

Part SM1: Factor Analysis (Blogging)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
BSI1	3.29	.939	129	0
BSI2	3.30	.889	129	0
BSI3	3.58	.817	129	0
BSI4	3.36	1.006	129	0
BHM1	3.95	.699	129	0
BHM2	3.91	.718	129	0
BHM3	3.69	.873	129	0
BPV1	3.68	.884	129	0
BPV2	3.76	.778	129	0
BPV3	3.75	.740	129	0
BH1	3.23	1.042	129	0
BH2	2.51	1.047	129	0
BH3	3.19	1.029	129	0

Correlation Matrix^a

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1
Correlation	BSI1	1.000	.697	.295	.368	.215	.223	.198	.302
	BSI2	.697	1.000	.305	.376	.140	.236	.162	.223
	BSI3	.295	.305	1.000	.250	.247	.272	.299	.280
	BSI4	.368	.376	.250	1.000	.205	.269	.189	.199
	BHM1	.215	.140	.247	.205	1.000	.799	.663	.111
	BHM2	.223	.236	.272	.269	.799	1.000	.779	.215
	BHM3	.198	.162	.299	.189	.663	.779	1.000	.175
	BPV1	.302	.223	.280	.199	.111	.215	.175	1.000
	BPV2	.098	.015	.283	.310	.191	.256	.257	.592
	BPV3	.196	.091	.292	.256	.170	.224	.194	.619
	BH1	.249	.151	.271	.256	.414	.392	.389	.259
	BH2	.354	.277	.371	.285	.294	.245	.312	.152
	BH3	.226	.177	.335	.313	.459	.476	.386	.237
Sig. (1-tailed)	BSI1		.000	.000	.000	.007	.006	.012	.000
	BSI2	.000		.000	.000	.057	.004	.033	.006
	BSI3	.000	.000		.002	.002	.001	.000	.001
	BSI4	.000	.000	.002		.010	.001	.016	.012
	BHM1	.007	.057	.002	.010		.000	.000	.105
	BHM2	.006	.004	.001	.001	.000		.000	.007
	BHM3	.012	.033	.000	.016	.000	.000		.024

BPV1	.000	.006	.001	.012	.105	.007	.024	
BPV2	.136	.431	.001	.000	.015	.002	.002	.000
BPV3	.013	.152	.000	.002	.027	.005	.014	.000
BH1	.002	.044	.001	.002	.000	.000	.000	.002
BH2	.000	.001	.000	.001	.000	.003	.000	.043
BH3	.005	.022	.000	.000	.000	.000	.000	.003

Correlation Matrix^a

		BPV2	BPV3	BH1	BH2	BH3
Correlation	BSI1	.098	.196	.249	.354	.226
	BSI2	.015	.091	.151	.277	.177
	BSI3	.283	.292	.271	.371	.335
	BSI4	.310	.256	.256	.285	.313
	BHM1	.191	.170	.414	.294	.459
	BHM2	.256	.224	.392	.245	.476
	BHM3	.257	.194	.389	.312	.386
	BPV1	.592	.619	.259	.152	.237
	BPV2	1.000	.723	.368	.143	.349
	BPV3	.723	1.000	.278	.175	.328
	BH1	.368	.278	1.000	.649	.746
	BH2	.143	.175	.649	1.000	.593
	BH3	.349	.328	.746	.593	1.000
Sig. (1-tailed)	BSI1	.136	.013	.002	.000	.005
	BSI2	.431	.152	.044	.001	.022
	BSI3	.001	.000	.001	.000	.000
	BSI4	.000	.002	.002	.001	.000
	BHM1	.015	.027	.000	.000	.000
	BHM2	.002	.005	.000	.003	.000
	BHM3	.002	.014	.000	.000	.000
	BPV1	.000	.000	.002	.043	.003
	BPV2		.000	.000	.054	.000
	BPV3	.000		.001	.023	.000
	BH1	.000	.001		.000	.000
	BH2	.054	.023	.000		.000
	BH3	.000	.000	.000	.000	

