

INITIAL FACTOR (COMPONENTS) ANALYSIS

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X11 - Product Line	.477	-.053	.193
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X15 - New Products	.027	-.027	-.074
	X16 - Order & Billing	.104	.156	.080
	X17 - Price Flexibility	-.493	.271	-.186
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X11 - Product Line	.000	.301	.027
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X15 - New Products	.395	.393	.233
	X16 - Order & Billing	.151	.060	.214
	X17 - Price Flexibility	.000	.003	.032
	X18 - Delivery Speed	.392	.028	.401

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Correlation	X6 - Product Quality	.106	-.053	.477
	X7 - E-Commerce Activities	.140	.430	-.053
	X8 - Technical Support	.097	-.063	.193
	X9 - Complaint Resolution	1.000	.197	.561
	X10 - Advertising	.197	1.000	-.012
	X11 - Product Line	.561	-.012	1.000
	X12 - Salesforce Image	.230	.542	-.061
	X13 - Competitive Pricing	-.128	.134	-.495
	X14 - Warranty & Claims	.140	.011	.273
	X15 - New Products	.059	.084	.046
	X16 - Order & Billing	.757	.184	.424
	X17 - Price Flexibility	.395	.334	-.378
	X18 - Delivery Speed	.865	.276	.602
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.000
	X7 - E-Commerce Activities	.082	.000	.301
	X8 - Technical Support	.169	.267	.027
	X9 - Complaint Resolution		.025	.000
	X10 - Advertising	.025		.455
	X11 - Product Line	.000	.455	
	X12 - Salesforce Image	.011	.000	.272
	X13 - Competitive Pricing	.102	.092	.000
	X14 - Warranty & Claims	.082	.458	.003
	X15 - New Products	.279	.203	.324
	X16 - Order & Billing	.000	.033	.000
	X17 - Price Flexibility	.000	.000	.000
	X18 - Delivery Speed	.000	.003	.000

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Correlation	X6 - Product Quality	-.152	-.401	.088
	X7 - E-Commerce Activities	.792	.229	.052
	X8 - Technical Support	.017	-.271	.797
	X9 - Complaint Resolution	.230	-.128	.140
	X10 - Advertising	.542	.134	.011
	X11 - Product Line	-.061	-.495	.273
	X12 - Salesforce Image	1.000	.265	.107
	X13 - Competitive Pricing	.265	1.000	-.245
	X14 - Warranty & Claims	.107	-.245	1.000
	X15 - New Products	.032	.023	.035
	X16 - Order & Billing	.195	-.115	.197
	X17 - Price Flexibility	.352	.471	-.170
	X18 - Delivery Speed	.272	-.073	.109
Sig. (1-tailed)	X6 - Product Quality	.066	.000	.191
	X7 - E-Commerce Activities	.000	.011	.304
	X8 - Technical Support	.433	.003	.000
	X9 - Complaint Resolution	.011	.102	.082
	X10 - Advertising	.000	.092	.458
	X11 - Product Line	.272	.000	.003
	X12 - Salesforce Image		.004	.144
	X13 - Competitive Pricing	.004		.007
	X14 - Warranty & Claims	.144	.007	
	X15 - New Products	.377	.410	.364
	X16 - Order & Billing	.026	.128	.025
	X17 - Price Flexibility	.000	.000	.045
	X18 - Delivery Speed	.003	.236	.139

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

		X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility
Correlation	X6 - Product Quality	.027	.104	-.493
	X7 - E-Commerce Activities	-.027	.156	.271
	X8 - Technical Support	-.074	.080	-.186
	X9 - Complaint Resolution	.059	.757	.395
	X10 - Advertising	.084	.184	.334
	X11 - Product Line	.046	.424	-.378
	X12 - Salesforce Image	.032	.195	.352
	X13 - Competitive Pricing	.023	-.115	.471
	X14 - Warranty & Claims	.035	.197	-.170
	X15 - New Products	1.000	.069	.094
	X16 - Order & Billing	.069	1.000	.407
	X17 - Price Flexibility	.094	.407	1.000
	X18 - Delivery Speed	.106	.751	.497
Sig. (1-tailed)	X6 - Product Quality	.395	.151	.000
	X7 - E-Commerce Activities	.393	.060	.003
	X8 - Technical Support	.233	.214	.032
	X9 - Complaint Resolution	.279	.000	.000
	X10 - Advertising	.203	.033	.000
	X11 - Product Line	.324	.000	.000
	X12 - Salesforce Image	.377	.026	.000
	X13 - Competitive Pricing	.410	.128	.000
	X14 - Warranty & Claims	.364	.025	.045
	X15 - New Products		.249	.176
	X16 - Order & Billing	.249		.000
	X17 - Price Flexibility	.176	.000	
	X18 - Delivery Speed	.148	.000	.000

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X11 - Product Line	.602
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X15 - New Products	.106
	X16 - Order & Billing	.751
	X17 - Price Flexibility	.497
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X11 - Product Line	.000
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X15 - New Products	.148
	X16 - Order & Billing	.000
	X17 - Price Flexibility	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	948.983
	df	78
	Sig.	.000

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.598	.017	-.022
	X7 - E-Commerce Activities	.017	.354	-.020
	X8 - Technical Support	-.022	-.020	.328
	X9 - Complaint Resolution	-.029	.032	-.039
	X10 - Advertising	-.076	.001	.022
	X11 - Product Line	-.003	-.015	.006
	X12 - Salesforce Image	-.003	-.227	.023
	X13 - Competitive Pricing	.032	-.008	.055
	X14 - Warranty & Claims	.053	.030	-.251
	X15 - New Products	-.057	.052	.079
	X16 - Order & Billing	-.086	-.037	.054
	X17 - Price Flexibility	.018	-.014	.003
	X18 - Delivery Speed	.002	.012	-.002
Anti-image Correlation	X6 - Product Quality	.873 ^a	.038	-.049
	X7 - E-Commerce Activities	.038	.620 ^a	-.060
	X8 - Technical Support	-.049	-.060	.527 ^a
	X9 - Complaint Resolution	-.082	.117	-.150
	X10 - Advertising	-.122	.002	.049
	X11 - Product Line	-.023	-.157	.067
	X12 - Salesforce Image	-.006	-.729	.077
	X13 - Competitive Pricing	.054	-.018	.125
	X14 - Warranty & Claims	.124	.091	-.792
	X15 - New Products	-.076	.091	.143
	X16 - Order & Billing	-.189	-.105	.160
	X17 - Price Flexibility	.135	-.134	.031
	X18 - Delivery Speed	.013	.136	-.028

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Anti-image Covariance	X6 - Product Quality	-.029	-.076	-.003
	X7 - E-Commerce Activities	.032	.001	-.015
	X8 - Technical Support	-.039	.022	.006
	X9 - Complaint Resolution	.207	.033	-.011
	X10 - Advertising	.033	.646	-.013
	X11 - Product Line	-.011	-.013	.026
	X12 - Salesforce Image	-.037	-.140	.023
	X13 - Competitive Pricing	.017	.055	-.011
	X14 - Warranty & Claims	.031	-.009	-.009
	X15 - New Products	.027	-.020	-.018
	X16 - Order & Billing	-.083	.021	.004
	X17 - Price Flexibility	-.011	-.021	.027
	X18 - Delivery Speed	-.006	.008	-.023
Anti-image Correlation	X6 - Product Quality	-.082	-.122	-.023
	X7 - E-Commerce Activities	.117	.002	-.157
	X8 - Technical Support	-.150	.049	.067
	X9 - Complaint Resolution	.890 ^a	.092	-.152
	X10 - Advertising	.092	.807 ^a	-.101
	X11 - Product Line	-.152	-.101	.448 ^a
	X12 - Salesforce Image	-.154	-.333	.273
	X13 - Competitive Pricing	.049	.090	-.088
	X14 - Warranty & Claims	.123	-.020	-.103
	X15 - New Products	.061	-.026	-.118
	X16 - Order & Billing	-.312	.044	.044
	X17 - Price Flexibility	-.143	-.151	.953
	X18 - Delivery Speed	-.081	.064	-.941

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Anti-image Covariance	X6 - Product Quality	-.003	.032	.053
	X7 - E-Commerce Activities	-.227	-.008	.030
	X8 - Technical Support	.023	.055	-.251
	X9 - Complaint Resolution	-.037	.017	.031
	X10 - Advertising	-.140	.055	-.009
	X11 - Product Line	.023	-.011	-.009
	X12 - Salesforce Image	.274	-.055	-.050
	X13 - Competitive Pricing	-.055	.584	-.008
	X14 - Warranty & Claims	-.050	-.008	.306
	X15 - New Products	-.027	.011	-.074
	X16 - Order & Billing	.031	.048	-.081
	X17 - Price Flexibility	.022	-.028	-.003
	X18 - Delivery Speed	-.020	.015	.006
Anti-image Correlation	X6 - Product Quality	-.006	.054	.124
	X7 - E-Commerce Activities	-.729	-.018	.091
	X8 - Technical Support	.077	.125	-.792
	X9 - Complaint Resolution	-.154	.049	.123
	X10 - Advertising	-.333	.090	-.020
	X11 - Product Line	.273	-.088	-.103
	X12 - Salesforce Image	.586 ^a	-.138	-.172
	X13 - Competitive Pricing	-.138	.879 ^a	-.019
	X14 - Warranty & Claims	-.172	-.019	.529 ^a
	X15 - New Products	-.054	.015	-.138
	X16 - Order & Billing	.100	.106	-.250
	X17 - Price Flexibility	.241	-.212	-.029
	X18 - Delivery Speed	-.254	.126	.070

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

		X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility
Anti-image Covariance	X6 - Product Quality	-.057	-.086	.018
	X7 - E-Commerce Activities	.052	-.037	-.014
	X8 - Technical Support	.079	.054	.003
	X9 - Complaint Resolution	.027	-.083	-.011
	X10 - Advertising	-.020	.021	-.021
	X11 - Product Line	-.018	.004	.027
	X12 - Salesforce Image	-.027	.031	.022
	X13 - Competitive Pricing	.011	.048	-.028
	X14 - Warranty & Claims	-.074	-.081	-.003
	X15 - New Products	.930	.018	-.023
	X16 - Order & Billing	.018	.344	-.004
	X17 - Price Flexibility	-.023	-.004	.030
	X18 - Delivery Speed	.013	-.010	-.024
Anti-image Correlation	X6 - Product Quality	-.076	-.189	.135
	X7 - E-Commerce Activities	.091	-.105	-.134
	X8 - Technical Support	.143	.160	.031
	X9 - Complaint Resolution	.061	-.312	-.143
	X10 - Advertising	-.026	.044	-.151
	X11 - Product Line	-.118	.044	.953
	X12 - Salesforce Image	-.054	.100	.241
	X13 - Competitive Pricing	.015	.106	-.212
	X14 - Warranty & Claims	-.138	-.250	-.029
	X15 - New Products	.314 ^a	.031	-.137
	X16 - Order & Billing	.031	.859 ^a	-.037
	X17 - Price Flexibility	-.137	-.037	.442 ^a
	X18 - Delivery Speed	.090	-.109	-.922

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.002
	X7 - E-Commerce Activities	.012
	X8 - Technical Support	-.002
	X9 - Complaint Resolution	-.006
	X10 - Advertising	.008
	X11 - Product Line	-.023
	X12 - Salesforce Image	-.020
	X13 - Competitive Pricing	.015
	X14 - Warranty & Claims	.006
	X15 - New Products	.013
	X16 - Order & Billing	-.010
	X17 - Price Flexibility	-.024
	X18 - Delivery Speed	.023
Anti-image Correlation	X6 - Product Quality	.013
	X7 - E-Commerce Activities	.136
	X8 - Technical Support	-.028
	X9 - Complaint Resolution	-.081
	X10 - Advertising	.064
	X11 - Product Line	-.941
	X12 - Salesforce Image	-.254
	X13 - Competitive Pricing	.126
	X14 - Warranty & Claims	.070
	X15 - New Products	.090
	X16 - Order & Billing	-.109
	X17 - Price Flexibility	-.922
	X18 - Delivery Speed	.533 ^a

a. Measures of Sampling Adequacy(MSA)

INITIAL FACTOR (COMPONENTS) ANALYSIS

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.684
X7 - E-Commerce Activities	1.000	.798
X8 - Technical Support	1.000	.893
X9 - Complaint Resolution	1.000	.882
X10 - Advertising	1.000	.575
X11 - Product Line	1.000	.842
X12 - Salesforce Image	1.000	.861
X13 - Competitive Pricing	1.000	.592
X14 - Warranty & Claims	1.000	.900
X15 - New Products	1.000	.978
X16 - Order & Billing	1.000	.773
X17 - Price Flexibility	1.000	.892
X18 - Delivery Speed	1.000	.925

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.567	27.439	27.439	3.567	27.439	27.439
2	2.998	23.059	50.498	2.998	23.059	50.498
3	1.738	13.370	63.868	1.738	13.370	63.868
4	1.287	9.902	73.769	1.287	9.902	73.769
5	1.005	7.733	81.502	1.005	7.733	81.502
6	.619	4.759	86.261			
7	.551	4.242	90.502			
8	.447	3.438	93.941			
9	.281	2.160	96.100			
10	.201	1.544	97.644			
11	.166	1.278	98.923			
12	.131	1.008	99.931			
13	.009	.069	100.000			

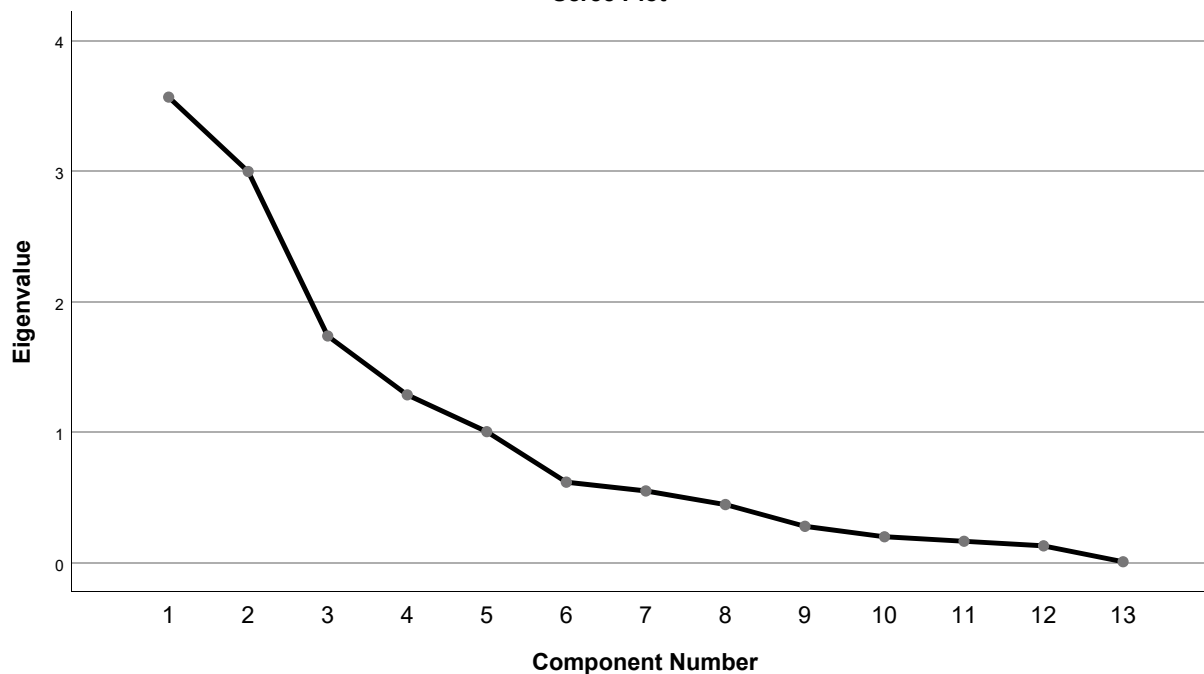
INITIAL FACTOR (COMPONENTS) ANALYSIS

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.135	24.112	24.112
2	2.307	17.744	41.857
3	2.262	17.399	59.256
4	1.864	14.336	73.591
5	1.028	7.911	81.502
6			
7			
8			
9			
10			
11			
12			
13			

Extraction Method: Principal Component Analysis.

