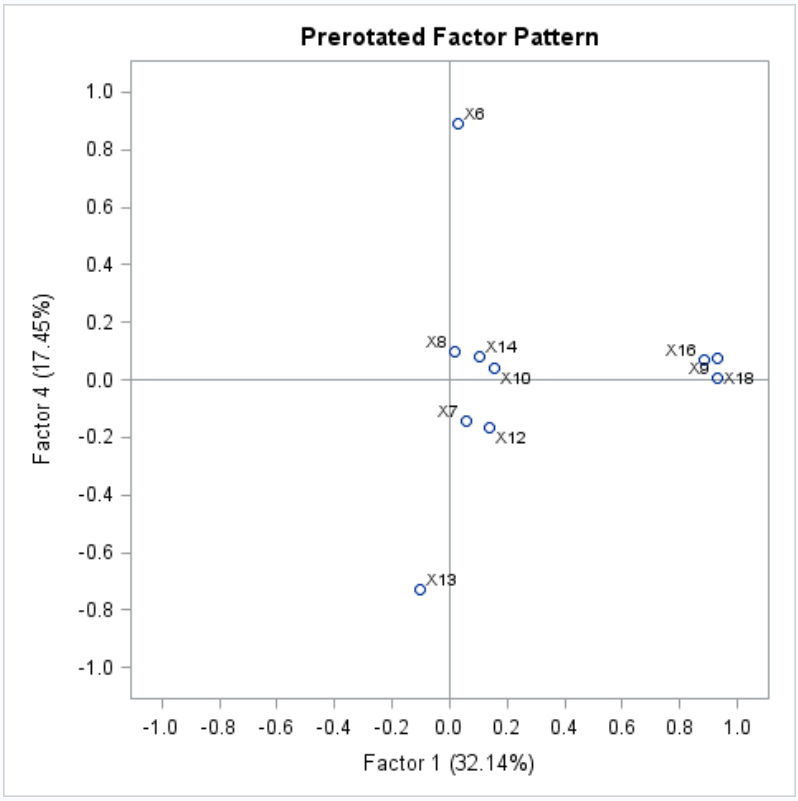
The SAS System

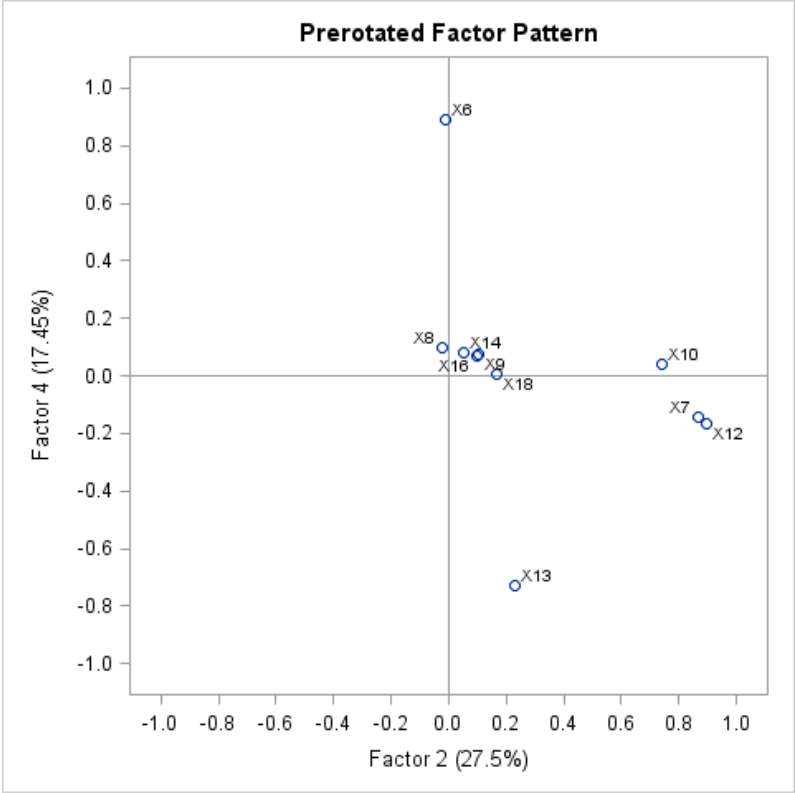
The FACTOR Procedure
Prerotation Method: Varimax