a. Determinant = .001

Inverse of Correlation Matrix

	BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1	BPV2	BPV3
BSI1	2.251	-1.345	-.011	-.221	-.385	.363	-.106	-.345	.262	-.198
BSI2	-1.345	2.223	-.256	-.319	.412	-.621	.167	-.157	.263	.144
BSI3	-.011	-.256	1.376	-.015	-.080	.093	-.213	-.094	-.184	-.091
BSI4	-.221	-.319	-.015	1.413	.065	-.287	.169	.197	-.475	.006
BHM1	-.385	.412	-.080	.065	3.058	-2.223	-.170	.304	.063	-.062
BHM2	.363	-.621	.093	-.287	-2.223	4.707	-2.064	-.372	.147	-.018
BHM3	-.106	.167	-.213	.169	-.170	-2.064	2.830	.124	-.320	.111
BPV1	-.345	-.157	-.094	.197	.304	-.372	.124	1.966	-.664	-.683
BPV2	.262	.263	-.184	-.475	.063	.147	-.320	-.664	2.755	-1.357
BPV3	-.198	.144	-.091	.006	-.062	-.018	.111	-.683	-1.357	2.479
BH1	-.151	.121	.234	.123	-.237	.142	-.187	-.149	-.633	.346
BH2	-.249	-.093	-.351	-.184	-.101	.641	-.420	.034	.457	-.121
BH3	.163	.000	-.184	-.155	-.097	-.780	.415	.145	-.027	-.322

Inverse of Correlation Matrix

	BH1	BH2	BH3
BSI1	-.151	-.249	.163
BSI2	.121	-.093	.000
BSI3	.234	-.351	-.184
BSI4	.123	-.184	-.155
BHM1	-.237	-.101	-.097
BHM2	.142	.641	-.780
BHM3	-.187	-.420	.415
BPV1	-.149	.034	.145
BPV2	-.633	.457	-.027
BPV3	.346	-.121	-.322
BH1	2.959	-1.016	-1.453
BH2	-1.016	2.231	-.541
BH3	-1.453	-.541	2.814

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.783
Bartlett's Test of Sphericity	Approx. Chi-Square	856.090
	Df	78
	Sig.	.000

Anti-image Matrices

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3
Anti-image Covariance	BSI1	.444	-.269	-.004	-.069	-.056	.034	-.017
	BSI2	-.269	.450	-.084	-.102	.061	-.059	.027
	BSI3	-.004	-.084	.727	-.008	-.019	.014	-.055
	BSI4	-.069	-.102	-.008	.708	.015	-.043	.042
	BHM1	-.056	.061	-.019	.015	.327	-.154	-.020
	BHM2	.034	-.059	.014	-.043	-.154	.212	-.155
	BHM3	-.017	.027	-.055	.042	-.020	-.155	.353
	BPV1	-.078	-.036	-.035	.071	.051	-.040	.022
	BPV2	.042	.043	-.049	-.122	.008	.011	-.041
	BPV3	-.036	.026	-.027	.002	-.008	-.002	.016
	BH1	-.023	.018	.057	.029	-.026	.010	-.022
	BH2	-.050	-.019	-.114	-.058	-.015	.061	-.067
	BH3	.026	-2.304E-6	-.048	-.039	-.011	-.059	.052
Anti-image Correlation	BSI1	.719 ^a	-.601	-.006	-.124	-.147	.112	-.042
	BSI2	-.601	.667 ^a	-.146	-.180	.158	-.192	.067
	BSI3	-.006	-.146	.901 ^a	-.010	-.039	.037	-.108
	BSI4	-.124	-.180	-.010	.853 ^a	.031	-.111	.085
	BHM1	-.147	.158	-.039	.031	.810 ^a	-.586	-.058
	BHM2	.112	-.192	.037	-.111	-.586	.717 ^a	-.565
	BHM3	-.042	.067	-.108	.085	-.058	-.565	.808 ^a
	BPV1	-.164	-.075	-.057	.118	.124	-.122	.052
	BPV2	.105	.106	-.095	-.241	.022	.041	-.115
	BPV3	-.084	.061	-.049	.003	-.023	-.005	.042
	BH1	-.059	.047	.116	.060	-.079	.038	-.065
	BH2	-.111	-.042	-.200	-.103	-.039	.198	-.167
	BH3	.065	-5.763E-6	-.094	-.078	-.033	-.214	.147

Anti-image Matrices

		BPV1	BPV2	BPV3	BH1	BH2	BH3
Anti-image Covariance	BSI1	-.078	.042	-.036	-.023	-.050	.026
	BSI2						-
		-.036	.043	.026	.018	-.019	2.304 E-6
	BSI3	-.035	-.049	-.027	.057	-.114	-.048
	BSI4	.071	-.122	.002	.029	-.058	-.039
	BHM1	.051	.008	-.008	-.026	-.015	-.011
	BHM2	-.040	.011	-.002	.010	.061	-.059