Scree Plot



INITIAL FACTOR (COMPONENTS) ANALYSIS

Component Matrix^a

	Component				
	1	2	3	4	5
X18 - Delivery Speed	.904				
X9 - Complaint Resolution	.863				
X16 - Order & Billing	.813				
X12 - Salesforce Image	.550	-.472	.473		
X10 - Advertising	.482				
X13 - Competitive Pricing		-.748			
X11 - Product Line	.477	.731			
X17 - Price Flexibility	.526	-.650			
X6 - Product Quality		.627		.534	
X8 - Technical Support		.474	.692	-.414	
X14 - Warranty & Claims		.464	.689		
X7 - E-Commerce Activities	.461	-.448	.473		
X15 - New Products					.973

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

INITIAL FACTOR (COMPONENTS) ANALYSIS

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
X18 - Delivery Speed	.945				
X9 - Complaint Resolution	.928				
X16 - Order & Billing	.869				
X6 - Product Quality		.823			
X17 - Price Flexibility	.490	-.758			
X11 - Product Line	.559	.714			
X13 - Competitive Pricing		-.688			
X12 - Salesforce Image			.902		
X7 - E-Commerce Activities			.879		
X10 - Advertising			.722		
X8 - Technical Support				.936	
X14 - Warranty & Claims				.932	
X15 - New Products					.987

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	.868	-.014	.473	.135	.072
2	.195	.772	-.449	.405	-.018
3	-.390	.001	.517	.754	-.111
4	-.217	.636	.555	-.491	.014
5	-.101	.006	.008	.089	.991

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- DELETE X15

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X11 - Product Line	.477	-.053	.193
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X17 - Price Flexibility	-.493	.271	-.186
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X11 - Product Line	.000	.301	.027
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X17 - Price Flexibility	.000	.003	.032
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS -- DELETE X15

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Correlation	X6 - Product Quality	.106	-.053	.477
	X7 - E-Commerce Activities	.140	.430	-.053
	X8 - Technical Support	.097	-.063	.193
	X9 - Complaint Resolution	1.000	.197	.561
	X10 - Advertising	.197	1.000	-.012
	X11 - Product Line	.561	-.012	1.000
	X12 - Salesforce Image	.230	.542	-.061
	X13 - Competitive Pricing	-.128	.134	-.495
	X14 - Warranty & Claims	.140	.011	.273
	X16 - Order & Billing	.757	.184	.424
	X17 - Price Flexibility	.395	.334	-.378
	X18 - Delivery Speed	.865	.276	.602
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.000
	X7 - E-Commerce Activities	.082	.000	.301
	X8 - Technical Support	.169	.267	.027
	X9 - Complaint Resolution		.025	.000
	X10 - Advertising	.025		.455
	X11 - Product Line	.000	.455	
	X12 - Salesforce Image	.011	.000	.272
	X13 - Competitive Pricing	.102	.092	.000
	X14 - Warranty & Claims	.082	.458	.003
	X16 - Order & Billing	.000	.033	.000
	X17 - Price Flexibility	.000	.000	.000
	X18 - Delivery Speed	.000	.003	.000

COMPONENTS ANALYSIS -- DELETE X15

Correlation Matrix

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Correlation	X6 - Product Quality	-.152	-.401	.088
	X7 - E-Commerce Activities	.792	.229	.052
	X8 - Technical Support	.017	-.271	.797
	X9 - Complaint Resolution	.230	-.128	.140
	X10 - Advertising	.542	.134	.011
	X11 - Product Line	-.061	-.495	.273
	X12 - Salesforce Image	1.000	.265	.107
	X13 - Competitive Pricing	.265	1.000	-.245
	X14 - Warranty & Claims	.107	-.245	1.000
	X16 - Order & Billing	.195	-.115	.197
	X17 - Price Flexibility	.352	.471	-.170
	X18 - Delivery Speed	.272	-.073	.109
Sig. (1-tailed)	X6 - Product Quality	.066	.000	.191
	X7 - E-Commerce Activities	.000	.011	.304
	X8 - Technical Support	.433	.003	.000
	X9 - Complaint Resolution	.011	.102	.082
	X10 - Advertising	.000	.092	.458
	X11 - Product Line	.272	.000	.003
	X12 - Salesforce Image		.004	.144
	X13 - Competitive Pricing	.004		.007
	X14 - Warranty & Claims	.144	.007	
	X16 - Order & Billing	.026	.128	.025
	X17 - Price Flexibility	.000	.000	.045
	X18 - Delivery Speed	.003	.236	.139

COMPONENTS ANALYSIS -- DELETE X15

Correlation Matrix

		X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
Correlation	X6 - Product Quality	.104	-.493	.028
	X7 - E-Commerce Activities	.156	.271	.192
	X8 - Technical Support	.080	-.186	.025
	X9 - Complaint Resolution	.757	.395	.865
	X10 - Advertising	.184	.334	.276
	X11 - Product Line	.424	-.378	.602
	X12 - Salesforce Image	.195	.352	.272
	X13 - Competitive Pricing	-.115	.471	-.073
	X14 - Warranty & Claims	.197	-.170	.109
	X16 - Order & Billing	1.000	.407	.751
	X17 - Price Flexibility	.407	1.000	.497
	X18 - Delivery Speed	.751	.497	1.000
Sig. (1-tailed)	X6 - Product Quality	.151	.000	.392
	X7 - E-Commerce Activities	.060	.003	.028
	X8 - Technical Support	.214	.032	.401
	X9 - Complaint Resolution	.000	.000	.000
	X10 - Advertising	.033	.000	.003
	X11 - Product Line	.000	.000	.000
	X12 - Salesforce Image	.026	.000	.003
	X13 - Competitive Pricing	.128	.000	.236
	X14 - Warranty & Claims	.025	.045	.139
	X16 - Order & Billing		.000	.000
	X17 - Price Flexibility	.000		.000
	X18 - Delivery Speed	.000	.000	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.612
Bartlett's Test of Sphericity	Approx. Chi-Square	945.505
	df	66
	Sig.	.000

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

		X6 - Product Quality	X7 - E- Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.602	.021	-.017
	X7 - E-Commerce Activities	.021	.357	-.026
	X8 - Technical Support	-.017	-.026	.335
	X9 - Complaint Resolution	-.028	.031	-.042
	X10 - Advertising	-.078	.002	.025
	X11 - Product Line	-.004	-.014	.008
	X12 - Salesforce Image	-.004	-.228	.026
	X13 - Competitive Pricing	.033	-.009	.055
	X14 - Warranty & Claims	.050	.035	-.255
	X16 - Order & Billing	-.085	-.038	.054
	X17 - Price Flexibility	.017	-.013	.005
	X18 - Delivery Speed	.002	.012	-.004
Anti-image Correlation	X6 - Product Quality	.884 ^a	.045	-.038
	X7 - E-Commerce Activities	.045	.624 ^a	-.074
	X8 - Technical Support	-.038	-.074	.531 ^a
	X9 - Complaint Resolution	-.078	.113	-.161
	X10 - Advertising	-.125	.004	.053
	X11 - Product Line	-.032	-.148	.085
	X12 - Salesforce Image	-.010	-.728	.086
	X13 - Competitive Pricing	.056	-.019	.124
	X14 - Warranty & Claims	.115	.105	-.788
	X16 - Order & Billing	-.187	-.108	.158
	X17 - Price Flexibility	.126	-.123	.052
	X18 - Delivery Speed	.020	.129	-.041

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Anti-image Covariance	X6 - Product Quality	-.028	-.078	-.004
	X7 - E-Commerce Activities	.031	.002	-.014
	X8 - Technical Support	-.042	.025	.008
	X9 - Complaint Resolution	.207	.034	-.011
	X10 - Advertising	.034	.647	-.014
	X11 - Product Line	-.011	-.014	.027
	X12 - Salesforce Image	-.036	-.141	.023
	X13 - Competitive Pricing	.017	.056	-.011
	X14 - Warranty & Claims	.034	-.011	-.011
	X16 - Order & Billing	-.084	.021	.005
	X17 - Price Flexibility	-.011	-.022	.027
	X18 - Delivery Speed	-.006	.008	-.023
Anti-image Correlation	X6 - Product Quality	-.078	-.125	-.032
	X7 - E-Commerce Activities	.113	.004	-.148
	X8 - Technical Support	-.161	.053	.085
	X9 - Complaint Resolution	.890 ^a	.093	-.146
	X10 - Advertising	.093	.801 ^a	-.105
	X11 - Product Line	-.146	-.105	.449 ^a
	X12 - Salesforce Image	-.152	-.335	.269
	X13 - Competitive Pricing	.048	.091	-.086
	X14 - Warranty & Claims	.133	-.024	-.121
	X16 - Order & Billing	-.315	.045	.048
	X17 - Price Flexibility	-.136	-.156	.952
	X18 - Delivery Speed	-.087	.067	-.941

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Anti-image Covariance	X6 - Product Quality	-.004	.033	.050
	X7 - E-Commerce Activities	-.228	-.009	.035
	X8 - Technical Support	.026	.055	-.255
	X9 - Complaint Resolution	-.036	.017	.034
	X10 - Advertising	-.141	.056	-.011
	X11 - Product Line	.023	-.011	-.011
	X12 - Salesforce Image	.275	-.055	-.053
	X13 - Competitive Pricing	-.055	.584	-.007
	X14 - Warranty & Claims	-.053	-.007	.312
	X16 - Order & Billing	.031	.047	-.081
	X17 - Price Flexibility	.022	-.028	-.005
	X18 - Delivery Speed	-.020	.015	.007
Anti-image Correlation	X6 - Product Quality	-.010	.056	.115
	X7 - E-Commerce Activities	-.728	-.019	.105
	X8 - Technical Support	.086	.124	-.788
	X9 - Complaint Resolution	-.152	.048	.133
	X10 - Advertising	-.335	.091	-.024
	X11 - Product Line	.269	-.086	-.121
	X12 - Salesforce Image	.587 ^a	-.137	-.181
	X13 - Competitive Pricing	-.137	.880 ^a	-.017
	X14 - Warranty & Claims	-.181	-.017	.533 ^a
	X16 - Order & Billing	.102	.106	-.248
	X17 - Price Flexibility	.236	-.212	-.049
	X18 - Delivery Speed	-.251	.126	.084

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

		X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	-.085	.017	.002
	X7 - E-Commerce Activities	-.038	-.013	.012
	X8 - Technical Support	.054	.005	-.004
	X9 - Complaint Resolution	-.084	-.011	-.006
	X10 - Advertising	.021	-.022	.008
	X11 - Product Line	.005	.027	-.023
	X12 - Salesforce Image	.031	.022	-.020
	X13 - Competitive Pricing	.047	-.028	.015
	X14 - Warranty & Claims	-.081	-.005	.007
	X16 - Order & Billing	.344	-.003	-.010
	X17 - Price Flexibility	-.003	.031	-.024
	X18 - Delivery Speed	-.010	-.024	.023
Anti-image Correlation	X6 - Product Quality	-.187	.126	.020
	X7 - E-Commerce Activities	-.108	-.123	.129
	X8 - Technical Support	.158	.052	-.041
	X9 - Complaint Resolution	-.315	-.136	-.087
	X10 - Advertising	.045	-.156	.067
	X11 - Product Line	.048	.952	-.941
	X12 - Salesforce Image	.102	.236	-.251
	X13 - Competitive Pricing	.106	-.212	.126
	X14 - Warranty & Claims	-.248	-.049	.084
	X16 - Order & Billing	.858 ^a	-.033	-.112
	X17 - Price Flexibility	-.033	.444 ^a	-.922
	X18 - Delivery Speed	-.112	-.922	.533 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- DELETE X15

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.681
X7 - E-Commerce Activities	1.000	.787
X8 - Technical Support	1.000	.891
X9 - Complaint Resolution	1.000	.879
X10 - Advertising	1.000	.559
X11 - Product Line	1.000	.841
X12 - Salesforce Image	1.000	.861
X13 - Competitive Pricing	1.000	.591
X14 - Warranty & Claims	1.000	.893
X16 - Order & Billing	1.000	.773
X17 - Price Flexibility	1.000	.891
X18 - Delivery Speed	1.000	.925

Extraction Method: Principal Component Analysis.

Total Variance Explained

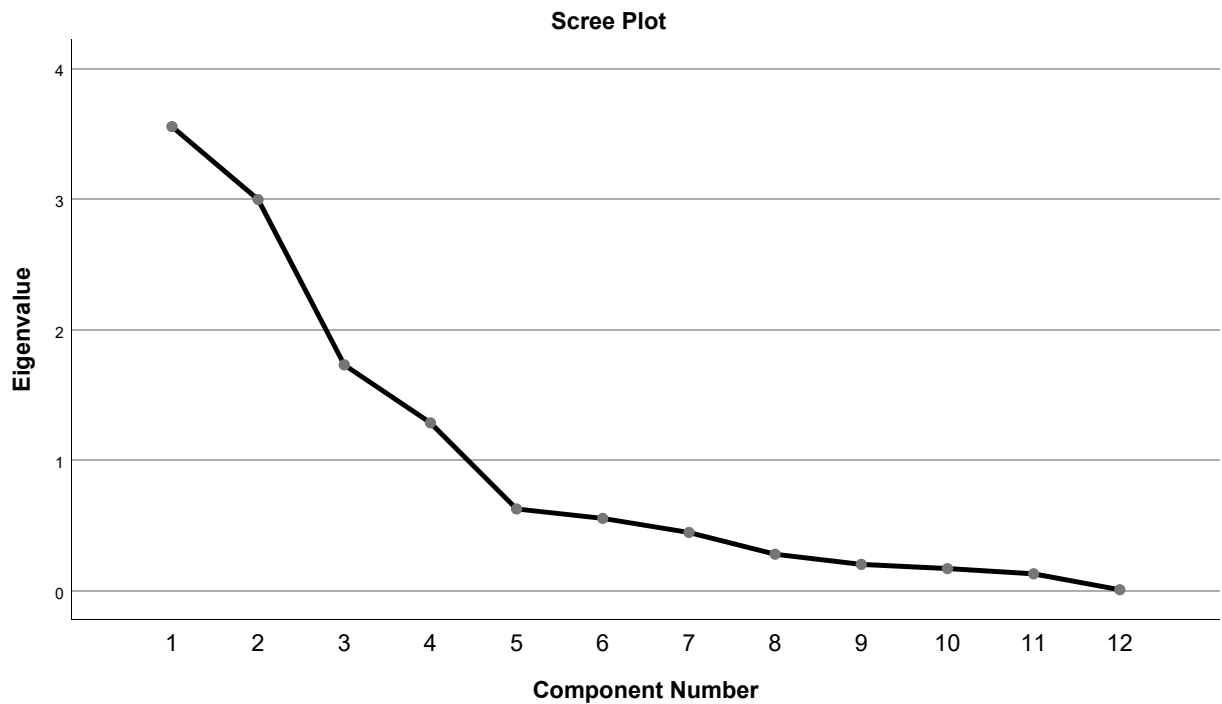
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.556	29.633	29.633	3.556	29.633	29.633
2	2.997	24.978	54.611	2.997	24.978	54.611
3	1.731	14.427	69.039	1.731	14.427	69.039
4	1.287	10.726	79.765	1.287	10.726	79.765
5	.628	5.231	84.996			
6	.556	4.633	89.630			
7	.448	3.734	93.364			
8	.281	2.345	95.708			
9	.204	1.696	97.405			
10	.171	1.427	98.832			
11	.131	1.092	99.924			
12	.009	.076	100.000			

COMPONENTS ANALYSIS -- DELETE X15

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.133	26.110	26.110
2	2.305	19.205	45.316
3	2.266	18.886	64.202
4	1.868	15.563	79.765
5			
6			
7			
8			
9			
10			
11			
12			

Extraction Method: Principal Component Analysis.



COMPONENTS ANALYSIS -- DELETE X15

Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.904			
X9 - Complaint Resolution	.865			
X16 - Order & Billing	.814			
X12 - Salesforce Image	.550	-.475	.470	
X10 - Advertising	.480			
X13 - Competitive Pricing		-.748		
X11 - Product Line	.479	.729		
X17 - Price Flexibility	.523	-.651		
X6 - Product Quality		.627		.533
X14 - Warranty & Claims		.463	.695	
X8 - Technical Support		.473	.690	-.415
X7 - E-Commerce Activities	.464	-.451	.466	

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.946			
X9 - Complaint Resolution	.926			
X16 - Order & Billing	.868			
X6 - Product Quality		.823		
X17 - Price Flexibility	.495	-.757		
X11 - Product Line	.557	.715		
X13 - Competitive Pricing		-.688		
X12 - Salesforce Image			.903	
X7 - E-Commerce Activities			.879	
X10 - Advertising			.723	
X8 - Technical Support				.938
X14 - Warranty & Claims				.930

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- DELETE X15

Component Transformation Matrix

Component	1	2	3	4
1	.869	-.010	.476	.139
2	.191	.771	-.452	.405
3	-.402	.002	.513	.758
4	-.217	.636	.553	-.491

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- DELETE X17

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X11 - Product Line	.477	-.053	.193
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X11 - Product Line	.000	.301	.027
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS -- DELETE X17

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Correlation	X6 - Product Quality	.106	-.053	.477
	X7 - E-Commerce Activities	.140	.430	-.053
	X8 - Technical Support	.097	-.063	.193
	X9 - Complaint Resolution	1.000	.197	.561
	X10 - Advertising	.197	1.000	-.012
	X11 - Product Line	.561	-.012	1.000
	X12 - Salesforce Image	.230	.542	-.061
	X13 - Competitive Pricing	-.128	.134	-.495
	X14 - Warranty & Claims	.140	.011	.273
	X16 - Order & Billing	.757	.184	.424
	X18 - Delivery Speed	.865	.276	.602
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.000
	X7 - E-Commerce Activities	.082	.000	.301
	X8 - Technical Support	.169	.267	.027
	X9 - Complaint Resolution		.025	.000
	X10 - Advertising	.025		.455
	X11 - Product Line	.000	.455	
	X12 - Salesforce Image	.011	.000	.272
	X13 - Competitive Pricing	.102	.092	.000
	X14 - Warranty & Claims	.082	.458	.003
	X16 - Order & Billing	.000	.033	.000
	X18 - Delivery Speed	.000	.003	.000

COMPONENTS ANALYSIS -- DELETE X17

Correlation Matrix

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Correlation	X6 - Product Quality	-.152	-.401	.088
	X7 - E-Commerce Activities	.792	.229	.052
	X8 - Technical Support	.017	-.271	.797
	X9 - Complaint Resolution	.230	-.128	.140
	X10 - Advertising	.542	.134	.011
	X11 - Product Line	-.061	-.495	.273
	X12 - Salesforce Image	1.000	.265	.107
	X13 - Competitive Pricing	.265	1.000	-.245
	X14 - Warranty & Claims	.107	-.245	1.000
	X16 - Order & Billing	.195	-.115	.197
	X18 - Delivery Speed	.272	-.073	.109
Sig. (1-tailed)	X6 - Product Quality	.066	.000	.191
	X7 - E-Commerce Activities	.000	.011	.304
	X8 - Technical Support	.433	.003	.000
	X9 - Complaint Resolution	.011	.102	.082
	X10 - Advertising	.000	.092	.458
	X11 - Product Line	.272	.000	.003
	X12 - Salesforce Image		.004	.144
	X13 - Competitive Pricing	.004		.007
	X14 - Warranty & Claims	.144	.007	
	X16 - Order & Billing	.026	.128	.025
	X18 - Delivery Speed	.003	.236	.139

COMPONENTS ANALYSIS -- DELETE X17

Correlation Matrix

		X16 - Order & Billing	X18 - Delivery Speed
Correlation	X6 - Product Quality	.104	.028
	X7 - E-Commerce Activities	.156	.192
	X8 - Technical Support	.080	.025
	X9 - Complaint Resolution	.757	.865
	X10 - Advertising	.184	.276
	X11 - Product Line	.424	.602
	X12 - Salesforce Image	.195	.272
	X13 - Competitive Pricing	-.115	-.073
	X14 - Warranty & Claims	.197	.109
	X16 - Order & Billing	1.000	.751
	X18 - Delivery Speed	.751	1.000
Sig. (1-tailed)	X6 - Product Quality	.151	.392
	X7 - E-Commerce Activities	.060	.028
	X8 - Technical Support	.214	.401
	X9 - Complaint Resolution	.000	.000
	X10 - Advertising	.033	.003
	X11 - Product Line	.000	.000
	X12 - Salesforce Image	.026	.003
	X13 - Competitive Pricing	.128	.236
	X14 - Warranty & Claims	.025	.139
	X16 - Order & Billing		.000
	X18 - Delivery Speed	.000	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	619.273
	df	55
	Sig.	.000