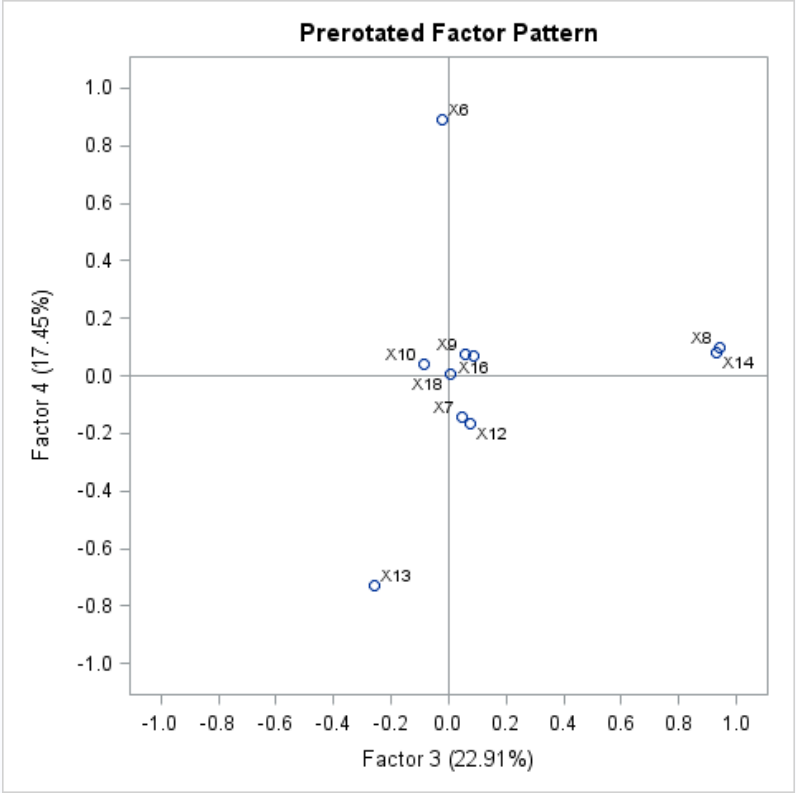





Prerotated Factor Pattern
Factor 3 (22.91%)
Factor 2 (27.5%)
X8
X14
X16
X12
X9
X7
X6
X18
X10
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Prerotated Factor Pattern
Factor 4 (17.45%)
Factor 1 (32.14%)
X6
X8
X14
X16
X9
X10
X18
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Prerotated Factor Pattern
Factor 4 (17.45%)
Factor 2 (27.5%)
X6
X8
X14
X16
X9
X18
X10
X7
X12
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Prerotated Factor Pattern
Factor 4 (17.45%)
Factor 3 (22.91%)
X6
X10
X9
X16
X18
X7
X12
X8
X14
X13
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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

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	0.00027	1.00000	0.00017	-0.00406
X10	X10 - Advertizing	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

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	-0.05451	0.88219	0.05301	-0.04320
X10	X10 - Advertizing	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
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

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	-0.05176	0.82500	0.05188	-0.04078
X10	X10 - Advertizing	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

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	0.15899	0.87921	0.04248	-0.24231
X10	X10 - Advertizing	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

Variance Explained by Each Factor Ignoring Other Factors

Factor1	Factor2	Factor3	Factor4
2.7798703	2.4453260	1.9391451	1.6105476

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

The SAS System

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

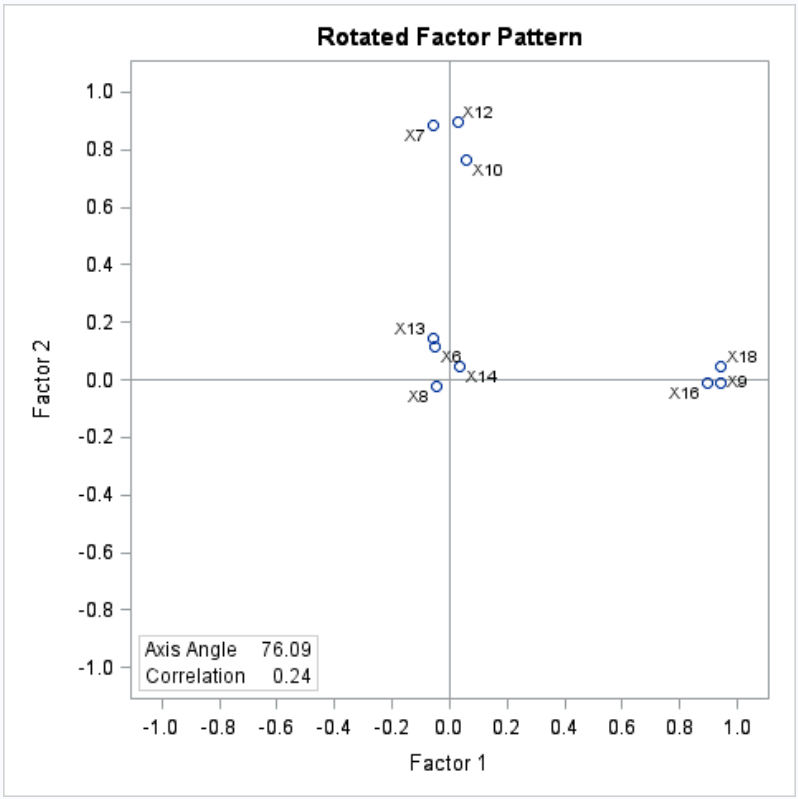
Scoring Coefficients Estimated by Regression