	BHM3	.022	-.041	.016	-.022	-.067	.052
	BPV1	.509	-.123	-.140	-.026	.008	.026
	BPV2	-.123	.363	-.199	-.078	.074	-.004
	BPV3	-.140	-.199	.403	.047	-.022	-.046
	BH1	-.026	-.078	.047	.338	-.154	-.174
	BH2	.008	.074	-.022	-.154	.448	-.086
	BH3	.026	-.004	-.046	-.174	-.086	.355
Anti-image Correlation	BSI1	-.164	.105	-.084	-.059	-.111	.065
	BSI2						-
		-.075	.106	.061	.047	-.042	5.763
							E-6
	BSI3	-.057	-.095	-.049	.116	-.200	-.094
	BSI4	.118	-.241	.003	.060	-.103	-.078
	BHM1	.124	.022	-.023	-.079	-.039	-.033
	BHM2	-.122	.041	-.005	.038	.198	-.214
	BHM3	.052	-.115	.042	-.065	-.167	.147
	BPV1	.821 ^a	-.285	-.309	-.062	.016	.062
	BPV2	-.285	.736 ^a	-.519	-.222	.184	-.010
	BPV3	-.309	-.519	.776 ^a	.128	-.051	-.122
	BH1	-.062	-.222	.128	.792 ^a	-.395	-.504
	BH2	.016	.184	-.051	-.395	.802 ^a	-.216
	BH3	.062	-.010	-.122	-.504	-.216	.836 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
BSI1	1.000	.773
BSI2	1.000	.821
BSI3	1.000	.349
BSI4	1.000	.391
BHM1	1.000	.813
BHM2	1.000	.901
BHM3	1.000	.785
BPV1	1.000	.703
BPV2	1.000	.819
BPV3	1.000	.796
BH1	1.000	.818
BH2	1.000	.786
BH3	1.000	.786

Extraction Method: Principal
Component Analysis.

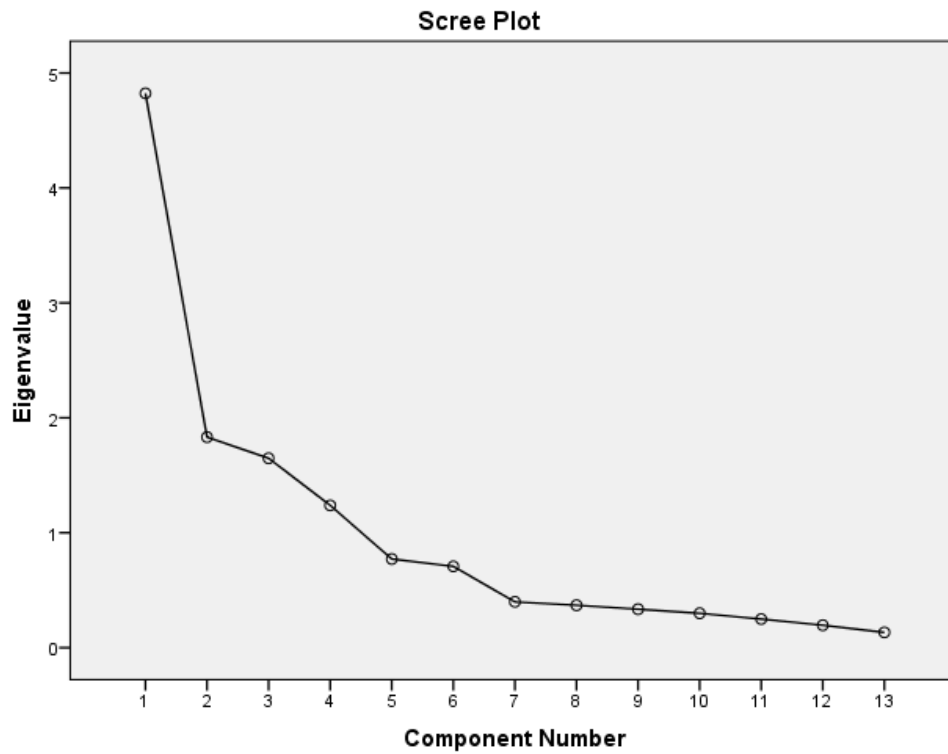
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.823	37.102	37.102	4.823	37.102	37.102	2.564
2	1.832	14.093	51.195	1.832	14.093	51.195	2.428
3	1.648	12.677	63.871	1.648	12.677	63.871	2.353
4	1.238	9.526	73.398	1.238	9.526	73.398	2.197
5	.772	5.936	79.334				
6	.707	5.442	84.776				
7	.398	3.065	87.841				
8	.369	2.839	90.680				
9	.335	2.578	93.258				
10	.299	2.301	95.559				
11	.249	1.914	97.472				
12	.195	1.502	98.974				
13	.133	1.026	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	19.722	19.722
2	18.678	38.399
3	18.100	56.499
4	16.899	73.398
5		
6		
7		
8		
9		
10		
11		
12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
BH3	.749			-.439
BH1	.722			-.521
BHM2	.715	-.430		
BHM3	.666	-.422		
BHM1	.659	-.499		
BH2	.630			-.561
BSI3	.556			
BSI4	.516			
BPV3	.558	.630		
BPV1	.524	.623		
BPV2	.572	.578		
BSI2	.442		.753	
BSI1	.520		.681	