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

		X6 - Product Quality	X7 - E- Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.611	.029	-.021
	X7 - E-Commerce Activities	.029	.363	-.024
	X8 - Technical Support	-.021	-.024	.336
	X9 - Complaint Resolution	-.022	.027	-.041
	X10 - Advertising	-.068	-.008	.029
	X11 - Product Line	-.210	-.032	.036
	X12 - Salesforce Image	-.018	-.235	.024
	X13 - Competitive Pricing	.052	-.022	.063
	X14 - Warranty & Claims	.053	.034	-.255
	X16 - Order & Billing	-.085	-.040	.054
	X18 - Delivery Speed	.109	.010	.004
Anti-image Correlation	X6 - Product Quality	.509 ^a	.061	-.045
	X7 - E-Commerce Activities	.061	.626 ^a	-.068
	X8 - Technical Support	-.045	-.068	.519 ^a
	X9 - Complaint Resolution	-.062	.097	-.156
	X10 - Advertising	-.107	-.015	.062
	X11 - Product Line	-.503	-.101	.117
	X12 - Salesforce Image	-.042	-.725	.076
	X13 - Competitive Pricing	.085	-.047	.139
	X14 - Warranty & Claims	.122	.100	-.787
	X16 - Order & Billing	-.184	-.113	.160
	X18 - Delivery Speed	.355	.040	.017

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Anti-image Covariance	X6 - Product Quality	-.022	-.068	-.210
	X7 - E-Commerce Activities	.027	-.008	-.032
	X8 - Technical Support	-.041	.029	.036
	X9 - Complaint Resolution	.211	.028	-.013
	X10 - Advertising	.028	.663	.062
	X11 - Product Line	-.013	.062	.287
	X12 - Salesforce Image	-.031	-.136	.043
	X13 - Competitive Pricing	.007	.038	.162
	X14 - Warranty & Claims	.033	-.014	-.074
	X16 - Order & Billing	-.087	.019	.082
	X18 - Delivery Speed	-.100	-.064	-.111
Anti-image Correlation	X6 - Product Quality	-.062	-.107	-.503
	X7 - E-Commerce Activities	.097	-.015	-.101
	X8 - Technical Support	-.156	.062	.117
	X9 - Complaint Resolution	.787 ^a	.074	-.054
	X10 - Advertising	.074	.779 ^a	.143
	X11 - Product Line	-.054	.143	.622 ^a
	X12 - Salesforce Image	-.124	-.311	.148
	X13 - Competitive Pricing	.020	.060	.386
	X14 - Warranty & Claims	.127	-.032	-.246
	X16 - Order & Billing	-.322	.040	.261
	X18 - Delivery Speed	-.555	-.202	-.529

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Anti-image Covariance	X6 - Product Quality	-.018	.052	.053
	X7 - E-Commerce Activities	-.235	-.022	.034
	X8 - Technical Support	.024	.063	-.255
	X9 - Complaint Resolution	-.031	.007	.033
	X10 - Advertising	-.136	.038	-.014
	X11 - Product Line	.043	.162	-.074
	X12 - Salesforce Image	.291	-.039	-.053
	X13 - Competitive Pricing	-.039	.612	-.012
	X14 - Warranty & Claims	-.053	-.012	.313
	X16 - Order & Billing	.036	.046	-.082
	X18 - Delivery Speed	-.018	-.056	.022
Anti-image Correlation	X6 - Product Quality	-.042	.085	.122
	X7 - E-Commerce Activities	-.725	-.047	.100
	X8 - Technical Support	.076	.139	-.787
	X9 - Complaint Resolution	-.124	.020	.127
	X10 - Advertising	-.311	.060	-.032
	X11 - Product Line	.148	.386	-.246
	X12 - Salesforce Image	.622 ^a	-.092	-.175
	X13 - Competitive Pricing	-.092	.753 ^a	-.028
	X14 - Warranty & Claims	-.175	-.028	.511 ^a
	X16 - Order & Billing	.113	.101	-.250
	X18 - Delivery Speed	-.087	-.184	.100

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

		X16 - Order & Billing	X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	-.085	.109
	X7 - E-Commerce Activities	-.040	.010
	X8 - Technical Support	.054	.004
	X9 - Complaint Resolution	-.087	-.100
	X10 - Advertising	.019	-.064
	X11 - Product Line	.082	-.111
	X12 - Salesforce Image	.036	-.018
	X13 - Competitive Pricing	.046	-.056
	X14 - Warranty & Claims	-.082	.022
	X16 - Order & Billing	.344	-.085
	X18 - Delivery Speed	-.085	.153
Anti-image Correlation	X6 - Product Quality	-.184	.355
	X7 - E-Commerce Activities	-.113	.040
	X8 - Technical Support	.160	.017
	X9 - Complaint Resolution	-.322	-.555
	X10 - Advertising	.040	-.202
	X11 - Product Line	.261	-.529
	X12 - Salesforce Image	.113	-.087
	X13 - Competitive Pricing	.101	-.184
	X14 - Warranty & Claims	-.250	.100
	X16 - Order & Billing	.760 ^a	-.369
	X18 - Delivery Speed	-.369	.666 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- DELETE X17

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.768
X7 - E-Commerce Activities	1.000	.777
X8 - Technical Support	1.000	.893
X9 - Complaint Resolution	1.000	.881
X10 - Advertising	1.000	.576
X11 - Product Line	1.000	.787
X12 - Salesforce Image	1.000	.859
X13 - Competitive Pricing	1.000	.641
X14 - Warranty & Claims	1.000	.892
X16 - Order & Billing	1.000	.766
X18 - Delivery Speed	1.000	.914

Extraction Method: Principal Component Analysis.

Total Variance Explained

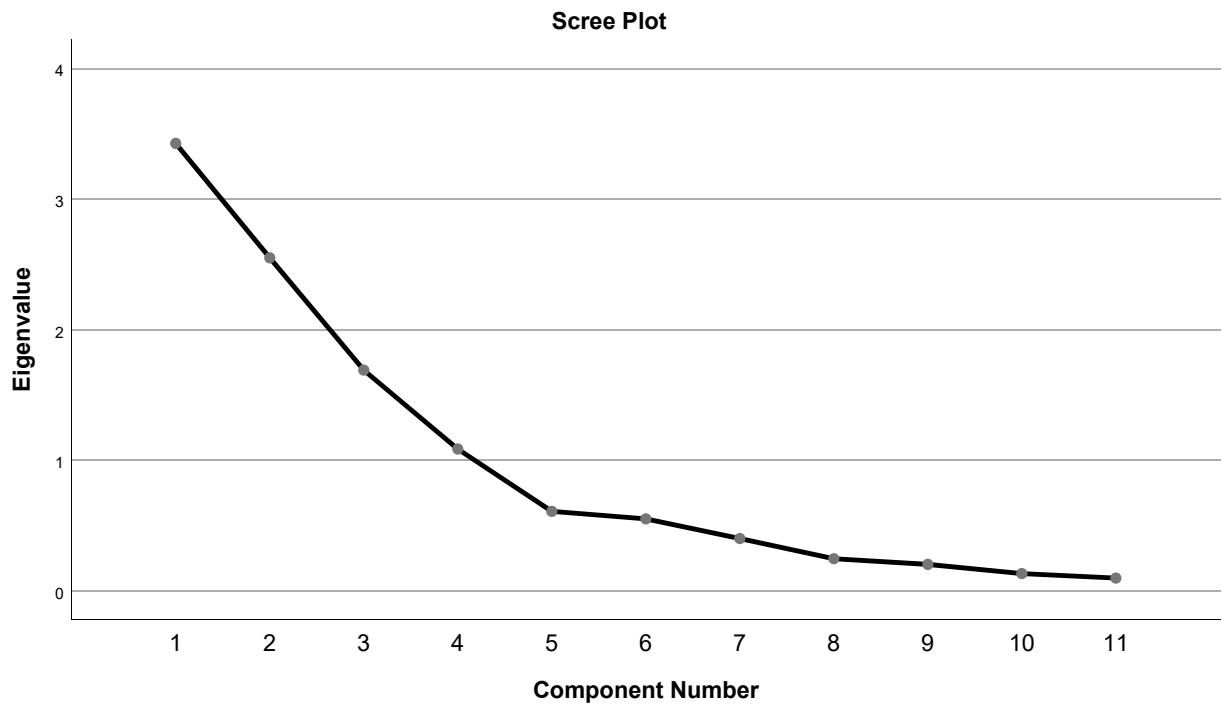
Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.427	31.154	31.154	3.427	31.154	31.154
2	2.551	23.190	54.344	2.551	23.190	54.344
3	1.691	15.373	69.717	1.691	15.373	69.717
4	1.087	9.878	79.595	1.087	9.878	79.595
5	.609	5.540	85.135			
6	.552	5.017	90.152			
7	.402	3.650	93.802			
8	.247	2.245	96.047			
9	.204	1.850	97.898			
10	.133	1.208	99.105			
11	.098	.895	100.000			

COMPONENTS ANALYSIS -- DELETE X17

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.893	26.298	26.298
2	2.234	20.305	46.603
3	1.855	16.868	63.471
4	1.774	16.124	79.595
5			
6			
7			
8			
9			
10			
11			

Extraction Method: Principal Component Analysis.



COMPONENTS ANALYSIS -- DELETE X17

Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.876			
X9 - Complaint Resolution	.871			
X16 - Order & Billing	.809			
X11 - Product Line	.716	-.455		
X12 - Salesforce Image		.752		
X7 - E-Commerce Activities		.713		
X13 - Competitive Pricing		.660		
X10 - Advertising		.581		
X8 - Technical Support			.794	
X14 - Warranty & Claims			.778	
X6 - Product Quality		-.501		.670

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.938			
X9 - Complaint Resolution	.926			
X16 - Order & Billing	.864			
X12 - Salesforce Image		.900		
X7 - E-Commerce Activities		.871		
X10 - Advertising		.742		
X8 - Technical Support			.939	
X14 - Warranty & Claims			.931	
X6 - Product Quality				.876
X13 - Competitive Pricing				-.723
X11 - Product Line	.591			.642

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- DELETE X17

Component Transformation Matrix

Component	1	2	3	4
1	.857	.322	.271	.296
2	.011	.758	-.312	-.573
3	-.376	.321	.867	-.055
4	-.351	.467	-.277	.763

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- DELETE X11

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS -- DELETE X11

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.106	-.053	-.152
	X7 - E-Commerce Activities	.140	.430	.792
	X8 - Technical Support	.097	-.063	.017
	X9 - Complaint Resolution	1.000	.197	.230
	X10 - Advertising	.197	1.000	.542
	X12 - Salesforce Image	.230	.542	1.000
	X13 - Competitive Pricing	-.128	.134	.265
	X14 - Warranty & Claims	.140	.011	.107
	X16 - Order & Billing	.757	.184	.195
	X18 - Delivery Speed	.865	.276	.272
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.066
	X7 - E-Commerce Activities	.082	.000	.000
	X8 - Technical Support	.169	.267	.433
	X9 - Complaint Resolution		.025	.011
	X10 - Advertising	.025		.000
	X12 - Salesforce Image	.011	.000	
	X13 - Competitive Pricing	.102	.092	.004
	X14 - Warranty & Claims	.082	.458	.144
	X16 - Order & Billing	.000	.033	.026
	X18 - Delivery Speed	.000	.003	.003

COMPONENTS ANALYSIS -- DELETE X11

Correlation Matrix

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.401	.088	.104
	X7 - E-Commerce Activities	.229	.052	.156
	X8 - Technical Support	-.271	.797	.080
	X9 - Complaint Resolution	-.128	.140	.757
	X10 - Advertising	.134	.011	.184
	X12 - Salesforce Image	.265	.107	.195
	X13 - Competitive Pricing	1.000	-.245	-.115
	X14 - Warranty & Claims	-.245	1.000	.197
	X16 - Order & Billing	-.115	.197	1.000
	X18 - Delivery Speed	-.073	.109	.751
Sig. (1-tailed)	X6 - Product Quality	.000	.191	.151
	X7 - E-Commerce Activities	.011	.304	.060
	X8 - Technical Support	.003	.000	.214
	X9 - Complaint Resolution	.102	.082	.000
	X10 - Advertising	.092	.458	.033
	X12 - Salesforce Image	.004	.144	.026
	X13 - Competitive Pricing		.007	.128
	X14 - Warranty & Claims	.007		.025
	X16 - Order & Billing	.128	.025	
	X18 - Delivery Speed	.236	.139	.000

COMPONENTS ANALYSIS -- DELETE X11

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X16 - Order & Billing	.751
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	502.974
	df	45
	Sig.	.000

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.818	.007	.008
	X7 - E-Commerce Activities	.007	.366	-.020
	X8 - Technical Support	.008	-.020	.341
	X9 - Complaint Resolution	-.043	.026	-.040
	X10 - Advertising	-.031	-.001	.022
	X12 - Salesforce Image	.019	-.238	.019
	X13 - Competitive Pricing	.268	-.004	.050
	X14 - Warranty & Claims	-.001	.027	-.265
	X16 - Order & Billing	-.035	-.033	.048
	X18 - Delivery Speed	.051	-.004	.025
Anti-image Correlation	X6 - Product Quality	.613 ^a	.013	.016
	X7 - E-Commerce Activities	.013	.639 ^a	-.057
	X8 - Technical Support	.016	-.057	.517 ^a
	X9 - Complaint Resolution	-.103	.093	-.151
	X10 - Advertising	-.041	-.001	.046
	X12 - Salesforce Image	.038	-.721	.060
	X13 - Competitive Pricing	.349	-.009	.102
	X14 - Warranty & Claims	-.002	.078	-.788
	X16 - Order & Billing	-.064	-.090	.135
	X18 - Delivery Speed	.121	-.015	.094

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.043	-.031	.019
	X7 - E-Commerce Activities	.026	-.001	-.238
	X8 - Technical Support	-.040	.022	.019
	X9 - Complaint Resolution	.212	.031	-.029
	X10 - Advertising	.031	.677	-.152
	X12 - Salesforce Image	-.029	-.152	.297
	X13 - Competitive Pricing	.017	.004	-.076
	X14 - Warranty & Claims	.031	.002	-.045
	X16 - Order & Billing	-.090	.001	.026
	X18 - Delivery Speed	-.146	-.057	-.003
Anti-image Correlation	X6 - Product Quality	-.103	-.041	.038
	X7 - E-Commerce Activities	.093	-.001	-.721
	X8 - Technical Support	-.151	.046	.060
	X9 - Complaint Resolution	.695 ^a	.082	-.117
	X10 - Advertising	.082	.815 ^a	-.339
	X12 - Salesforce Image	-.117	-.339	.627 ^a
	X13 - Competitive Pricing	.044	.005	-.163
	X14 - Warranty & Claims	.118	.004	-.144
	X16 - Order & Billing	-.320	.003	.078
	X18 - Delivery Speed	-.688	-.150	-.010

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.268	-.001	-.035
	X7 - E-Commerce Activities	-.004	.027	-.033
	X8 - Technical Support	.050	-.265	.048
	X9 - Complaint Resolution	.017	.031	-.090
	X10 - Advertising	.004	.002	.001
	X12 - Salesforce Image	-.076	-.045	.026
	X13 - Competitive Pricing	.719	.036	.000
	X14 - Warranty & Claims	.036	.333	-.070
	X16 - Order & Billing	.000	-.070	.370
	X18 - Delivery Speed	.010	-.010	-.079
Anti-image Correlation	X6 - Product Quality	.349	-.002	-.064
	X7 - E-Commerce Activities	-.009	.078	-.090
	X8 - Technical Support	.102	-.788	.135
	X9 - Complaint Resolution	.044	.118	-.320
	X10 - Advertising	.005	.004	.003
	X12 - Salesforce Image	-.163	-.144	.078
	X13 - Competitive Pricing	.737 ^a	.074	.000
	X14 - Warranty & Claims	.074	.527 ^a	-.199
	X16 - Order & Billing	.000	-.199	.835 ^a
	X18 - Delivery Speed	.026	-.036	-.282

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.051
	X7 - E-Commerce Activities	-.004
	X8 - Technical Support	.025
	X9 - Complaint Resolution	-.146
	X10 - Advertising	-.057
	X12 - Salesforce Image	-.003
	X13 - Competitive Pricing	.010
	X14 - Warranty & Claims	-.010
	X16 - Order & Billing	-.079
	X18 - Delivery Speed	.213
Anti-image Correlation	X6 - Product Quality	.121
	X7 - E-Commerce Activities	-.015
	X8 - Technical Support	.094
	X9 - Complaint Resolution	-.688
	X10 - Advertising	-.150
	X12 - Salesforce Image	-.010
	X13 - Competitive Pricing	.026
	X14 - Warranty & Claims	-.036
	X16 - Order & Billing	-.282
	X18 - Delivery Speed	.716 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- DELETE X11

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.798
X7 - E-Commerce Activities	1.000	.780
X8 - Technical Support	1.000	.894
X9 - Complaint Resolution	1.000	.890
X10 - Advertising	1.000	.585
X12 - Salesforce Image	1.000	.860
X13 - Competitive Pricing	1.000	.661
X14 - Warranty & Claims	1.000	.891
X16 - Order & Billing	1.000	.806
X18 - Delivery Speed	1.000	.894

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572	1.039	10.388	80.572
5	.604	6.041	86.613			
6	.549	5.486	92.099			
7	.293	2.926	95.025			
8	.206	2.062	97.087			
9	.171	1.711	98.798			
10	.120	1.202	100.000			

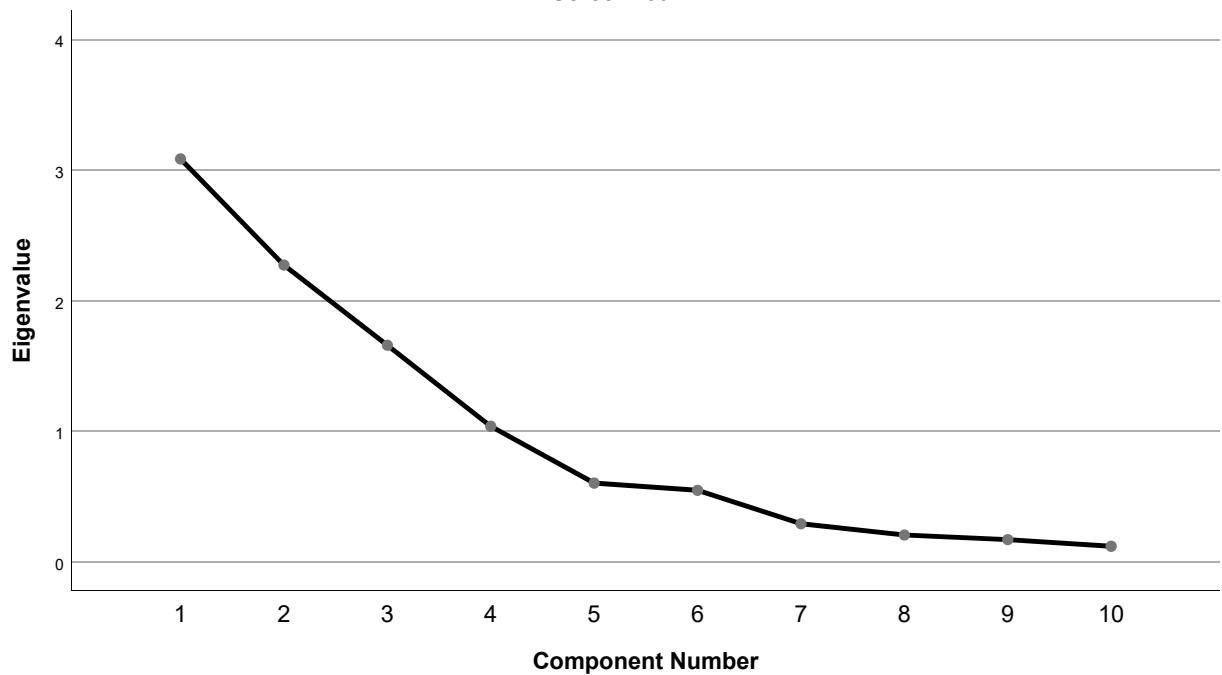
COMPONENTS ANALYSIS -- DELETE X11

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.589	25.893	25.893
2	2.216	22.161	48.054
3	1.846	18.457	66.511
4	1.406	14.061	80.572
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.