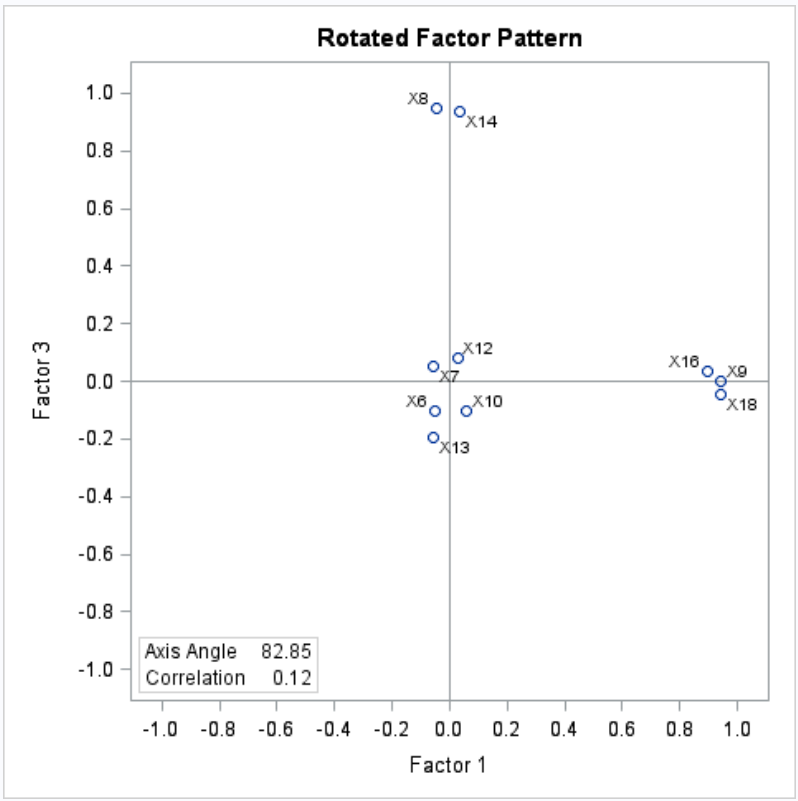
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

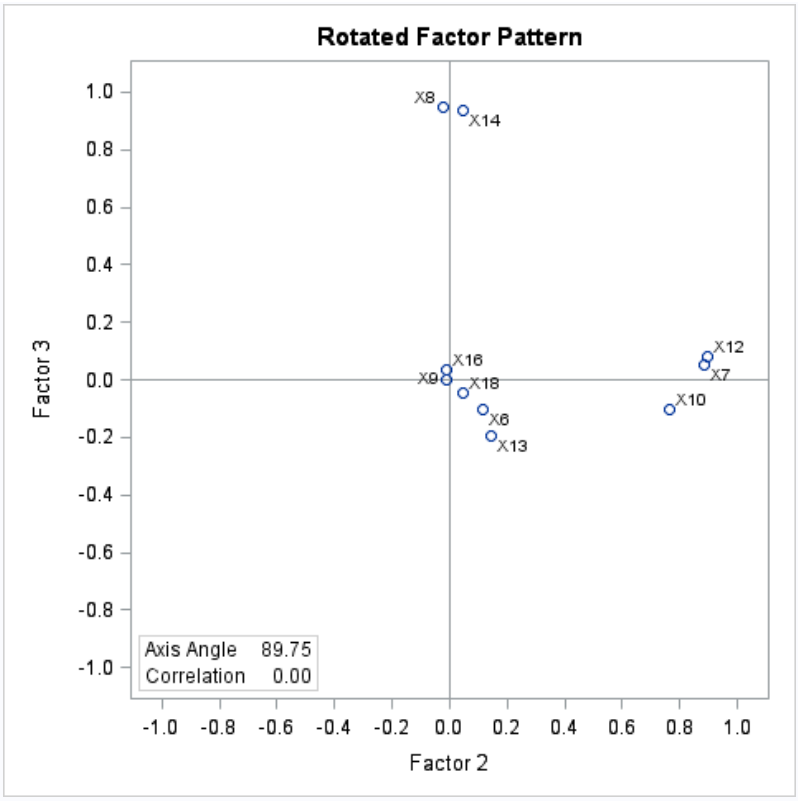
Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X9	X9 - Complaint Resolution	0.36413	-0.00949	0.00199	0.01562
X18	X18 - Delivery Speed	0.36329	0.01564	-0.02287	-0.02734
X16	X16 - Order & Billing	0.34532	-0.01044	0.02024	0.00964
X12	X12 - Salesforce Image	0.00552	0.40613	0.03883	-0.05561
X7	X7 - E-Commerce	-0.02555	0.39966	0.02477	-0.03168
X10	X10 - Advertizing	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