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1
Reproduced Correlation	BSI1	.773 ^a	.788	.411	.507	.182	.244	.195	.291
	BSI2	.788	.821 ^a	.372	.485	.158	.220	.169	.220
	BSI3	.411	.372	.349 ^a	.355	.269	.308	.280	.342
	BSI4	.507	.485	.355	.391 ^a	.208	.256	.223	.340
	BHM1	.182	.158	.269	.208	.813 ^a	.846	.795	.107
	BHM2	.244	.220	.308	.256	.846	.901 ^a	.839	.199
	BHM3	.195	.169	.280	.223	.795	.839	.785 ^a	.168
	BPV1	.291	.220	.342	.340	.107	.199	.168	.703 ^a
	BPV2	.090	-.012	.316	.258	.196	.270	.250	.708
	BPV3	.170	.077	.332	.296	.144	.227	.204	.728
	BH1	.204	.112	.376	.292	.420	.390	.391	.221
	BH2	.367	.305	.374	.339	.290	.250	.252	.110
	BH3	.224	.135	.386	.305	.471	.450	.444	.240
Residual ^b	BSI1		-.091	-.116	-.139	.033	-.021	.003	.011
	BSI2	-.091		-.068	-.109	-.018	.017	-.007	.002
	BSI3	-.116	-.068		-.105	-.022	-.037	.019	-.062
	BSI4	-.139	-.109	-.105		-.003	.013	-.034	-.141
	BHM1	.033	-.018	-.022	-.003		-.047	-.132	.004
	BHM2	-.021	.017	-.037	.013	-.047		-.060	.016
	BHM3	.003	-.007	.019	-.034	-.132	-.060		.007
	BPV1	.011	.002	-.062	-.141	.004	.016	.007	
	BPV2	.008	.027	-.033	.052	-.005	-.014	.007	-.115
	BPV3	.026	.014	-.040	-.040	.026	-.003	-.009	-.109
	BH1	.044	.039	-.104	-.037	-.006	.002	-.002	.038
	BH2	-.013	-.027	-.003	-.054	.004	-.004	.060	.042
	BH3	.002	.042	-.051	.008	-.012	.026	-.058	-.002

Reproduced Correlations

		BPV2	BPV3	BH1	BH2	BH3
Reproduced Correlation	BSI1	.090	.170	.204	.367	.224
	BSI2	-.012	.077	.112	.305	.135
	BSI3	.316	.332	.376	.374	.386
	BSI4	.258	.296	.292	.339	.305
	BHM1	.196	.144	.420	.290	.471
	BHM2	.270	.227	.390	.250	.450
	BHM3	.250	.204	.391	.252	.444
	BPV1	.708	.728	.221	.110	.240
	BPV2	.819 ^a	.799	.358	.154	.371

	BPV3	.799	.796 ^a	.311	.141	.325
	BH1	.358	.311	.818 ^a	.744	.798
	BH2	.154	.141	.744	.786 ^a	.716
	BH3	.371	.325	.798	.716	.786 ^a
Residual ^b	BSI1	.008	.026	.044	-.013	.002
	BSI2	.027	.014	.039	-.027	.042
	BSI3	-.033	-.040	-.104	-.003	-.051
	BSI4	.052	-.040	-.037	-.054	.008
	BHM1	-.005	.026	-.006	.004	-.012
	BHM2	-.014	-.003	.002	-.004	.026
	BHM3	.007	-.009	-.002	.060	-.058
	BPV1	-.115	-.109	.038	.042	-.002
	BPV2		-.076	.010	-.012	-.022
	BPV3	-.076		-.033	.035	.003
	BH1	.010	-.033		-.095	-.052
	BH2	-.012	.035	-.095		-.123
	BH3	-.022	.003	-.052	-.123	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 22 (28.0%) non-redundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
BHM2	.913			
BHM1	.866			
BHM3	.853			
BPV2		.876		
BPV3		.874		
BPV1		.797		
BH1			.845	
BH2			.832	
BH3			.797	
BSI2				.902
BSI1				.862
BSI4				.522
BSI3				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 5 iterations.