Scree Plot



COMPONENTS ANALYSIS -- DELETE X11

Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.842			
X9 - Complaint Resolution	.819			
X16 - Order & Billing	.783			
X12 - Salesforce Image	.631	-.536		
X7 - E-Commerce Activities	.544	-.541		
X10 - Advertising	.529	-.413		
X13 - Competitive Pricing		-.695		-.422
X8 - Technical Support		.579	.700	
X14 - Warranty & Claims		.544	.688	
X6 - Product Quality		.488		.739

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
X9 - Complaint Resolution	.933			
X18 - Delivery Speed	.931			
X16 - Order & Billing	.886			
X12 - Salesforce Image		.898		
X7 - E-Commerce Activities		.868		
X10 - Advertising		.743		
X8 - Technical Support			.940	
X14 - Warranty & Claims			.933	
X6 - Product Quality				.892
X13 - Competitive Pricing				-.730

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- DELETE X11

Component Transformation Matrix

Component	1	2	3	4
1	.802	.565	.193	.009
2	.275	-.583	.539	.542
3	-.474	.410	.774	-.088
4	-.237	.415	-.270	.836

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.106	-.053	-.152
	X7 - E-Commerce Activities	.140	.430	.792
	X8 - Technical Support	.097	-.063	.017
	X9 - Complaint Resolution	1.000	.197	.230
	X10 - Advertising	.197	1.000	.542
	X12 - Salesforce Image	.230	.542	1.000
	X13 - Competitive Pricing	-.128	.134	.265
	X14 - Warranty & Claims	.140	.011	.107
	X16 - Order & Billing	.757	.184	.195
	X18 - Delivery Speed	.865	.276	.272
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.066
	X7 - E-Commerce Activities	.082	.000	.000
	X8 - Technical Support	.169	.267	.433
	X9 - Complaint Resolution		.025	.011
	X10 - Advertising	.025		.000
	X12 - Salesforce Image	.011	.000	
	X13 - Competitive Pricing	.102	.092	.004
	X14 - Warranty & Claims	.082	.458	.144
	X16 - Order & Billing	.000	.033	.026
	X18 - Delivery Speed	.000	.003	.003

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Correlation Matrix

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.401	.088	.104
	X7 - E-Commerce Activities	.229	.052	.156
	X8 - Technical Support	-.271	.797	.080
	X9 - Complaint Resolution	-.128	.140	.757
	X10 - Advertising	.134	.011	.184
	X12 - Salesforce Image	.265	.107	.195
	X13 - Competitive Pricing	1.000	-.245	-.115
	X14 - Warranty & Claims	-.245	1.000	.197
	X16 - Order & Billing	-.115	.197	1.000
	X18 - Delivery Speed	-.073	.109	.751
Sig. (1-tailed)	X6 - Product Quality	.000	.191	.151
	X7 - E-Commerce Activities	.011	.304	.060
	X8 - Technical Support	.003	.000	.214
	X9 - Complaint Resolution	.102	.082	.000
	X10 - Advertising	.092	.458	.033
	X12 - Salesforce Image	.004	.144	.026
	X13 - Competitive Pricing		.007	.128
	X14 - Warranty & Claims	.007		.025
	X16 - Order & Billing	.128	.025	
	X18 - Delivery Speed	.236	.139	.000

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X16 - Order & Billing	.751
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	502.974
	df	45
	Sig.	.000

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.818	.007	.008
	X7 - E-Commerce Activities	.007	.366	-.020
	X8 - Technical Support	.008	-.020	.341
	X9 - Complaint Resolution	-.043	.026	-.040
	X10 - Advertising	-.031	-.001	.022
	X12 - Salesforce Image	.019	-.238	.019
	X13 - Competitive Pricing	.268	-.004	.050
	X14 - Warranty & Claims	-.001	.027	-.265
	X16 - Order & Billing	-.035	-.033	.048
	X18 - Delivery Speed	.051	-.004	.025
Anti-image Correlation	X6 - Product Quality	.613 ^a	.013	.016
	X7 - E-Commerce Activities	.013	.639 ^a	-.057
	X8 - Technical Support	.016	-.057	.517 ^a
	X9 - Complaint Resolution	-.103	.093	-.151
	X10 - Advertising	-.041	-.001	.046
	X12 - Salesforce Image	.038	-.721	.060
	X13 - Competitive Pricing	.349	-.009	.102
	X14 - Warranty & Claims	-.002	.078	-.788
	X16 - Order & Billing	-.064	-.090	.135
	X18 - Delivery Speed	.121	-.015	.094

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.043	-.031	.019
	X7 - E-Commerce Activities	.026	-.001	-.238
	X8 - Technical Support	-.040	.022	.019
	X9 - Complaint Resolution	.212	.031	-.029
	X10 - Advertising	.031	.677	-.152
	X12 - Salesforce Image	-.029	-.152	.297
	X13 - Competitive Pricing	.017	.004	-.076
	X14 - Warranty & Claims	.031	.002	-.045
	X16 - Order & Billing	-.090	.001	.026
	X18 - Delivery Speed	-.146	-.057	-.003
Anti-image Correlation	X6 - Product Quality	-.103	-.041	.038
	X7 - E-Commerce Activities	.093	-.001	-.721
	X8 - Technical Support	-.151	.046	.060
	X9 - Complaint Resolution	.695 ^a	.082	-.117
	X10 - Advertising	.082	.815 ^a	-.339
	X12 - Salesforce Image	-.117	-.339	.627 ^a
	X13 - Competitive Pricing	.044	.005	-.163
	X14 - Warranty & Claims	.118	.004	-.144
	X16 - Order & Billing	-.320	.003	.078
	X18 - Delivery Speed	-.688	-.150	-.010

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.268	-.001	-.035
	X7 - E-Commerce Activities	-.004	.027	-.033
	X8 - Technical Support	.050	-.265	.048
	X9 - Complaint Resolution	.017	.031	-.090
	X10 - Advertising	.004	.002	.001
	X12 - Salesforce Image	-.076	-.045	.026
	X13 - Competitive Pricing	.719	.036	.000
	X14 - Warranty & Claims	.036	.333	-.070
	X16 - Order & Billing	.000	-.070	.370
	X18 - Delivery Speed	.010	-.010	-.079
Anti-image Correlation	X6 - Product Quality	.349	-.002	-.064
	X7 - E-Commerce Activities	-.009	.078	-.090
	X8 - Technical Support	.102	-.788	.135
	X9 - Complaint Resolution	.044	.118	-.320
	X10 - Advertising	.005	.004	.003
	X12 - Salesforce Image	-.163	-.144	.078
	X13 - Competitive Pricing	.737 ^a	.074	.000
	X14 - Warranty & Claims	.074	.527 ^a	-.199
	X16 - Order & Billing	.000	-.199	.835 ^a
	X18 - Delivery Speed	.026	-.036	-.282

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.051
	X7 - E-Commerce Activities	-.004
	X8 - Technical Support	.025
	X9 - Complaint Resolution	-.146
	X10 - Advertising	-.057
	X12 - Salesforce Image	-.003
	X13 - Competitive Pricing	.010
	X14 - Warranty & Claims	-.010
	X16 - Order & Billing	-.079
	X18 - Delivery Speed	.213
Anti-image Correlation	X6 - Product Quality	.121
	X7 - E-Commerce Activities	-.015
	X8 - Technical Support	.094
	X9 - Complaint Resolution	-.688
	X10 - Advertising	-.150
	X12 - Salesforce Image	-.010
	X13 - Competitive Pricing	.026
	X14 - Warranty & Claims	-.036
	X16 - Order & Billing	-.282
	X18 - Delivery Speed	.716 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.798
X7 - E-Commerce Activities	1.000	.780
X8 - Technical Support	1.000	.894
X9 - Complaint Resolution	1.000	.890
X10 - Advertising	1.000	.585
X12 - Salesforce Image	1.000	.860
X13 - Competitive Pricing	1.000	.661
X14 - Warranty & Claims	1.000	.891
X16 - Order & Billing	1.000	.806
X18 - Delivery Speed	1.000	.894

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572	1.039	10.388	80.572
5	.604	6.041	86.613			
6	.549	5.486	92.099			
7	.293	2.926	95.025			
8	.206	2.062	97.087			
9	.171	1.711	98.798			
10	.120	1.202	100.000			

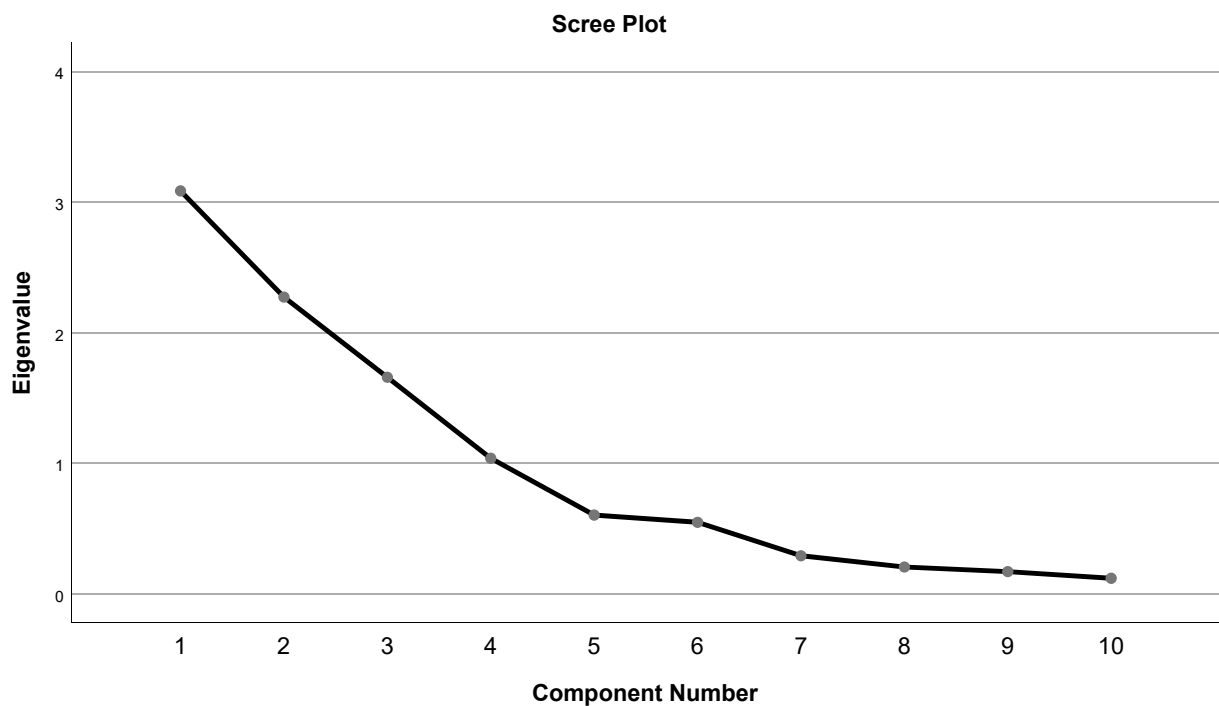
COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Total Variance Explained

Component	Rotation Sums of Squared Loadings ^a
	Total
1	2.782
2	2.434
3	1.932
4	1.581
5	
6	
7	
8	
9	
10	

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Component Matrix^a

	Component			
	1	2	3	4
X18 - Delivery Speed	.842			
X9 - Complaint Resolution	.819			
X16 - Order & Billing	.783			
X12 - Salesforce Image	.631	-.536		
X7 - E-Commerce Activities	.544	-.541		
X10 - Advertising	.529	-.413		
X13 - Competitive Pricing		-.695		-.422
X8 - Technical Support		.579	.700	
X14 - Warranty & Claims		.544	.688	
X6 - Product Quality		.488		.739

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Pattern Matrix^a

	Component			
	1	2	3	4
X9 - Complaint Resolution	.943			
X18 - Delivery Speed	.942			
X16 - Order & Billing	.895			
X12 - Salesforce Image		-.897		
X7 - E-Commerce Activities		-.880		
X10 - Advertising		-.756		
X8 - Technical Support			.946	
X14 - Warranty & Claims			.936	
X6 - Product Quality				.921
X13 - Competitive Pricing				-.702

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Structure Matrix

	Component			
	1	2	3	4
X9 - Complaint Resolution	.943			
X18 - Delivery Speed	.942			
X16 - Order & Billing	.897			
X12 - Salesforce Image		-.919		
X7 - E-Commerce Activities		-.878		
X10 - Advertising		-.750		
X8 - Technical Support			.944	
X14 - Warranty & Claims			.940	
X6 - Product Quality				.884
X13 - Competitive Pricing				-.773

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Component Correlation Matrix

Component	1	2	3	4
1	1.000	-.241	.118	.121
2	-.241	1.000	.021	.190
3	.118	.021	1.000	.165
4	.121	.190	.165	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

COMMON FACTOR ANALYSIS

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X11 - Product Line	.477	-.053	.193
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X11 - Product Line	.000	.301	.027
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMMON FACTOR ANALYSIS

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Correlation	X6 - Product Quality	.106	-.053	.477
	X7 - E-Commerce Activities	.140	.430	-.053
	X8 - Technical Support	.097	-.063	.193
	X9 - Complaint Resolution	1.000	.197	.561
	X10 - Advertising	.197	1.000	-.012
	X11 - Product Line	.561	-.012	1.000
	X12 - Salesforce Image	.230	.542	-.061
	X13 - Competitive Pricing	-.128	.134	-.495
	X14 - Warranty & Claims	.140	.011	.273
	X16 - Order & Billing	.757	.184	.424
	X18 - Delivery Speed	.865	.276	.602
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.000
	X7 - E-Commerce Activities	.082	.000	.301
	X8 - Technical Support	.169	.267	.027
	X9 - Complaint Resolution		.025	.000
	X10 - Advertising	.025		.455
	X11 - Product Line	.000	.455	
	X12 - Salesforce Image	.011	.000	.272
	X13 - Competitive Pricing	.102	.092	.000
	X14 - Warranty & Claims	.082	.458	.003
	X16 - Order & Billing	.000	.033	.000
	X18 - Delivery Speed	.000	.003	.000

COMMON FACTOR ANALYSIS

Correlation Matrix

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Correlation	X6 - Product Quality	-.152	-.401	.088
	X7 - E-Commerce Activities	.792	.229	.052
	X8 - Technical Support	.017	-.271	.797
	X9 - Complaint Resolution	.230	-.128	.140
	X10 - Advertising	.542	.134	.011
	X11 - Product Line	-.061	-.495	.273
	X12 - Salesforce Image	1.000	.265	.107
	X13 - Competitive Pricing	.265	1.000	-.245
	X14 - Warranty & Claims	.107	-.245	1.000
	X16 - Order & Billing	.195	-.115	.197
	X18 - Delivery Speed	.272	-.073	.109
Sig. (1-tailed)	X6 - Product Quality	.066	.000	.191
	X7 - E-Commerce Activities	.000	.011	.304
	X8 - Technical Support	.433	.003	.000
	X9 - Complaint Resolution	.011	.102	.082
	X10 - Advertising	.000	.092	.458
	X11 - Product Line	.272	.000	.003
	X12 - Salesforce Image		.004	.144
	X13 - Competitive Pricing	.004		.007
	X14 - Warranty & Claims	.144	.007	
	X16 - Order & Billing	.026	.128	.025
	X18 - Delivery Speed	.003	.236	.139

COMMON FACTOR ANALYSIS

Correlation Matrix

		X16 - Order & Billing	X18 - Delivery Speed
Correlation	X6 - Product Quality	.104	.028
	X7 - E-Commerce Activities	.156	.192
	X8 - Technical Support	.080	.025
	X9 - Complaint Resolution	.757	.865
	X10 - Advertising	.184	.276
	X11 - Product Line	.424	.602
	X12 - Salesforce Image	.195	.272
	X13 - Competitive Pricing	-.115	-.073
	X14 - Warranty & Claims	.197	.109
	X16 - Order & Billing	1.000	.751
	X18 - Delivery Speed	.751	1.000
Sig. (1-tailed)	X6 - Product Quality	.151	.392
	X7 - E-Commerce Activities	.060	.028
	X8 - Technical Support	.214	.401
	X9 - Complaint Resolution	.000	.000
	X10 - Advertising	.033	.003
	X11 - Product Line	.000	.000
	X12 - Salesforce Image	.026	.003
	X13 - Competitive Pricing	.128	.236
	X14 - Warranty & Claims	.025	.139
	X16 - Order & Billing		.000
	X18 - Delivery Speed	.000	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	619.273
	df	55
	Sig.	.000

COMMON FACTOR ANALYSIS

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.611	.029	-.021
	X7 - E-Commerce Activities	.029	.363	-.024
	X8 - Technical Support	-.021	-.024	.336
	X9 - Complaint Resolution	-.022	.027	-.041
	X10 - Advertising	-.068	-.008	.029
	X11 - Product Line	-.210	-.032	.036
	X12 - Salesforce Image	-.018	-.235	.024
	X13 - Competitive Pricing	.052	-.022	.063
	X14 - Warranty & Claims	.053	.034	-.255
	X16 - Order & Billing	-.085	-.040	.054
	X18 - Delivery Speed	.109	.010	.004
Anti-image Correlation	X6 - Product Quality	.509 ^a	.061	-.045
	X7 - E-Commerce Activities	.061	.626 ^a	-.068
	X8 - Technical Support	-.045	-.068	.519 ^a
	X9 - Complaint Resolution	-.062	.097	-.156
	X10 - Advertising	-.107	-.015	.062
	X11 - Product Line	-.503	-.101	.117
	X12 - Salesforce Image	-.042	-.725	.076
	X13 - Competitive Pricing	.085	-.047	.139
	X14 - Warranty & Claims	.122	.100	-.787
	X16 - Order & Billing	-.184	-.113	.160
	X18 - Delivery Speed	.355	.040	.017