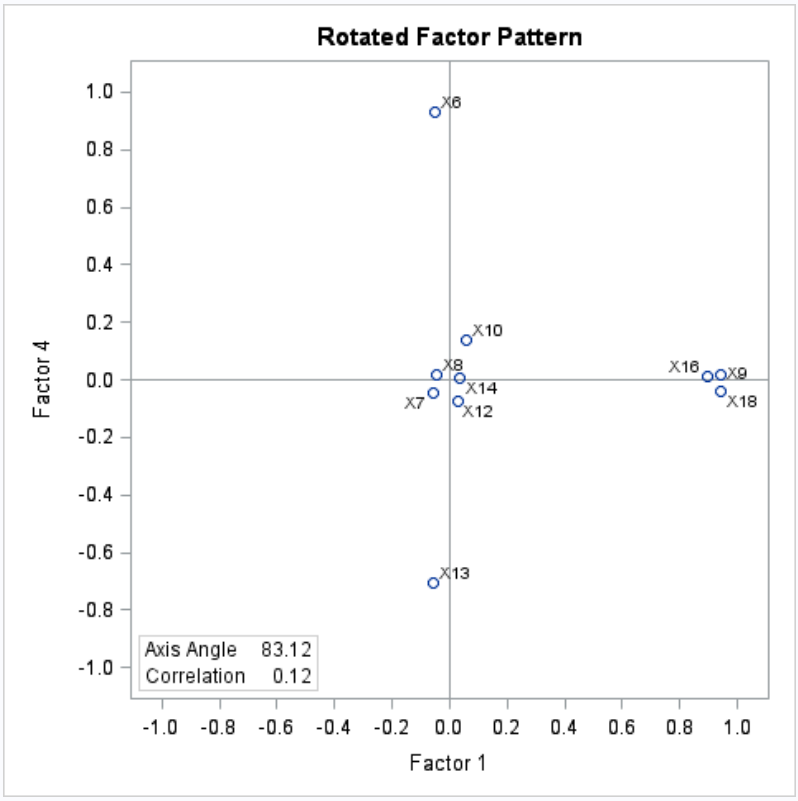
The SAS System

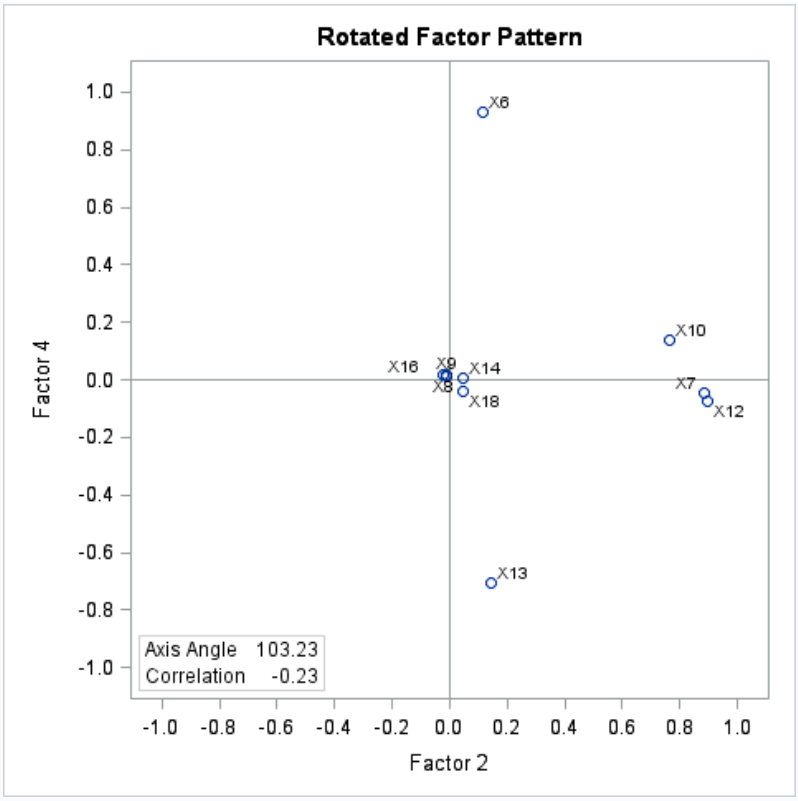
The FACTOR Procedure
Rotation Method: Promax (power = 3)

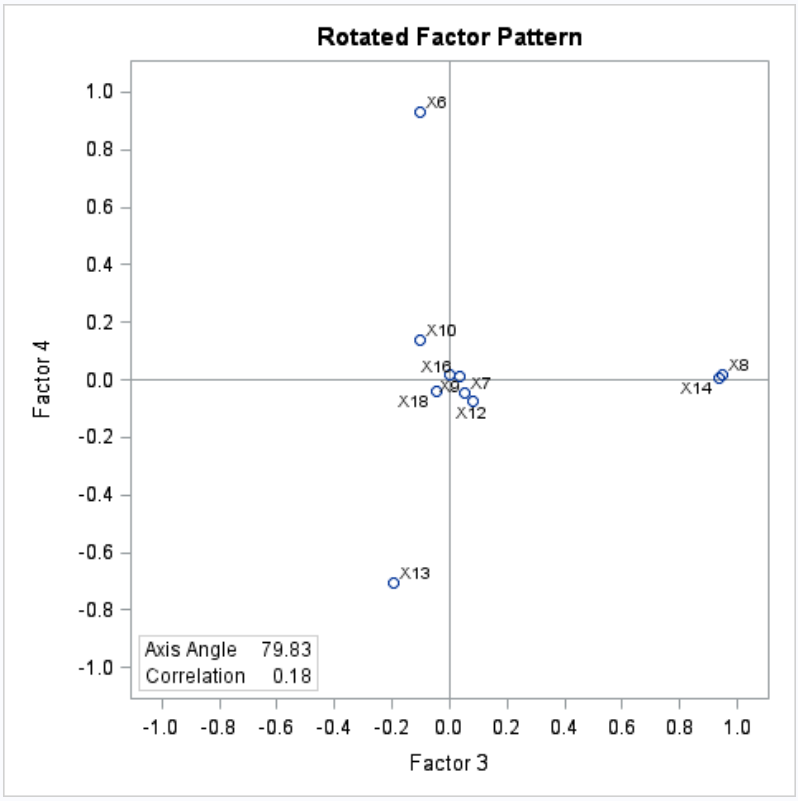





Rotated Factor Pattern
Factor 3
Factor 2
X8
X14
X16
X9
X18
X12
X7
X10
X6
X13
Axis Angle 89.75
Correlation 0.00
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Rotated Factor Pattern
Factor 4
Factor 1
X6
X10
X8
X14
X7
X12
X16
X9
X18
X13
Axis Angle 83.12
Correlation 0.12
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0