COMMON FACTOR ANALYSIS

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
Anti-image Covariance	X6 - Product Quality	-.022	-.068	-.210
	X7 - E-Commerce Activities	.027	-.008	-.032
	X8 - Technical Support	-.041	.029	.036
	X9 - Complaint Resolution	.211	.028	-.013
	X10 - Advertising	.028	.663	.062
	X11 - Product Line	-.013	.062	.287
	X12 - Salesforce Image	-.031	-.136	.043
	X13 - Competitive Pricing	.007	.038	.162
	X14 - Warranty & Claims	.033	-.014	-.074
	X16 - Order & Billing	-.087	.019	.082
	X18 - Delivery Speed	-.100	-.064	-.111
Anti-image Correlation	X6 - Product Quality	-.062	-.107	-.503
	X7 - E-Commerce Activities	.097	-.015	-.101
	X8 - Technical Support	-.156	.062	.117
	X9 - Complaint Resolution	.787 ^a	.074	-.054
	X10 - Advertising	.074	.779 ^a	.143
	X11 - Product Line	-.054	.143	.622 ^a
	X12 - Salesforce Image	-.124	-.311	.148
	X13 - Competitive Pricing	.020	.060	.386
	X14 - Warranty & Claims	.127	-.032	-.246
	X16 - Order & Billing	-.322	.040	.261
	X18 - Delivery Speed	-.555	-.202	-.529

COMMON FACTOR ANALYSIS

Anti-image Matrices

		X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Anti-image Covariance	X6 - Product Quality	-.018	.052	.053
	X7 - E-Commerce Activities	-.235	-.022	.034
	X8 - Technical Support	.024	.063	-.255
	X9 - Complaint Resolution	-.031	.007	.033
	X10 - Advertising	-.136	.038	-.014
	X11 - Product Line	.043	.162	-.074
	X12 - Salesforce Image	.291	-.039	-.053
	X13 - Competitive Pricing	-.039	.612	-.012
	X14 - Warranty & Claims	-.053	-.012	.313
	X16 - Order & Billing	.036	.046	-.082
	X18 - Delivery Speed	-.018	-.056	.022
Anti-image Correlation	X6 - Product Quality	-.042	.085	.122
	X7 - E-Commerce Activities	-.725	-.047	.100
	X8 - Technical Support	.076	.139	-.787
	X9 - Complaint Resolution	-.124	.020	.127
	X10 - Advertising	-.311	.060	-.032
	X11 - Product Line	.148	.386	-.246
	X12 - Salesforce Image	.622 ^a	-.092	-.175
	X13 - Competitive Pricing	-.092	.753 ^a	-.028
	X14 - Warranty & Claims	-.175	-.028	.511 ^a
	X16 - Order & Billing	.113	.101	-.250
	X18 - Delivery Speed	-.087	-.184	.100

COMMON FACTOR ANALYSIS

Anti-image Matrices

		X16 - Order & Billing	X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	-.085	.109
	X7 - E-Commerce Activities	-.040	.010
	X8 - Technical Support	.054	.004
	X9 - Complaint Resolution	-.087	-.100
	X10 - Advertising	.019	-.064
	X11 - Product Line	.082	-.111
	X12 - Salesforce Image	.036	-.018
	X13 - Competitive Pricing	.046	-.056
	X14 - Warranty & Claims	-.082	.022
	X16 - Order & Billing	.344	-.085
	X18 - Delivery Speed	-.085	.153
Anti-image Correlation	X6 - Product Quality	-.184	.355
	X7 - E-Commerce Activities	-.113	.040
	X8 - Technical Support	.160	.017
	X9 - Complaint Resolution	-.322	-.555
	X10 - Advertising	.040	-.202
	X11 - Product Line	.261	-.529
	X12 - Salesforce Image	.113	-.087
	X13 - Competitive Pricing	.101	-.184
	X14 - Warranty & Claims	-.250	.100
	X16 - Order & Billing	.760 ^a	-.369
	X18 - Delivery Speed	-.369	.666 ^a

a. Measures of Sampling Adequacy(MSA)

COMMON FACTOR ANALYSIS

Communalities

	Initial	Extraction
X6 - Product Quality	.389	.424
X7 - E-Commerce Activities	.637	.632
X8 - Technical Support	.664	.796
X9 - Complaint Resolution	.789	.843
X10 - Advertising	.337	.313
X11 - Product Line	.713	.800
X12 - Salesforce Image	.709	.990
X13 - Competitive Pricing	.388	.443
X14 - Warranty & Claims	.687	.812
X16 - Order & Billing	.656	.622
X18 - Delivery Speed	.847	.942

Extraction Method: Principal Axis Factoring.

Total Variance Explained

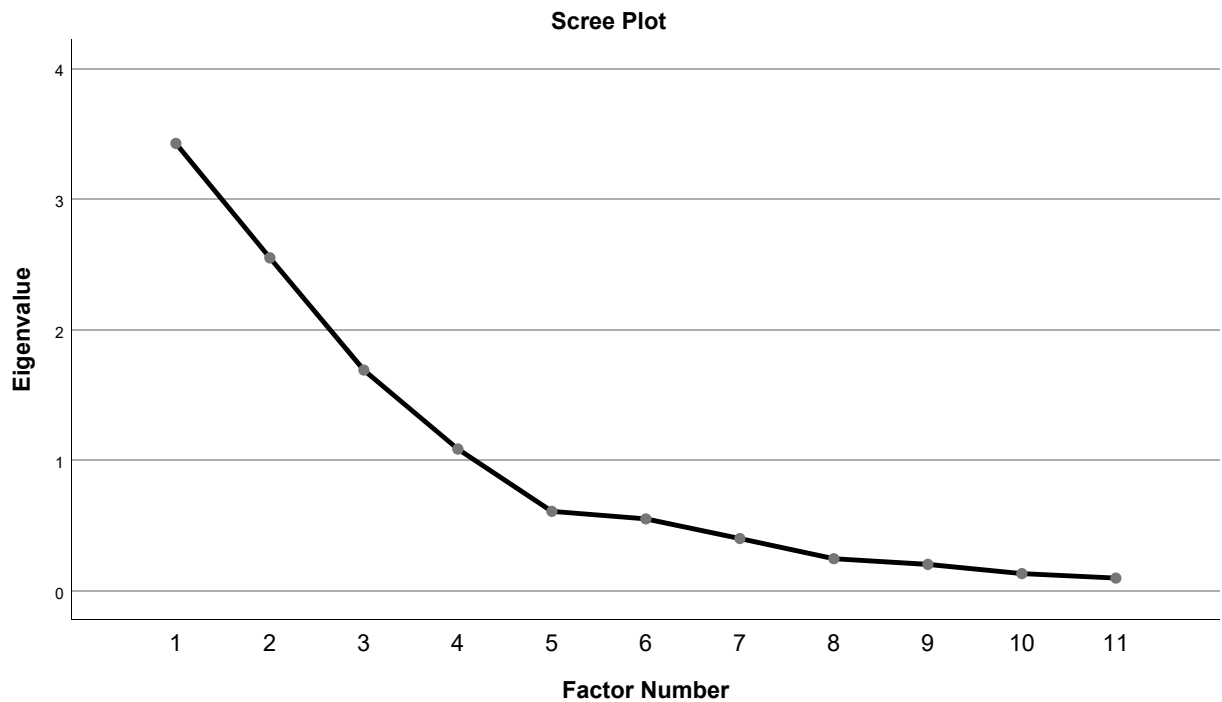
Factor	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.427	31.154	31.154	3.215	29.231	29.231
2	2.551	23.190	54.344	2.225	20.227	49.458
3	1.691	15.373	69.717	1.499	13.630	63.088
4	1.087	9.878	79.595	.678	6.167	69.255
5	.609	5.540	85.135			
6	.552	5.017	90.152			
7	.402	3.650	93.802			
8	.247	2.245	96.047			
9	.204	1.850	97.898			
10	.133	1.208	99.105			
11	.098	.895	100.000			

COMMON FACTOR ANALYSIS

Total Variance Explained

Factor	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.635	23.953	23.953
2	1.971	17.919	41.871
3	1.641	14.916	56.788
4	1.371	12.467	69.255
5			
6			
7			
8			
9			
10			
11			

Extraction Method: Principal Axis Factoring.



COMMON FACTOR ANALYSIS

Factor Matrix^a

	Factor			
	1	2	3	4
X18 - Delivery Speed	.895			
X9 - Complaint Resolution	.862			
X16 - Order & Billing	.747			
X11 - Product Line	.689	-.454		
X12 - Salesforce Image		.805		
X7 - E-Commerce Activities		.657		
X13 - Competitive Pricing		.553		
X10 - Advertising		.457		
X8 - Technical Support			.739	
X14 - Warranty & Claims			.735	
X6 - Product Quality		-.408		.463

Extraction Method: Principal Axis Factoring.

a. 4 factors extracted. 23 iterations required.

Rotated Factor Matrix^a

	Factor			
	1	2	3	4
X18 - Delivery Speed	.949			
X9 - Complaint Resolution	.897			
X16 - Order & Billing	.768			
X12 - Salesforce Image		.977		
X7 - E-Commerce Activities		.784		
X10 - Advertising		.529		
X14 - Warranty & Claims			.884	
X8 - Technical Support			.884	
X11 - Product Line	.525			.712
X6 - Product Quality				.647
X13 - Competitive Pricing				-.590

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMMON FACTOR ANALYSIS

Factor Transformation Matrix

Factor	1	2	3	4
1	.852	.331	.264	.309
2	-.001	.772	-.337	-.539
3	-.376	.335	.862	-.059
4	-.365	.426	-.271	.782

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

COMMON FACTOR ANALYSIS -- OMIT X11

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMMON FACTOR ANALYSIS -- OMIT X11

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.106	-.053	-.152
	X7 - E-Commerce Activities	.140	.430	.792
	X8 - Technical Support	.097	-.063	.017
	X9 - Complaint Resolution	1.000	.197	.230
	X10 - Advertising	.197	1.000	.542
	X12 - Salesforce Image	.230	.542	1.000
	X13 - Competitive Pricing	-.128	.134	.265
	X14 - Warranty & Claims	.140	.011	.107
	X16 - Order & Billing	.757	.184	.195
	X18 - Delivery Speed	.865	.276	.272
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.066
	X7 - E-Commerce Activities	.082	.000	.000
	X8 - Technical Support	.169	.267	.433
	X9 - Complaint Resolution		.025	.011
	X10 - Advertising	.025		.000
	X12 - Salesforce Image	.011	.000	
	X13 - Competitive Pricing	.102	.092	.004
	X14 - Warranty & Claims	.082	.458	.144
	X16 - Order & Billing	.000	.033	.026
	X18 - Delivery Speed	.000	.003	.003

COMMON FACTOR ANALYSIS -- OMIT X11

Correlation Matrix

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.401	.088	.104
	X7 - E-Commerce Activities	.229	.052	.156
	X8 - Technical Support	-.271	.797	.080
	X9 - Complaint Resolution	-.128	.140	.757
	X10 - Advertising	.134	.011	.184
	X12 - Salesforce Image	.265	.107	.195
	X13 - Competitive Pricing	1.000	-.245	-.115
	X14 - Warranty & Claims	-.245	1.000	.197
	X16 - Order & Billing	-.115	.197	1.000
	X18 - Delivery Speed	-.073	.109	.751
Sig. (1-tailed)	X6 - Product Quality	.000	.191	.151
	X7 - E-Commerce Activities	.011	.304	.060
	X8 - Technical Support	.003	.000	.214
	X9 - Complaint Resolution	.102	.082	.000
	X10 - Advertising	.092	.458	.033
	X12 - Salesforce Image	.004	.144	.026
	X13 - Competitive Pricing		.007	.128
	X14 - Warranty & Claims	.007		.025
	X16 - Order & Billing	.128	.025	
	X18 - Delivery Speed	.236	.139	.000

COMMON FACTOR ANALYSIS -- OMIT X11

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X16 - Order & Billing	.751
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	502.974
	df	45
	Sig.	.000

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

		X6 - Product Quality	X7 - E- Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.818	.007	.008
	X7 - E-Commerce Activities	.007	.366	-.020
	X8 - Technical Support	.008	-.020	.341
	X9 - Complaint Resolution	-.043	.026	-.040
	X10 - Advertising	-.031	-.001	.022
	X12 - Salesforce Image	.019	-.238	.019
	X13 - Competitive Pricing	.268	-.004	.050
	X14 - Warranty & Claims	-.001	.027	-.265
	X16 - Order & Billing	-.035	-.033	.048
	X18 - Delivery Speed	.051	-.004	.025
Anti-image Correlation	X6 - Product Quality	.613 ^a	.013	.016
	X7 - E-Commerce Activities	.013	.639 ^a	-.057
	X8 - Technical Support	.016	-.057	.517 ^a
	X9 - Complaint Resolution	-.103	.093	-.151
	X10 - Advertising	-.041	-.001	.046
	X12 - Salesforce Image	.038	-.721	.060
	X13 - Competitive Pricing	.349	-.009	.102
	X14 - Warranty & Claims	-.002	.078	-.788
	X16 - Order & Billing	-.064	-.090	.135
	X18 - Delivery Speed	.121	-.015	.094

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.043	-.031	.019
	X7 - E-Commerce Activities	.026	-.001	-.238
	X8 - Technical Support	-.040	.022	.019
	X9 - Complaint Resolution	.212	.031	-.029
	X10 - Advertising	.031	.677	-.152
	X12 - Salesforce Image	-.029	-.152	.297
	X13 - Competitive Pricing	.017	.004	-.076
	X14 - Warranty & Claims	.031	.002	-.045
	X16 - Order & Billing	-.090	.001	.026
	X18 - Delivery Speed	-.146	-.057	-.003
Anti-image Correlation	X6 - Product Quality	-.103	-.041	.038
	X7 - E-Commerce Activities	.093	-.001	-.721
	X8 - Technical Support	-.151	.046	.060
	X9 - Complaint Resolution	.695 ^a	.082	-.117
	X10 - Advertising	.082	.815 ^a	-.339
	X12 - Salesforce Image	-.117	-.339	.627 ^a
	X13 - Competitive Pricing	.044	.005	-.163
	X14 - Warranty & Claims	.118	.004	-.144
	X16 - Order & Billing	-.320	.003	.078
	X18 - Delivery Speed	-.688	-.150	-.010

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.268	-.001	-.035
	X7 - E-Commerce Activities	-.004	.027	-.033
	X8 - Technical Support	.050	-.265	.048
	X9 - Complaint Resolution	.017	.031	-.090
	X10 - Advertising	.004	.002	.001
	X12 - Salesforce Image	-.076	-.045	.026
	X13 - Competitive Pricing	.719	.036	.000
	X14 - Warranty & Claims	.036	.333	-.070
	X16 - Order & Billing	.000	-.070	.370
	X18 - Delivery Speed	.010	-.010	-.079
Anti-image Correlation	X6 - Product Quality	.349	-.002	-.064
	X7 - E-Commerce Activities	-.009	.078	-.090
	X8 - Technical Support	.102	-.788	.135
	X9 - Complaint Resolution	.044	.118	-.320
	X10 - Advertising	.005	.004	.003
	X12 - Salesforce Image	-.163	-.144	.078
	X13 - Competitive Pricing	.737 ^a	.074	.000
	X14 - Warranty & Claims	.074	.527 ^a	-.199
	X16 - Order & Billing	.000	-.199	.835 ^a
	X18 - Delivery Speed	.026	-.036	-.282

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.051
	X7 - E-Commerce Activities	-.004
	X8 - Technical Support	.025
	X9 - Complaint Resolution	-.146
	X10 - Advertising	-.057
	X12 - Salesforce Image	-.003
	X13 - Competitive Pricing	.010
	X14 - Warranty & Claims	-.010
	X16 - Order & Billing	-.079
	X18 - Delivery Speed	.213
Anti-image Correlation	X6 - Product Quality	.121
	X7 - E-Commerce Activities	-.015
	X8 - Technical Support	.094
	X9 - Complaint Resolution	-.688
	X10 - Advertising	-.150
	X12 - Salesforce Image	-.010
	X13 - Competitive Pricing	.026
	X14 - Warranty & Claims	-.036
	X16 - Order & Billing	-.282
	X18 - Delivery Speed	.716 ^a

a. Measures of Sampling Adequacy(MSA)

COMMON FACTOR ANALYSIS -- OMIT X11

Communalities

	Initial	Extraction
X6 - Product Quality	.182	.627
X7 - E-Commerce Activities	.634	.631
X8 - Technical Support	.659	.830
X9 - Complaint Resolution	.788	.860
X10 - Advertising	.323	.316
X12 - Salesforce Image	.703	.993
X13 - Competitive Pricing	.281	.353
X14 - Warranty & Claims	.667	.778
X16 - Order & Billing	.630	.660
X18 - Delivery Speed	.787	.885

Extraction Method: Principal Axis Factoring.

Total Variance Explained

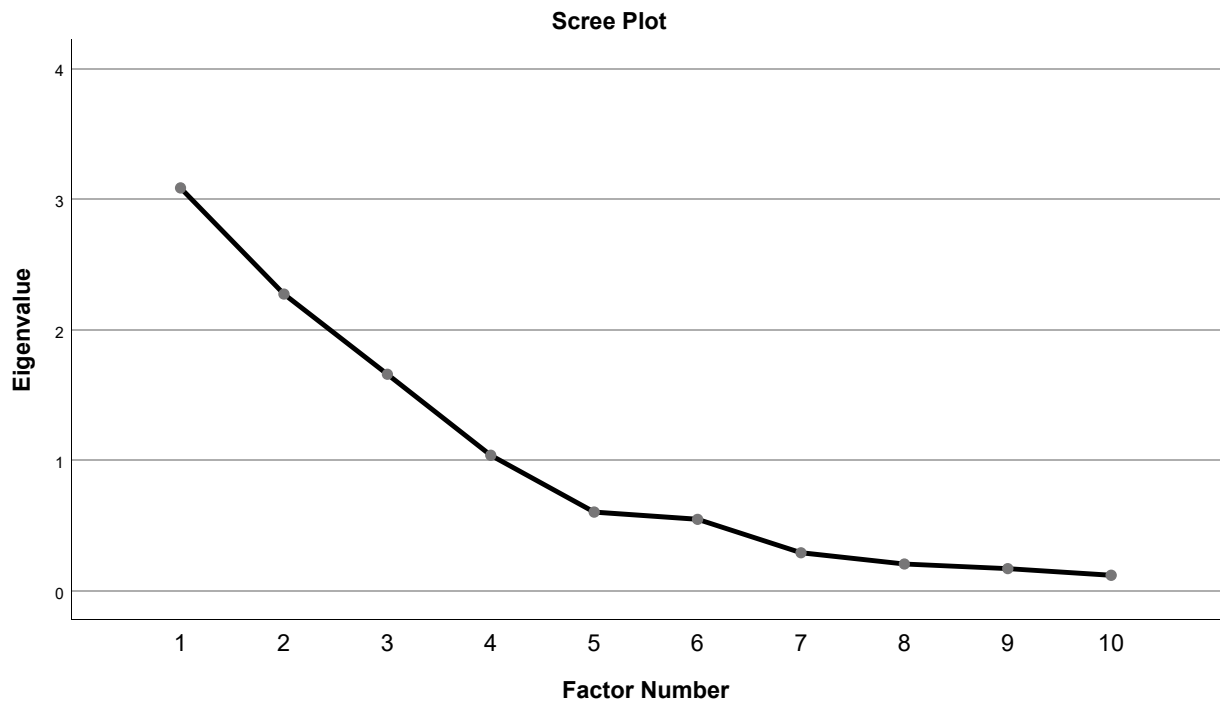
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	2.867	28.674	28.674
2	2.273	22.730	53.591	1.954	19.544	48.218
3	1.659	16.593	70.184	1.465	14.652	62.870
4	1.039	10.388	80.572	.645	6.448	69.318
5	.604	6.041	86.613			
6	.549	5.486	92.099			
7	.293	2.926	95.025			
8	.206	2.062	97.087			
9	.171	1.711	98.798			
10	.120	1.202	100.000			

COMMON FACTOR ANALYSIS -- OMIT X11

Total Variance Explained

Factor	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.392	23.925	23.925
2	1.970	19.696	43.621
3	1.650	16.504	60.124
4	.919	9.193	69.318
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Axis Factoring.



COMMON FACTOR ANALYSIS -- OMIT X11

Factor Matrix^a

	Factor			
	1	2	3	4
X18 - Delivery Speed	.847			
X9 - Complaint Resolution	.820			
X16 - Order & Billing	.730			
X12 - Salesforce Image	.640	-.599	.434	
X10 - Advertising	.421			
X13 - Competitive Pricing		-.528		
X7 - E-Commerce Activities	.486	-.506		
X8 - Technical Support		.598	.649	
X14 - Warranty & Claims		.545	.619	
X6 - Product Quality		.412		.667

Extraction Method: Principal Axis Factoring.

a. 4 factors extracted. 155 iterations required.

Rotated Factor Matrix^a

	Factor			
	1	2	3	4
X18 - Delivery Speed	.925			
X9 - Complaint Resolution	.913			
X16 - Order & Billing	.793			
X12 - Salesforce Image		.979		
X7 - E-Commerce Activities		.782		
X10 - Advertising		.531		
X8 - Technical Support			.905	
X14 - Warranty & Claims			.870	
X6 - Product Quality				.788
X13 - Competitive Pricing				-.480

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMMON FACTOR ANALYSIS -- OMIT X11

Factor Transformation Matrix

Factor	1	2	3	4
1	.813	.545	.204	.019
2	.258	-.620	.588	.451
3	-.483	.443	.750	-.091
4	-.198	.349	-.226	.887

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Factor Analysis

Sample Split -- 50/50 = Estimation Sample

Correlation Matrix^a

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.236	.056
	X7 - E-Commerce Activities	-.236	1.000	.003
	X8 - Technical Support	.056	.003	1.000
	X9 - Complaint Resolution	.057	.061	.138
	X10 - Advertising	-.019	.389	-.094
	X12 - Salesforce Image	-.194	.856	.043
	X13 - Competitive Pricing	-.412	.100	-.338
	X14 - Warranty & Claims	.021	.105	.885
	X16 - Order & Billing	.005	.186	.102
	X18 - Delivery Speed	.049	.136	.003
Sig. (1-tailed)	X6 - Product Quality		.049	.349
	X7 - E-Commerce Activities	.049		.492
	X8 - Technical Support	.349	.492	
	X9 - Complaint Resolution	.346	.337	.170
	X10 - Advertising	.447	.003	.258
	X12 - Salesforce Image	.088	.000	.383
	X13 - Competitive Pricing	.001	.245	.008
	X14 - Warranty & Claims	.442	.235	.000
	X16 - Order & Billing	.486	.098	.240
	X18 - Delivery Speed	.367	.173	.493

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.057	-.019	-.194
	X7 - E-Commerce Activities	.061	.389	.856
	X8 - Technical Support	.138	-.094	.043
	X9 - Complaint Resolution	1.000	.171	.251
	X10 - Advertising	.171	1.000	.487
	X12 - Salesforce Image	.251	.487	1.000
	X13 - Competitive Pricing	-.186	.022	.078
	X14 - Warranty & Claims	.035	-.021	.145
	X16 - Order & Billing	.727	.253	.333
	X18 - Delivery Speed	.874	.276	.246
Sig. (1-tailed)	X6 - Product Quality	.346	.447	.088
	X7 - E-Commerce Activities	.337	.003	.000
	X8 - Technical Support	.170	.258	.383
	X9 - Complaint Resolution		.118	.039
	X10 - Advertising	.118		.000
	X12 - Salesforce Image	.039	.000	
	X13 - Competitive Pricing	.098	.440	.295
	X14 - Warranty & Claims	.405	.442	.157
	X16 - Order & Billing	.000	.038	.009
	X18 - Delivery Speed	.000	.026	.042

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.412	.021	.005
	X7 - E-Commerce Activities	.100	.105	.186
	X8 - Technical Support	-.338	.885	.102
	X9 - Complaint Resolution	-.186	.035	.727
	X10 - Advertising	.022	-.021	.253
	X12 - Salesforce Image	.078	.145	.333
	X13 - Competitive Pricing	1.000	-.372	-.141
	X14 - Warranty & Claims	-.372	1.000	.050
	X16 - Order & Billing	-.141	.050	1.000
	X18 - Delivery Speed	-.199	-.029	.783
Sig. (1-tailed)	X6 - Product Quality	.001	.442	.486
	X7 - E-Commerce Activities	.245	.235	.098
	X8 - Technical Support	.008	.000	.240
	X9 - Complaint Resolution	.098	.405	.000
	X10 - Advertising	.440	.442	.038
	X12 - Salesforce Image	.295	.157	.009
	X13 - Competitive Pricing		.004	.165
	X14 - Warranty & Claims	.004		.366
	X16 - Order & Billing	.165	.366	
	X18 - Delivery Speed	.083	.420	.000

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.049
	X7 - E-Commerce Activities	.136
	X8 - Technical Support	.003
	X9 - Complaint Resolution	.874
	X10 - Advertising	.276
	X12 - Salesforce Image	.246
	X13 - Competitive Pricing	-.199
	X14 - Warranty & Claims	-.029
	X16 - Order & Billing	.783
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.367
	X7 - E-Commerce Activities	.173
	X8 - Technical Support	.493
	X9 - Complaint Resolution	.000
	X10 - Advertising	.026
	X12 - Salesforce Image	.042
	X13 - Competitive Pricing	.083
	X14 - Warranty & Claims	.420
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

a. Sample Split -- 50/50 = Estimation Sample

KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.557
Bartlett's Test of Sphericity	Approx. Chi-Square	301.441
	df	45
	Sig.	.000

a. Sample Split -- 50/50 = Estimation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATI ON

Anti-image Matrices^a

		X6 - Product Quality	X7 - E- Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.771	.047	-.019
	X7 - E-Commerce Activities	.047	.216	-.023
	X8 - Technical Support	-.019	-.023	.169
	X9 - Complaint Resolution	-.001	.070	-.063
	X10 - Advertising	-.055	.043	.006
	X12 - Salesforce Image	-.005	-.164	.038
	X13 - Competitive Pricing	.290	.012	-.016
	X14 - Warranty & Claims	.038	.022	-.150
	X16 - Order & Billing	.011	.034	-.038
	X18 - Delivery Speed	.004	-.052	.049
Anti-image Correlation	X6 - Product Quality	.574 ^b	.114	-.053
	X7 - E-Commerce Activities	.114	.501 ^b	-.120
	X8 - Technical Support	-.053	-.120	.457 ^b
	X9 - Complaint Resolution	-.001	.375	-.378
	X10 - Advertising	-.075	.112	.016
	X12 - Salesforce Image	-.015	-.844	.220
	X13 - Competitive Pricing	.411	.031	-.048
	X14 - Warranty & Claims	.106	.113	-.884
	X16 - Order & Billing	.020	.124	-.156
	X18 - Delivery Speed	.011	-.301	.318

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^a

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.001	-.055	-.005
	X7 - E-Commerce Activities	.070	.043	-.164
	X8 - Technical Support	-.063	.006	.038
	X9 - Complaint Resolution	.163	.068	-.070
	X10 - Advertising	.068	.686	-.116
	X12 - Salesforce Image	-.070	-.116	.175
	X13 - Competitive Pricing	-.001	-.014	-.028
	X14 - Warranty & Claims	.050	.005	-.042
	X16 - Order & Billing	-.001	.013	-.053
	X18 - Delivery Speed	-.118	-.076	.054
Anti-image Correlation	X6 - Product Quality	-.001	-.075	-.015
	X7 - E-Commerce Activities	.375	.112	-.844
	X8 - Technical Support	-.378	.016	.220
	X9 - Complaint Resolution	.548 ^b	.205	-.413
	X10 - Advertising	.205	.710 ^b	-.334
	X12 - Salesforce Image	-.413	-.334	.499 ^b
	X13 - Competitive Pricing	-.003	-.021	-.083
	X14 - Warranty & Claims	.300	.014	-.246
	X16 - Order & Billing	-.002	.027	-.217
	X18 - Delivery Speed	-.779	-.243	.343

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^a

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.290	.038	.011
	X7 - E-Commerce Activities	.012	.022	.034
	X8 - Technical Support	-.016	-.150	-.038
	X9 - Complaint Resolution	-.001	.050	-.001
	X10 - Advertising	-.014	.005	.013
	X12 - Salesforce Image	-.028	-.042	-.053
	X13 - Competitive Pricing	.647	.080	-.008
	X14 - Warranty & Claims	.080	.169	.025
	X16 - Order & Billing	-.008	.025	.345
	X18 - Delivery Speed	.036	-.032	-.103
Anti-image Correlation	X6 - Product Quality	.411	.106	.020
	X7 - E-Commerce Activities	.031	.113	.124
	X8 - Technical Support	-.048	-.884	-.156
	X9 - Complaint Resolution	-.003	.300	-.002
	X10 - Advertising	-.021	.014	.027
	X12 - Salesforce Image	-.083	-.246	-.217
	X13 - Competitive Pricing	.678 ^b	.242	-.016
	X14 - Warranty & Claims	.242	.473 ^b	.104
	X16 - Order & Billing	-.016	.104	.814 ^b
	X18 - Delivery Speed	.119	-.207	-.466

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^a

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.004
	X7 - E-Commerce Activities	-.052
	X8 - Technical Support	.049
	X9 - Complaint Resolution	-.118
	X10 - Advertising	-.076
	X12 - Salesforce Image	.054
	X13 - Competitive Pricing	.036
	X14 - Warranty & Claims	-.032
	X16 - Order & Billing	-.103
	X18 - Delivery Speed	.141
Anti-image Correlation	X6 - Product Quality	.011
	X7 - E-Commerce Activities	-.301
	X8 - Technical Support	.318
	X9 - Complaint Resolution	-.779
	X10 - Advertising	-.243
	X12 - Salesforce Image	.343
	X13 - Competitive Pricing	.119
	X14 - Warranty & Claims	-.207
	X16 - Order & Billing	-.466
	X18 - Delivery Speed	.558 ^b

a. Sample Split -- 50/50 = Estimation Sample

b. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Communalities^a

	Initial	Extraction
X6 - Product Quality	1.000	.804
X7 - E-Commerce Activities	1.000	.841
X8 - Technical Support	1.000	.916
X9 - Complaint Resolution	1.000	.884
X10 - Advertising	1.000	.584
X12 - Salesforce Image	1.000	.886
X13 - Competitive Pricing	1.000	.699
X14 - Warranty & Claims	1.000	.932
X16 - Order & Billing	1.000	.807
X18 - Delivery Speed	1.000	.918

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Estimation Sample

Total Variance Explained^a

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.109	31.090	31.090	3.109	31.090	31.090
2	2.212	22.118	53.208	2.212	22.118	53.208
3	1.863	18.634	71.842	1.863	18.634	71.842
4	1.087	10.869	82.711	1.087	10.869	82.711
5	.622	6.223	88.934			
6	.501	5.008	93.942			
7	.280	2.796	96.738			
8	.157	1.567	98.305			
9	.114	1.141	99.446			
10	.055	.554	100.000			

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Total Variance Explained^a

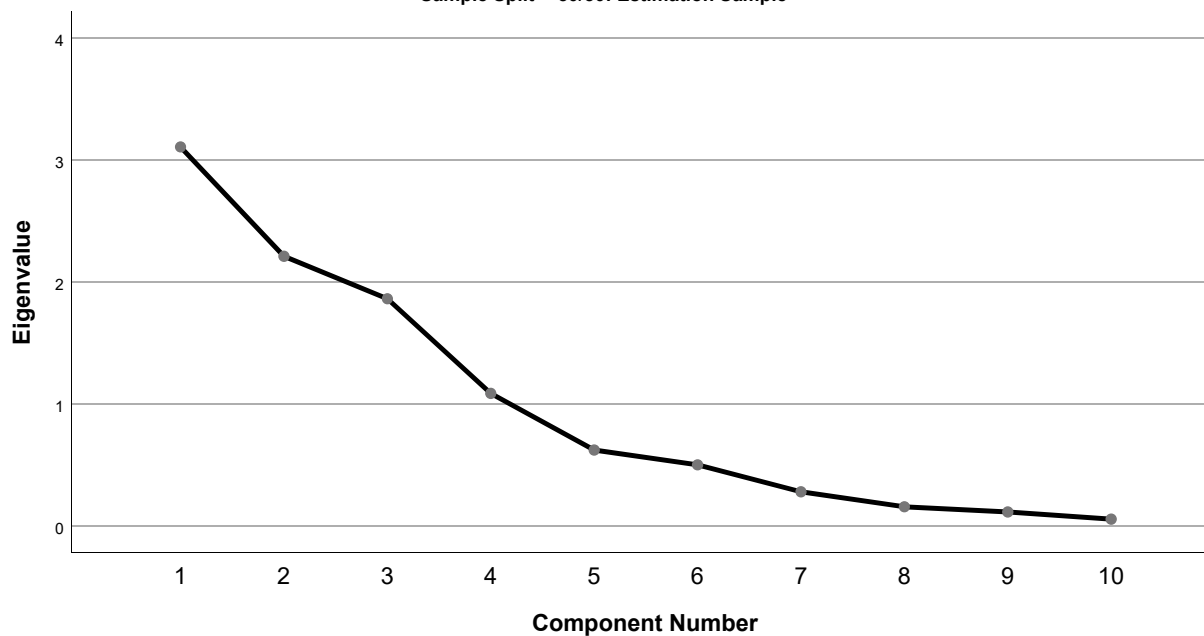
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.627	26.268	26.268
2	2.190	21.896	48.164
3	2.033	20.328	68.492
4	1.422	14.219	82.711
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Estimation Sample

Scree Plot

Sample Split -- 50/50: Estimation Sample



COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Component Matrix^{a,b}

	Component			
	1	2	3	4
X18 - Delivery Speed	.832		-.457	
X16 - Order & Billing	.825			
X9 - Complaint Resolution	.799		-.421	
X12 - Salesforce Image	.663		.514	
X10 - Advertising	.508			.423
X8 - Technical Support		.751	.505	
X14 - Warranty & Claims		.691	.624	
X13 - Competitive Pricing		-.683		-.429
X7 - E-Commerce Activities	.516	-.446	.588	
X6 - Product Quality		.445		.713

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Estimation Sample

b. 4 components extracted.

Rotated Component Matrix^{a,b}

	Component			
	1	2	3	4
X18 - Delivery Speed	.943			
X9 - Complaint Resolution	.935			
X16 - Order & Billing	.876			
X12 - Salesforce Image		.902		
X7 - E-Commerce Activities		.890		
X10 - Advertising		.711		
X14 - Warranty & Claims			.958	
X8 - Technical Support			.951	
X6 - Product Quality				.889
X13 - Competitive Pricing				-.720

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^{a,b}

a. Sample Split -- 50/50 = Estimation Sample

b. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Component Transformation Matrix^a

Component	1	2	3	4
1	.809	.555	.187	.049
2	.121	-.463	.721	.502
3	-.507	.555	.612	-.246
4	-.271	.412	-.266	.828

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Sample Split -- 50/50 = Estimation Sample

Sample Split -- 50/50 = Validation Sample

Correlation Matrix^a

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.059	.121
	X7 - E-Commerce Activities	-.059	1.000	-.009
	X8 - Technical Support	.121	-.009	1.000
	X9 - Complaint Resolution	.262	.252	.065
	X10 - Advertising	-.013	.504	-.006
	X12 - Salesforce Image	-.106	.722	-.014
	X13 - Competitive Pricing	-.397	.396	-.175
	X14 - Warranty & Claims	.187	-.020	.668
	X16 - Order & Billing	.258	.139	.069
	X18 - Delivery Speed	.096	.285	.079
Sig. (1-tailed)	X6 - Product Quality		.342	.201
	X7 - E-Commerce Activities	.342		.476

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.262	-.013	-.106
	X7 - E-Commerce Activities	.252	.504	.722
	X8 - Technical Support	.065	-.006	-.014
	X9 - Complaint Resolution	1.000	.191	.207
	X10 - Advertising	.191	1.000	.610
	X12 - Salesforce Image	.207	.610	1.000
	X13 - Competitive Pricing	-.074	.258	.486
	X14 - Warranty & Claims	.286	.054	.059
	X16 - Order & Billing	.788	.103	.066
	X18 - Delivery Speed	.849	.242	.305
Sig. (1-tailed)	X6 - Product Quality	.033	.465	.232
	X7 - E-Commerce Activities	.039	.000	.000

Correlation Matrix^a

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.397	.187	.258
	X7 - E-Commerce Activities	.396	-.020	.139
	X8 - Technical Support	-.175	.668	.069
	X9 - Complaint Resolution	-.074	.286	.788
	X10 - Advertising	.258	.054	.103
	X12 - Salesforce Image	.486	.059	.066
	X13 - Competitive Pricing	1.000	-.068	-.097
	X14 - Warranty & Claims	-.068	1.000	.368
	X16 - Order & Billing	-.097	.368	1.000
	X18 - Delivery Speed	.078	.314	.729
Sig. (1-tailed)	X6 - Product Quality	.002	.096	.035
	X7 - E-Commerce Activities	.002	.445	.169

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATI ON

Correlation Matrix^a

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.096
	X7 - E-Commerce Activities	.285
	X8 - Technical Support	.079
	X9 - Complaint Resolution	.849
	X10 - Advertising	.242
	X12 - Salesforce Image	.305
	X13 - Competitive Pricing	.078
	X14 - Warranty & Claims	.314
	X16 - Order & Billing	.729
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.254
	X7 - E-Commerce Activities	.022