Rotated Factor Pattern
Factor 4
Factor 2
X6
X10
X16
X9
X14
X8
X18
X7
X12
X13
Axis Angle 103.23
Correlation -0.23
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0


Rotated Factor Pattern
Factor 4
Factor 3
X6
X10
X16
X9
X7
X18
X12
X8
X14
X13
Axis Angle 79.83
Correlation 0.18
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

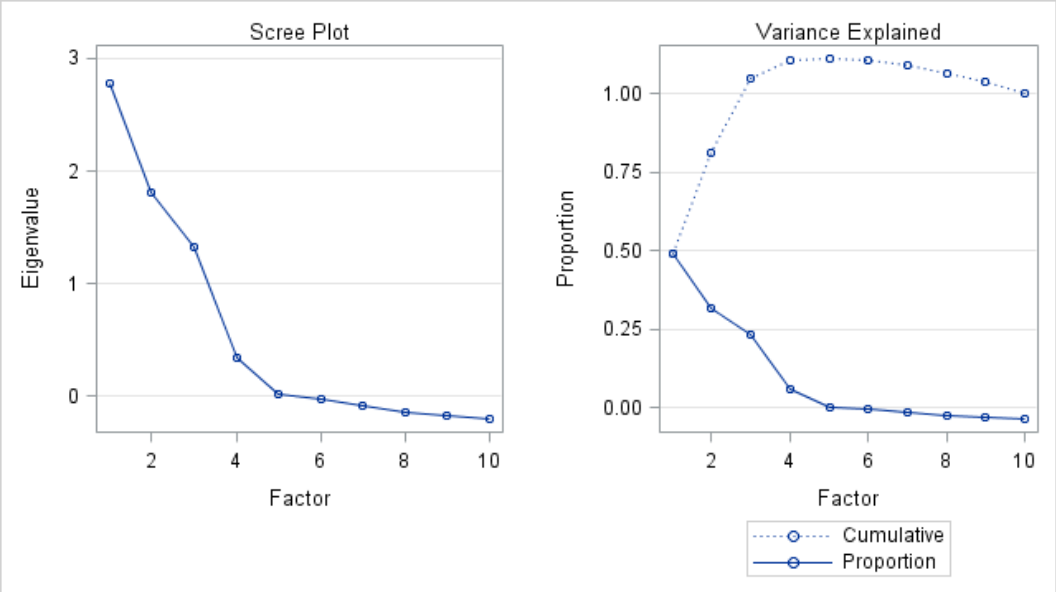
Prior Communality Estimates: SMC

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 NFACTOR criterion.



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.

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 - Advertizing	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	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

The SAS System

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

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	-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 - Advertizing	-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

The SAS System

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	-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 - Advertizing	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

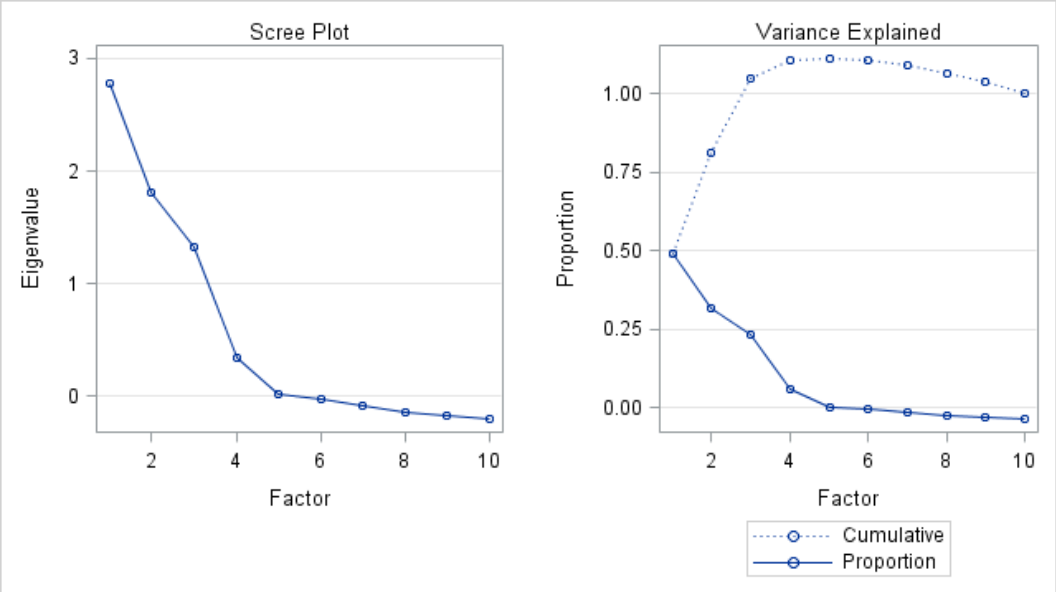
Prior Communality Estimates: SMC

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 NFACTOR criterion.