Correlation Matrix^a

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
	X8 - Technical Support	.201	.476	
	X9 - Complaint Resolution	.033	.039	.327
	X10 - Advertising	.465	.000	.483
	X12 - Salesforce Image	.232	.000	.461
	X13 - Competitive Pricing	.002	.002	.113
	X14 - Warranty & Claims	.096	.445	.000
	X16 - Order & Billing	.035	.169	.318
	X18 - Delivery Speed	.254	.022	.293

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATI ON

Correlation Matrix^a

	X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
X8 - Technical Support	.327	.483	.461
X9 - Complaint Resolution		.092	.075
X10 - Advertising	.092		.000
X12 - Salesforce Image	.075	.000	
X13 - Competitive Pricing	.305	.035	.000
X14 - Warranty & Claims	.022	.355	.342
X16 - Order & Billing	.000	.238	.324
X18 - Delivery Speed	.000	.045	.016

Correlation Matrix^a

	X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
X8 - Technical Support	.113	.000	.318
X9 - Complaint Resolution	.305	.022	.000
X10 - Advertising	.035	.355	.238
X12 - Salesforce Image	.000	.342	.324
X13 - Competitive Pricing		.320	.251
X14 - Warranty & Claims	.320		.004
X16 - Order & Billing	.251	.004	
X18 - Delivery Speed	.295	.013	.000

Correlation Matrix^a

	X18 - Delivery Speed
X8 - Technical Support	.293
X9 - Complaint Resolution	.000
X10 - Advertising	.045
X12 - Salesforce Image	.016
X13 - Competitive Pricing	.295
X14 - Warranty & Claims	.013
X16 - Order & Billing	.000
X18 - Delivery Speed	

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

a. Sample Split -- 50/50 = Validation Sample

KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	235.620
	df	45
	Sig.	.000

a. Sample Split -- 50/50 = Validation Sample

Anti-image Matrices^a

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.741	-.013	.022
	X7 - E-Commerce Activities	-.013	.433	-.073
	X8 - Technical Support	.022	-.073	.482
	X9 - Complaint Resolution	-.076	-.031	.000
	X10 - Advertising	-.021	-.057	.013
	X12 - Salesforce Image	-.015	-.205	.023
	X13 - Competitive Pricing	.218	-.073	.112
	X14 - Warranty & Claims	-.062	.088	-.315
	X16 - Order & Billing	-.038	-.034	.079
	X18 - Delivery Speed	.083	.021	-.005
Anti-image Correlation	X6 - Product Quality	.633 ^b	-.023	.037
	X7 - E-Commerce Activities	-.023	.726 ^b	-.160
	X8 - Technical Support	.037	-.160	.454 ^b
	X9 - Complaint Resolution	-.199	-.105	.000
	X10 - Advertising	-.031	-.111	.023
	X12 - Salesforce Image	-.031	-.537	.057
	X13 - Competitive Pricing	.330	-.144	.210
	X14 - Warranty & Claims	-.112	.208	-.703
	X16 - Order & Billing	-.079	-.092	.203
	X18 - Delivery Speed	.203	.066	-.015

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATI ON

Anti-image Matrices^a

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.076	-.021	-.015
	X7 - E-Commerce Activities	-.031	-.057	-.205
	X8 - Technical Support	.000	.013	.023
	X9 - Complaint Resolution	.196	.001	-.001
	X10 - Advertising	.001	.613	-.177
	X12 - Salesforce Image	-.001	-.177	.335
	X13 - Competitive Pricing	.049	.026	-.118
	X14 - Warranty & Claims	.019	-.009	-.043
	X16 - Order & Billing	-.100	-.003	.061
	X18 - Delivery Speed	-.138	-.009	-.043
Anti-image Correlation	X6 - Product Quality	-.199	-.031	-.031
	X7 - E-Commerce Activities	-.105	-.111	-.537
	X8 - Technical Support	.000	.023	.057
	X9 - Complaint Resolution	.712 ^b	.003	-.005
	X10 - Advertising	.003	.827 ^b	-.390
	X12 - Salesforce Image	-.005	-.390	.687 ^b
	X13 - Competitive Pricing	.143	.044	-.264
	X14 - Warranty & Claims	.067	-.017	-.116
	X16 - Order & Billing	-.403	-.006	.188
	X18 - Delivery Speed	-.654	-.024	-.156

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^a

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.218	-.062	-.038
	X7 - E-Commerce Activities	-.073	.088	-.034
	X8 - Technical Support	.112	-.315	.079
	X9 - Complaint Resolution	.049	.019	-.100
	X10 - Advertising	.026	-.009	-.003
	X12 - Salesforce Image	-.118	-.043	.061
	X13 - Competitive Pricing	.593	-.066	.008
	X14 - Warranty & Claims	-.066	.416	-.105
	X16 - Order & Billing	.008	-.105	.315
	X18 - Delivery Speed	-.037	-.023	-.058
Anti-image Correlation	X6 - Product Quality	.330	-.112	-.079
	X7 - E-Commerce Activities	-.144	.208	-.092
	X8 - Technical Support	.210	-.703	.203
	X9 - Complaint Resolution	.143	.067	-.403
	X10 - Advertising	.044	-.017	-.006
	X12 - Salesforce Image	-.264	-.116	.188
	X13 - Competitive Pricing	.696 ^b	-.133	.020
	X14 - Warranty & Claims	-.133	.545 ^b	-.291
	X16 - Order & Billing	.020	-.291	.784 ^b
	X18 - Delivery Speed	-.100	-.074	-.218

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^a

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.083
	X7 - E-Commerce Activities	.021
	X8 - Technical Support	-.005
	X9 - Complaint Resolution	-.138
	X10 - Advertising	-.009
	X12 - Salesforce Image	-.043
	X13 - Competitive Pricing	-.037
	X14 - Warranty & Claims	-.023
	X16 - Order & Billing	-.058
	X18 - Delivery Speed	.227
Anti-image Correlation	X6 - Product Quality	.203
	X7 - E-Commerce Activities	.066
	X8 - Technical Support	-.015
	X9 - Complaint Resolution	-.654
	X10 - Advertising	-.024
	X12 - Salesforce Image	-.156
	X13 - Competitive Pricing	-.100
	X14 - Warranty & Claims	-.074
	X16 - Order & Billing	-.218
	X18 - Delivery Speed	.741 ^b

a. Sample Split -- 50/50 = Validation Sample

b. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Communalities^a

	Initial	Extraction
X6 - Product Quality	1.000	.813
X7 - E-Commerce Activities	1.000	.733
X8 - Technical Support	1.000	.871
X9 - Complaint Resolution	1.000	.901
X10 - Advertising	1.000	.668
X12 - Salesforce Image	1.000	.834
X13 - Competitive Pricing	1.000	.709
X14 - Warranty & Claims	1.000	.851
X16 - Order & Billing	1.000	.841
X18 - Delivery Speed	1.000	.878

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Validation Sample

Total Variance Explained^a

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.232	32.321	32.321	3.232	32.321	32.321
2	2.447	24.474	56.795	2.447	24.474	56.795
3	1.417	14.173	70.969	1.417	14.173	70.969
4	1.002	10.017	80.985	1.002	10.017	80.985
5	.555	5.553	86.538			
6	.484	4.843	91.381			
7	.289	2.889	94.270			
8	.269	2.688	96.959			
9	.182	1.817	98.775			
10	.122	1.225	100.000			

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Total Variance Explained^a

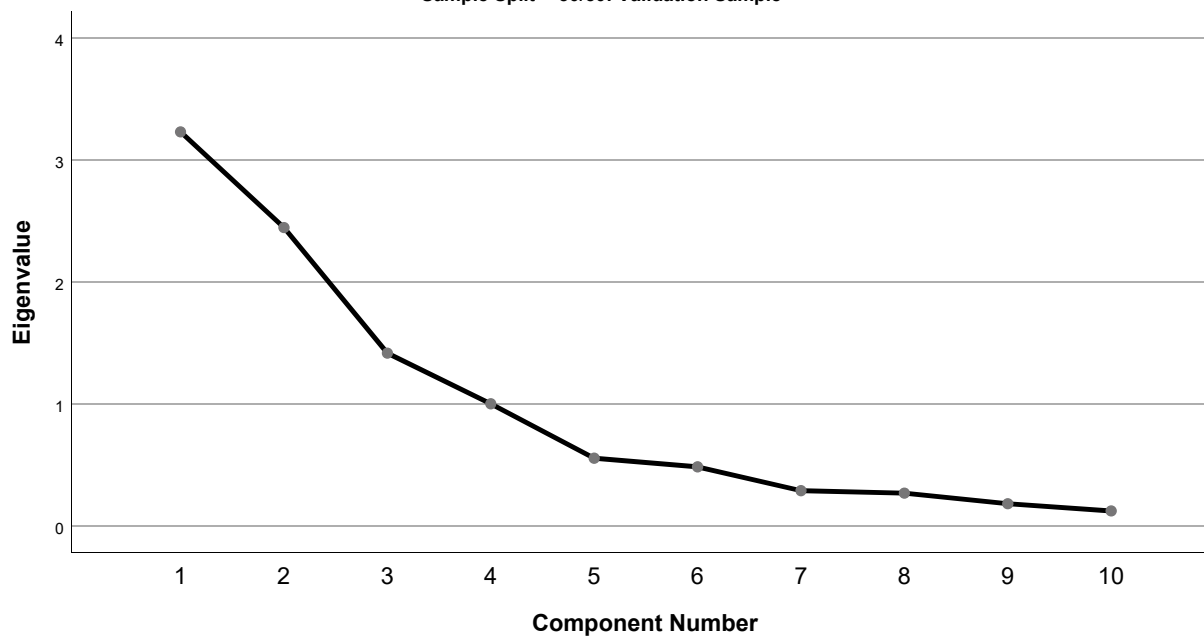
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.635	26.350	26.350
2	2.403	24.026	50.375
3	1.667	16.670	67.045
4	1.394	13.940	80.985
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Validation Sample

Scree Plot

Sample Split -- 50/50: Validation Sample



COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Component Matrix^{a,b}

	Component			
	1	2	3	4
X18 - Delivery Speed	.852			
X9 - Complaint Resolution	.828			
X16 - Order & Billing	.739	-.428		
X7 - E-Commerce Activities	.585	.580		
X10 - Advertising	.524	.485		
X13 - Competitive Pricing		.707		
X12 - Salesforce Image	.593	.648		
X8 - Technical Support			.820	
X14 - Warranty & Claims	.438	-.461	.645	
X6 - Product Quality		-.510		.717

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Validation Sample

b. 4 components extracted.

Rotated Component Matrix^{a,b}

	Component			
	1	2	3	4
X9 - Complaint Resolution	.924			
X18 - Delivery Speed	.907			
X16 - Order & Billing	.901			
X12 - Salesforce Image		.885		
X7 - E-Commerce Activities		.834		
X10 - Advertising		.812		
X8 - Technical Support			.927	
X14 - Warranty & Claims			.876	
X6 - Product Quality				.884
X13 - Competitive Pricing		.445		-.709

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^{a,b}

a. Sample Split -- 50/50 = Validation Sample

b. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Component Transformation Matrix^a

Component	1	2	3	4
1	.786	.570	.241	.022
2	-.356	.675	-.386	-.518
3	-.421	.212	.878	-.089
4	-.281	.418	-.150	.850

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.106	-.053	-.152
	X7 - E-Commerce Activities	.140	.430	.792
	X8 - Technical Support	.097	-.063	.017
	X9 - Complaint Resolution	1.000	.197	.230
	X10 - Advertising	.197	1.000	.542
	X12 - Salesforce Image	.230	.542	1.000
	X13 - Competitive Pricing	-.128	.134	.265
	X14 - Warranty & Claims	.140	.011	.107
	X16 - Order & Billing	.757	.184	.195
	X18 - Delivery Speed	.865	.276	.272
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.066
	X7 - E-Commerce Activities	.082	.000	.000
	X8 - Technical Support	.169	.267	.433
	X9 - Complaint Resolution		.025	.011
	X10 - Advertising	.025		.000
	X12 - Salesforce Image	.011	.000	
	X13 - Competitive Pricing	.102	.092	.004
	X14 - Warranty & Claims	.082	.458	.144
	X16 - Order & Billing	.000	.033	.026
	X18 - Delivery Speed	.000	.003	.003

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Correlation Matrix

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.401	.088	.104
	X7 - E-Commerce Activities	.229	.052	.156
	X8 - Technical Support	-.271	.797	.080
	X9 - Complaint Resolution	-.128	.140	.757
	X10 - Advertising	.134	.011	.184
	X12 - Salesforce Image	.265	.107	.195
	X13 - Competitive Pricing	1.000	-.245	-.115
	X14 - Warranty & Claims	-.245	1.000	.197
	X16 - Order & Billing	-.115	.197	1.000
	X18 - Delivery Speed	-.073	.109	.751
Sig. (1-tailed)	X6 - Product Quality	.000	.191	.151
	X7 - E-Commerce Activities	.011	.304	.060
	X8 - Technical Support	.003	.000	.214
	X9 - Complaint Resolution	.102	.082	.000
	X10 - Advertising	.092	.458	.033
	X12 - Salesforce Image	.004	.144	.026
	X13 - Competitive Pricing		.007	.128
	X14 - Warranty & Claims	.007		.025
	X16 - Order & Billing	.128	.025	
	X18 - Delivery Speed	.236	.139	.000

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X16 - Order & Billing	.751
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	502.974
	df	45
	Sig.	.000

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.818	.007	.008
	X7 - E-Commerce Activities	.007	.366	-.020
	X8 - Technical Support	.008	-.020	.341
	X9 - Complaint Resolution	-.043	.026	-.040
	X10 - Advertising	-.031	-.001	.022
	X12 - Salesforce Image	.019	-.238	.019
	X13 - Competitive Pricing	.268	-.004	.050
	X14 - Warranty & Claims	-.001	.027	-.265
	X16 - Order & Billing	-.035	-.033	.048
	X18 - Delivery Speed	.051	-.004	.025
Anti-image Correlation	X6 - Product Quality	.613 ^a	.013	.016
	X7 - E-Commerce Activities	.013	.639 ^a	-.057
	X8 - Technical Support	.016	-.057	.517 ^a
	X9 - Complaint Resolution	-.103	.093	-.151
	X10 - Advertising	-.041	-.001	.046
	X12 - Salesforce Image	.038	-.721	.060
	X13 - Competitive Pricing	.349	-.009	.102
	X14 - Warranty & Claims	-.002	.078	-.788
	X16 - Order & Billing	-.064	-.090	.135
	X18 - Delivery Speed	.121	-.015	.094

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.043	-.031	.019
	X7 - E-Commerce Activities	.026	-.001	-.238
	X8 - Technical Support	-.040	.022	.019
	X9 - Complaint Resolution	.212	.031	-.029
	X10 - Advertising	.031	.677	-.152
	X12 - Salesforce Image	-.029	-.152	.297
	X13 - Competitive Pricing	.017	.004	-.076
	X14 - Warranty & Claims	.031	.002	-.045
	X16 - Order & Billing	-.090	.001	.026
	X18 - Delivery Speed	-.146	-.057	-.003
Anti-image Correlation	X6 - Product Quality	-.103	-.041	.038
	X7 - E-Commerce Activities	.093	-.001	-.721
	X8 - Technical Support	-.151	.046	.060
	X9 - Complaint Resolution	.695 ^a	.082	-.117
	X10 - Advertising	.082	.815 ^a	-.339
	X12 - Salesforce Image	-.117	-.339	.627 ^a
	X13 - Competitive Pricing	.044	.005	-.163
	X14 - Warranty & Claims	.118	.004	-.144
	X16 - Order & Billing	-.320	.003	.078
	X18 - Delivery Speed	-.688	-.150	-.010

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Anti-image Matrices

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.268	-.001	-.035
	X7 - E-Commerce Activities	-.004	.027	-.033
	X8 - Technical Support	.050	-.265	.048
	X9 - Complaint Resolution	.017	.031	-.090
	X10 - Advertising	.004	.002	.001
	X12 - Salesforce Image	-.076	-.045	.026
	X13 - Competitive Pricing	.719	.036	.000
	X14 - Warranty & Claims	.036	.333	-.070
	X16 - Order & Billing	.000	-.070	.370
	X18 - Delivery Speed	.010	-.010	-.079
Anti-image Correlation	X6 - Product Quality	.349	-.002	-.064
	X7 - E-Commerce Activities	-.009	.078	-.090
	X8 - Technical Support	.102	-.788	.135
	X9 - Complaint Resolution	.044	.118	-.320
	X10 - Advertising	.005	.004	.003
	X12 - Salesforce Image	-.163	-.144	.078
	X13 - Competitive Pricing	.737 ^a	.074	.000
	X14 - Warranty & Claims	.074	.527 ^a	-.199
	X16 - Order & Billing	.000	-.199	.835 ^a
	X18 - Delivery Speed	.026	-.036	-.282

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.051
	X7 - E-Commerce Activities	-.004
	X8 - Technical Support	.025
	X9 - Complaint Resolution	-.146
	X10 - Advertising	-.057
	X12 - Salesforce Image	-.003
	X13 - Competitive Pricing	.010
	X14 - Warranty & Claims	-.010
	X16 - Order & Billing	-.079
	X18 - Delivery Speed	.213
Anti-image Correlation	X6 - Product Quality	.121
	X7 - E-Commerce Activities	-.015
	X8 - Technical Support	.094
	X9 - Complaint Resolution	-.688
	X10 - Advertising	-.150
	X12 - Salesforce Image	-.010
	X13 - Competitive Pricing	.026
	X14 - Warranty & Claims	-.036
	X16 - Order & Billing	-.282
	X18 - Delivery Speed	.716 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) **FACTORS**

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.252
X7 - E-Commerce Activities	1.000	.733
X8 - Technical Support	1.000	.859
X9 - Complaint Resolution	1.000	.873
X10 - Advertising	1.000	.476
X12 - Salesforce Image	1.000	.827
X13 - Competitive Pricing	1.000	.483
X14 - Warranty & Claims	1.000	.856
X16 - Order & Billing	1.000	.788
X18 - Delivery Speed	1.000	.872

Extraction Method: Principal Component Analysis.