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.

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

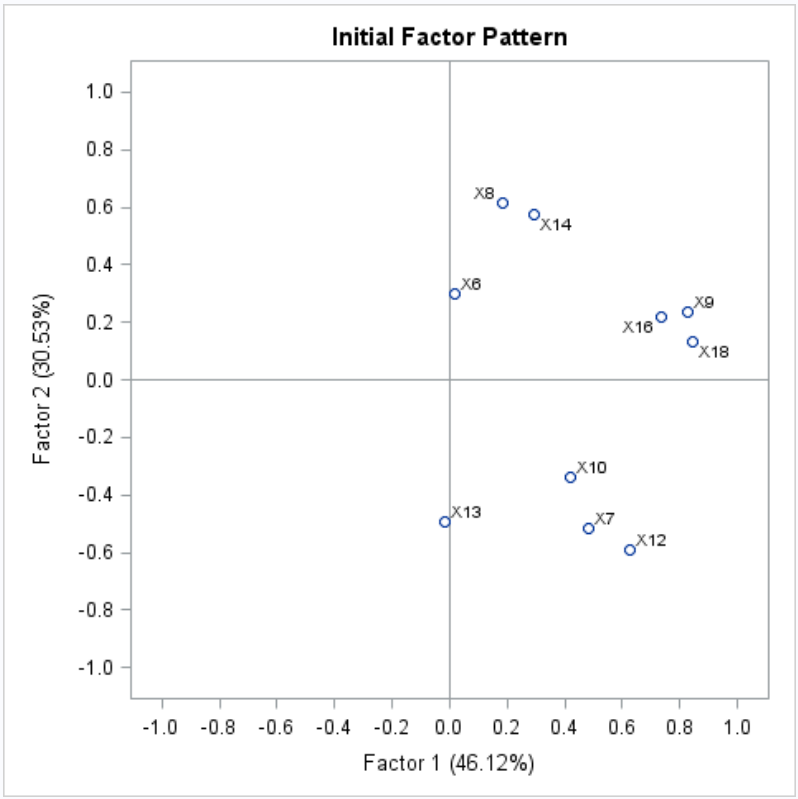
X12	X12 - Salesforce Image	0.62641	-0.59272	0.44492
X10	X10 - Advertizing	0.41858	-0.33789	0.13496
X6	X6 - Product Quality	0.01989	0.29958	-0.07548
X13	X13 - Competitive Pricing	-0.01845	-0.49360	0.03142
X7	X7 - E-Commerce	0.48471	-0.51498	0.36667
X8	X8 - Technical Support	0.18661	0.61447	0.61830
X14	X14 - Warranty & Claims	0.29207	0.57290	0.60840

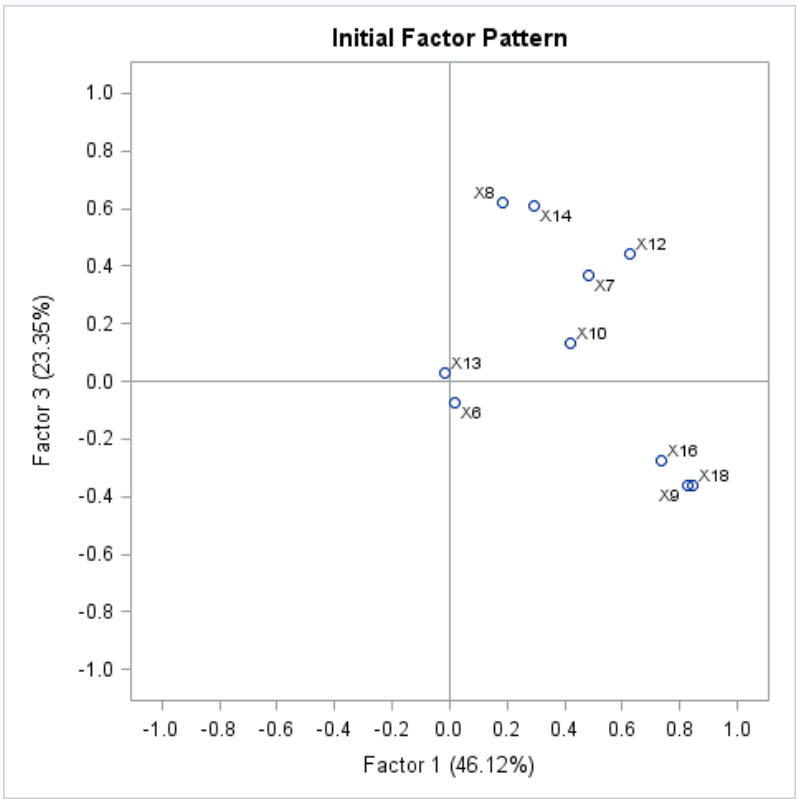
Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.8551458	1.8899251	1.4454899

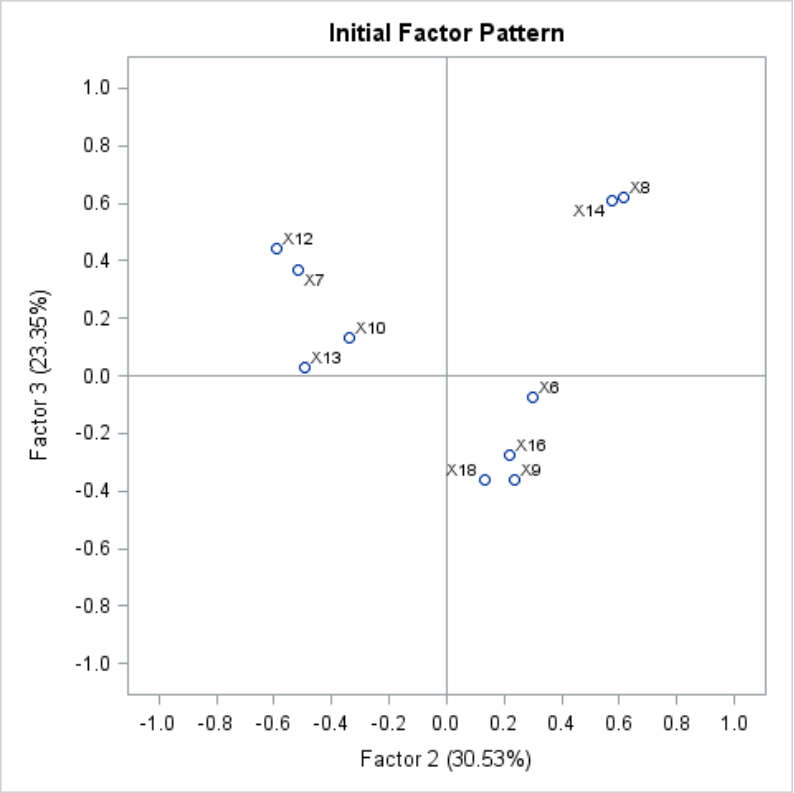
Final Communality Estimates: Total = 6.190561									
X6	**X7**	**X8**	**X9**	**X10**	**X12**	**X13**	**X14**	**X16**	**X18**
0.09583868	0.63459425	0.79469312	0.86567532	0.30759169	0.94164875	0.24497137	0.78366828	0.66373334	0.85814605

The SAS System

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis






Initial Factor Pattern
Factor 3 (23.35%)
Factor 2 (30.53%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X8
X14
X12
X7
X10
X13
X6
X16
X18
X9

The SAS System

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 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	0.10898	0.78790	0.04398
X10	X10 - Advertizing	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 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

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor

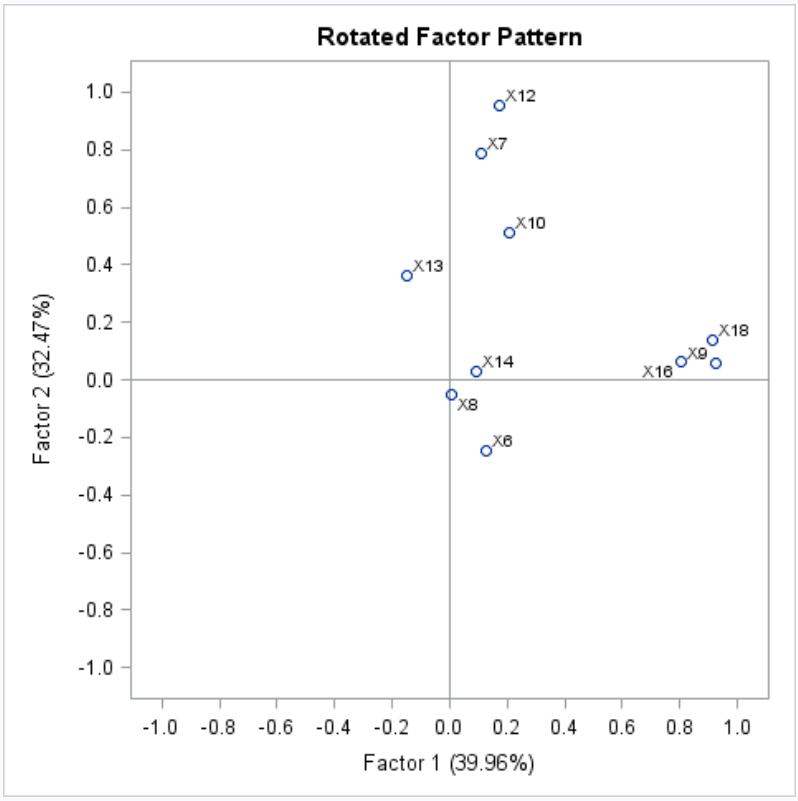
Factor1	Factor2	Factor3
0.93046788	0.94630518	0.88198251