Total Variance Explained

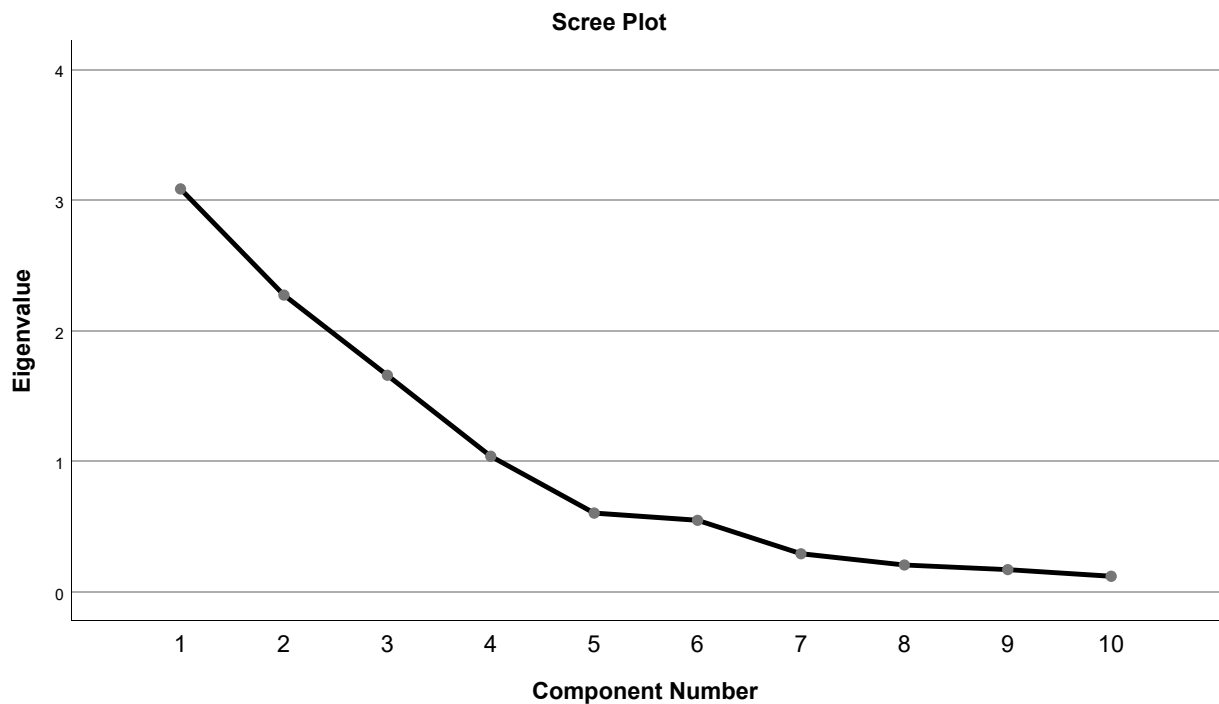
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572			
5	.604	6.041	86.613			
6	.549	5.486	92.099			
7	.293	2.926	95.025			
8	.206	2.062	97.087			
9	.171	1.711	98.798			
10	.120	1.202	100.000			

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) **FACTORS**

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.698	26.980	26.980
2	2.366	23.656	50.636
3	1.955	19.547	70.184
4			
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.



COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Component Matrix^a

	Component		
	1	2	3
X18 - Delivery Speed	.842		
X9 - Complaint Resolution	.819		
X16 - Order & Billing	.783		
X12 - Salesforce Image	.631	-.536	
X7 - E-Commerce Activities	.544	-.541	
X10 - Advertising	.529	-.413	
X13 - Competitive Pricing		-.695	
X6 - Product Quality		.488	
X8 - Technical Support		.579	.700
X14 - Warranty & Claims		.544	.688

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
X9 - Complaint Resolution	.930		
X18 - Delivery Speed	.923		
X16 - Order & Billing	.881		
X12 - Salesforce Image		.884	
X7 - E-Commerce Activities		.844	
X10 - Advertising		.646	
X13 - Competitive Pricing		.512	-.416
X6 - Product Quality		-.401	
X8 - Technical Support			.926
X14 - Warranty & Claims			.921

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3)

FACTORS

Component Transformation Matrix

Component	1	2	3
1	.831	.510	.221
2	.292	-.740	.606
3	-.473	.440	.764

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Factor Analysis

Correlation Matrix

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Correlation	X6 - Product Quality	1.000	-.137	.096
	X7 - E-Commerce Activities	-.137	1.000	.001
	X8 - Technical Support	.096	.001	1.000
	X9 - Complaint Resolution	.106	.140	.097
	X10 - Advertising	-.053	.430	-.063
	X12 - Salesforce Image	-.152	.792	.017
	X13 - Competitive Pricing	-.401	.229	-.271
	X14 - Warranty & Claims	.088	.052	.797
	X16 - Order & Billing	.104	.156	.080
	X18 - Delivery Speed	.028	.192	.025
Sig. (1-tailed)	X6 - Product Quality		.087	.172
	X7 - E-Commerce Activities	.087		.497
	X8 - Technical Support	.172	.497	
	X9 - Complaint Resolution	.146	.082	.169
	X10 - Advertising	.299	.000	.267
	X12 - Salesforce Image	.066	.000	.433
	X13 - Competitive Pricing	.000	.011	.003
	X14 - Warranty & Claims	.191	.304	.000
	X16 - Order & Billing	.151	.060	.214
	X18 - Delivery Speed	.392	.028	.401

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Correlation Matrix

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Correlation	X6 - Product Quality	.106	-.053	-.152
	X7 - E-Commerce Activities	.140	.430	.792
	X8 - Technical Support	.097	-.063	.017
	X9 - Complaint Resolution	1.000	.197	.230
	X10 - Advertising	.197	1.000	.542
	X12 - Salesforce Image	.230	.542	1.000
	X13 - Competitive Pricing	-.128	.134	.265
	X14 - Warranty & Claims	.140	.011	.107
	X16 - Order & Billing	.757	.184	.195
	X18 - Delivery Speed	.865	.276	.272
Sig. (1-tailed)	X6 - Product Quality	.146	.299	.066
	X7 - E-Commerce Activities	.082	.000	.000
	X8 - Technical Support	.169	.267	.433
	X9 - Complaint Resolution		.025	.011
	X10 - Advertising	.025		.000
	X12 - Salesforce Image	.011	.000	
	X13 - Competitive Pricing	.102	.092	.004
	X14 - Warranty & Claims	.082	.458	.144
	X16 - Order & Billing	.000	.033	.026
	X18 - Delivery Speed	.000	.003	.003

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Correlation Matrix

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Correlation	X6 - Product Quality	-.401	.088	.104
	X7 - E-Commerce Activities	.229	.052	.156
	X8 - Technical Support	-.271	.797	.080
	X9 - Complaint Resolution	-.128	.140	.757
	X10 - Advertising	.134	.011	.184
	X12 - Salesforce Image	.265	.107	.195
	X13 - Competitive Pricing	1.000	-.245	-.115
	X14 - Warranty & Claims	-.245	1.000	.197
	X16 - Order & Billing	-.115	.197	1.000
	X18 - Delivery Speed	-.073	.109	.751
Sig. (1-tailed)	X6 - Product Quality	.000	.191	.151
	X7 - E-Commerce Activities	.011	.304	.060
	X8 - Technical Support	.003	.000	.214
	X9 - Complaint Resolution	.102	.082	.000
	X10 - Advertising	.092	.458	.033
	X12 - Salesforce Image	.004	.144	.026
	X13 - Competitive Pricing		.007	.128
	X14 - Warranty & Claims	.007		.025
	X16 - Order & Billing	.128	.025	
	X18 - Delivery Speed	.236	.139	.000

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Correlation Matrix

		X18 - Delivery Speed
Correlation	X6 - Product Quality	.028
	X7 - E-Commerce Activities	.192
	X8 - Technical Support	.025
	X9 - Complaint Resolution	.865
	X10 - Advertising	.276
	X12 - Salesforce Image	.272
	X13 - Competitive Pricing	-.073
	X14 - Warranty & Claims	.109
	X16 - Order & Billing	.751
	X18 - Delivery Speed	1.000
Sig. (1-tailed)	X6 - Product Quality	.392
	X7 - E-Commerce Activities	.028
	X8 - Technical Support	.401
	X9 - Complaint Resolution	.000
	X10 - Advertising	.003
	X12 - Salesforce Image	.003
	X13 - Competitive Pricing	.236
	X14 - Warranty & Claims	.139
	X16 - Order & Billing	.000
	X18 - Delivery Speed	

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.669
Bartlett's Test of Sphericity	Approx. Chi-Square	502.974
	df	45
	Sig.	.000

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Anti-image Matrices

		X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Anti-image Covariance	X6 - Product Quality	.818	.007	.008
	X7 - E-Commerce Activities	.007	.366	-.020
	X8 - Technical Support	.008	-.020	.341
	X9 - Complaint Resolution	-.043	.026	-.040
	X10 - Advertising	-.031	-.001	.022
	X12 - Salesforce Image	.019	-.238	.019
	X13 - Competitive Pricing	.268	-.004	.050
	X14 - Warranty & Claims	-.001	.027	-.265
	X16 - Order & Billing	-.035	-.033	.048
	X18 - Delivery Speed	.051	-.004	.025
Anti-image Correlation	X6 - Product Quality	.613 ^a	.013	.016
	X7 - E-Commerce Activities	.013	.639 ^a	-.057
	X8 - Technical Support	.016	-.057	.517 ^a
	X9 - Complaint Resolution	-.103	.093	-.151
	X10 - Advertising	-.041	-.001	.046
	X12 - Salesforce Image	.038	-.721	.060
	X13 - Competitive Pricing	.349	-.009	.102
	X14 - Warranty & Claims	-.002	.078	-.788
	X16 - Order & Billing	-.064	-.090	.135
	X18 - Delivery Speed	.121	-.015	.094

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Anti-image Matrices

		X9 - Complaint Resolution	X10 - Advertising	X12 - Salesforce Image
Anti-image Covariance	X6 - Product Quality	-.043	-.031	.019
	X7 - E-Commerce Activities	.026	-.001	-.238
	X8 - Technical Support	-.040	.022	.019
	X9 - Complaint Resolution	.212	.031	-.029
	X10 - Advertising	.031	.677	-.152
	X12 - Salesforce Image	-.029	-.152	.297
	X13 - Competitive Pricing	.017	.004	-.076
	X14 - Warranty & Claims	.031	.002	-.045
	X16 - Order & Billing	-.090	.001	.026
	X18 - Delivery Speed	-.146	-.057	-.003
Anti-image Correlation	X6 - Product Quality	-.103	-.041	.038
	X7 - E-Commerce Activities	.093	-.001	-.721
	X8 - Technical Support	-.151	.046	.060
	X9 - Complaint Resolution	.695 ^a	.082	-.117
	X10 - Advertising	.082	.815 ^a	-.339
	X12 - Salesforce Image	-.117	-.339	.627 ^a
	X13 - Competitive Pricing	.044	.005	-.163
	X14 - Warranty & Claims	.118	.004	-.144
	X16 - Order & Billing	-.320	.003	.078
	X18 - Delivery Speed	-.688	-.150	-.010

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Anti-image Matrices

		X13 - Competitive Pricing	X14 - Warranty & Claims	X16 - Order & Billing
Anti-image Covariance	X6 - Product Quality	.268	-.001	-.035
	X7 - E-Commerce Activities	-.004	.027	-.033
	X8 - Technical Support	.050	-.265	.048
	X9 - Complaint Resolution	.017	.031	-.090
	X10 - Advertising	.004	.002	.001
	X12 - Salesforce Image	-.076	-.045	.026
	X13 - Competitive Pricing	.719	.036	.000
	X14 - Warranty & Claims	.036	.333	-.070
	X16 - Order & Billing	.000	-.070	.370
	X18 - Delivery Speed	.010	-.010	-.079
Anti-image Correlation	X6 - Product Quality	.349	-.002	-.064
	X7 - E-Commerce Activities	-.009	.078	-.090
	X8 - Technical Support	.102	-.788	.135
	X9 - Complaint Resolution	.044	.118	-.320
	X10 - Advertising	.005	.004	.003
	X12 - Salesforce Image	-.163	-.144	.078
	X13 - Competitive Pricing	.737 ^a	.074	.000
	X14 - Warranty & Claims	.074	.527 ^a	-.199
	X16 - Order & Billing	.000	-.199	.835 ^a
	X18 - Delivery Speed	.026	-.036	-.282

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5)

FACTORS

Anti-image Matrices

		X18 - Delivery Speed
Anti-image Covariance	X6 - Product Quality	.051
	X7 - E-Commerce Activities	-.004
	X8 - Technical Support	.025
	X9 - Complaint Resolution	-.146
	X10 - Advertising	-.057
	X12 - Salesforce Image	-.003
	X13 - Competitive Pricing	.010
	X14 - Warranty & Claims	-.010
	X16 - Order & Billing	-.079
	X18 - Delivery Speed	.213
Anti-image Correlation	X6 - Product Quality	.121
	X7 - E-Commerce Activities	-.015
	X8 - Technical Support	.094
	X9 - Complaint Resolution	-.688
	X10 - Advertising	-.150
	X12 - Salesforce Image	-.010
	X13 - Competitive Pricing	.026
	X14 - Warranty & Claims	-.036
	X16 - Order & Billing	-.282
	X18 - Delivery Speed	.716 ^a

a. Measures of Sampling Adequacy(MSA)

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Communalities

	Initial	Extraction
X6 - Product Quality	1.000	.864
X7 - E-Commerce Activities	1.000	.877
X8 - Technical Support	1.000	.894
X9 - Complaint Resolution	1.000	.891
X10 - Advertising	1.000	.957
X12 - Salesforce Image	1.000	.883
X13 - Competitive Pricing	1.000	.697
X14 - Warranty & Claims	1.000	.891
X16 - Order & Billing	1.000	.811
X18 - Delivery Speed	1.000	.895

Extraction Method: Principal Component Analysis.

Total Variance Explained

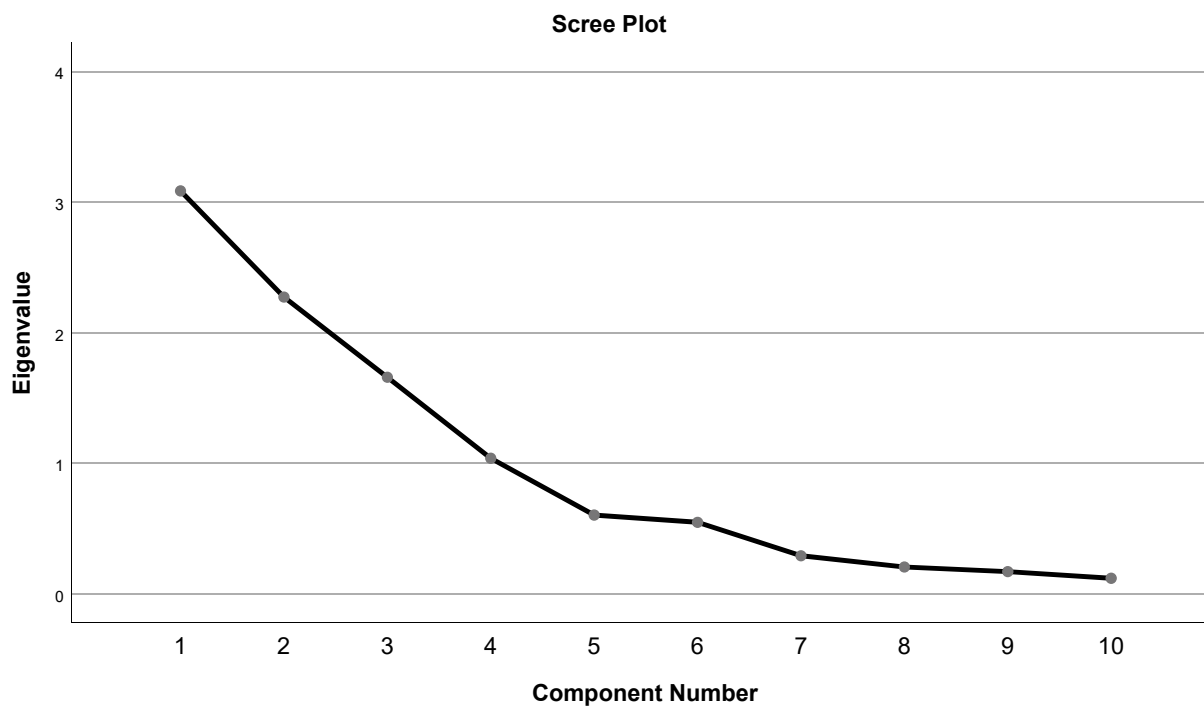
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572	1.039	10.388	80.572
5	.604	6.041	86.613	.604	6.041	86.613
6	.549	5.486	92.099			
7	.293	2.926	95.025			
8	.206	2.062	97.087			
9	.171	1.711	98.798			
10	.120	1.202	100.000			

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) **FACTORS**

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.610	26.097	26.097
2	1.899	18.994	45.091
3	1.856	18.561	63.652
4	1.353	13.528	77.179
5	.943	9.433	86.613
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.



COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) **FACTORS**

Component Matrix^a

	Component				
	1	2	3	4	5
X18 - Delivery Speed	.842				
X9 - Complaint Resolution	.819				
X16 - Order & Billing	.783				
X12 - Salesforce Image	.631	-.536			
X7 - E-Commerce Activities	.544	-.541			
X13 - Competitive Pricing		-.695		-.422	
X8 - Technical Support		.579	.700		
X14 - Warranty & Claims		.544	.688		
X6 - Product Quality		.488		.739	
X10 - Advertising	.529	-.413			-.610

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
X9 - Complaint Resolution	.936				
X18 - Delivery Speed	.931				
X16 - Order & Billing	.890				
X7 - E-Commerce Activities		.923			
X12 - Salesforce Image		.876			
X8 - Technical Support			.941		
X14 - Warranty & Claims			.934		
X6 - Product Quality				.921	
X13 - Competitive Pricing				-.681	
X10 - Advertising					.896

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) **FACTORS**

Component Transformation Matrix

Component	1	2	3	4	5
1	.812	.476	.192	.012	.279
2	.267	-.556	.554	.509	-.230
3	-.466	.416	.767	-.080	.123
4	-.225	.284	-.253	.842	.309
5	.044	.459	-.066	.156	-.871

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

PARALLEL ANALYSIS - ASSESSING THE NUMBER OF FACTORS

RESULTS WILL VARY DUE TO NUMBER OF OBSERVATIONS/VARIABLES

AND RANDOM CREATION OF DATASETS

Matrix

Example -- Parallel Analysis-- PCA

Run MATRIX procedure:

PARALLEL ANALYSIS:

Principal Components

Specifications for this Run:

Ncases 100

Nvars 10

Ndatsets 100

Percent 95

Random Data Eigenvalues

Root	Means	Prcentyle
1.000000	1.528681	1.690919
2.000000	1.364580	1.464889
3.000000	1.226290	1.312362
4.000000	1.115445	1.197201
5.000000	1.018765	1.088835
6.000000	.929474	1.004181
7.000000	.844253	.903410
8.000000	.748485	.827210
9.000000	.663717	.720925
10.000000	.560310	.650566

----- END MATRIX -----