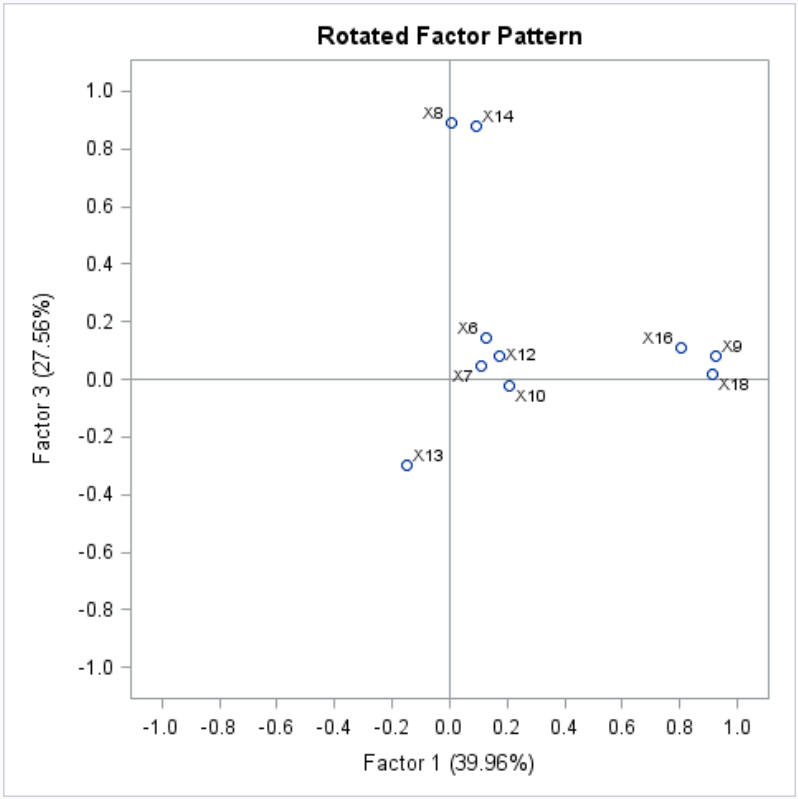
Standardized Scoring Coefficients

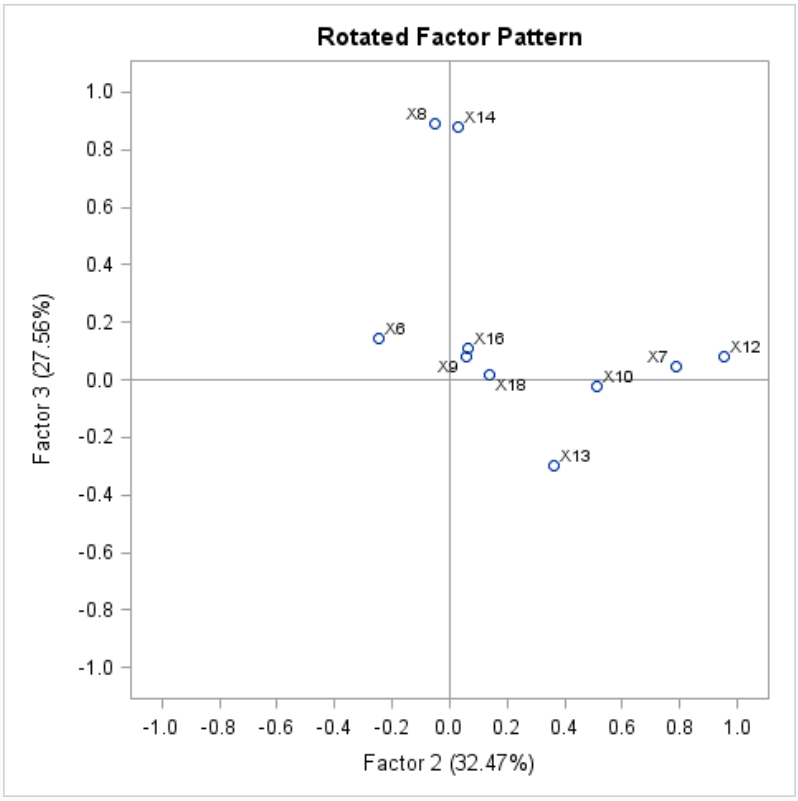
		Factor1	Factor2	Factor3
X9	X9 - Complaint Resolution	0.46741	-0.18278	-0.00777
X18	X18 - Delivery Speed	0.41261	0.04452	-0.07480
X16	X16 - Order & Billing	0.14988	-0.00188	0.01745
X12	X12 - Salesforce Image	-0.07406	0.90423	0.06969
X7	X7 - E-Commerce	0.00539	0.06718	-0.00099
X10	X10 - Advertizing	0.01236	0.00861	-0.00651
X13	X13 - Competitive Pricing	-0.03087	0.05769	-0.05648
X6	X6 - Product Quality	0.03245	-0.05248	0.04359
X8	X8 - Technical Support	-0.07725	-0.00028	0.50464
X14	X14 - Warranty & Claims	0.00982	-0.03400	0.45861

The SAS System

The FACTOR Procedure
Rotation Method: Varimax






Rotated Factor Pattern
Factor 3 (27.56%)
Factor 2 (32.47%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X8
X14
X6
X16
X9
X18
X7
X12
X10
X13