Part SM2 Factor Analysis (Vlogging)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
VSI1	2.95	.892	135	0
VSI2	2.96	.909	135	0
VSI3	3.56	.825	135	0
VSI4	3.20	1.042	135	0
VHM1	4.01	.758	135	0
VHM2	3.96	.737	135	0
VHM3	3.87	.876	135	0
VPV1	3.63	.817	135	0
VPV2	3.47	.880	135	0
VPV3	3.40	.866	135	0
VH1	2.93	1.160	135	0
VH2	2.35	1.081	135	0
VH3	3.00	1.037	135	0

Correlation Matrix^a

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1	VPV2
Correlation	VSI1	1.000	.366	.233	.469	.188	.224	.202	-.016	.241
	VSI2	.366	1.000	.108	.472	.141	.232	.219	.122	.162
	VSI3	.233	.108	1.000	.250	.089	.219	.130	.212	.164
	VSI4	.469	.472	.250	1.000	.348	.369	.346	.018	.107
	VHM1	.188	.141	.089	.348	1.000	.748	.709	.149	.252
	VHM2	.224	.232	.219	.369	.748	1.000	.790	.163	.246
	VHM3	.202	.219	.130	.346	.709	.790	1.000	.226	.301
	VPV1	-.016	.122	.212	.018	.149	.163	.226	1.000	.391
	VPV2	.241	.162	.164	.107	.252	.246	.301	.391	1.000
	VPV3	.172	.133	.069	.101	.246	.257	.293	.443	.563
	VH1	.364	.266	.188	.326	.442	.381	.498	.123	.382
	VH2	.336	.256	.122	.295	.243	.260	.330	.020	.288
	VH3	.266	.340	.157	.331	.351	.391	.370	.282	.344
Sig. (1-tailed)	VSI1		.000	.003	.000	.014	.005	.010	.426	.002
	VSI2	.000		.107	.000	.051	.003	.005	.079	.030
	VSI3	.003	.107		.002	.153	.005	.067	.007	.028
	VSI4	.000	.000	.002		.000	.000	.000	.420	.107
	VHM1	.014	.051	.153	.000		.000	.000	.042	.002
	VHM2	.005	.003	.005	.000	.000		.000	.030	.002
	VHM3	.010	.005	.067	.000	.000	.000		.004	.000

VPV1	.426	.079	.007	.420	.042	.030	.004		.000
VPV2	.002	.030	.028	.107	.002	.002	.000	.000	
VPV3	.023	.062	.213	.122	.002	.001	.000	.000	.000
VH1	.000	.001	.015	.000	.000	.000	.000	.077	.000
VH2	.000	.001	.080	.000	.002	.001	.000	.407	.000
VH3	.001	.000	.034	.000	.000	.000	.000	.000	.000

Correlation Matrix^a

		VPV3	VH1	VH2	VH3
Correlation	VSI1	.172	.364	.336	.266
	VSI2	.133	.266	.256	.340
	VSI3	.069	.188	.122	.157
	VSI4	.101	.326	.295	.331
	VHM1	.246	.442	.243	.351
	VHM2	.257	.381	.260	.391
	VHM3	.293	.498	.330	.370
	VPV1	.443	.123	.020	.282
	VPV2	.563	.382	.288	.344
	VPV3	1.000	.294	.169	.291
	VH1	.294	1.000	.709	.602
	VH2	.169	.709	1.000	.559
	VH3	.291	.602	.559	1.000
Sig. (1-tailed)	VSI1	.023	.000	.000	.001
	VSI2	.062	.001	.001	.000
	VSI3	.213	.015	.080	.034
	VSI4	.122	.000	.000	.000
	VHM1	.002	.000	.002	.000
	VHM2	.001	.000	.001	.000
	VHM3	.000	.000	.000	.000
	VPV1	.000	.077	.407	.000
	VPV2	.000	.000	.000	.000
	VPV3		.000	.025	.000
	VH1	.000		.000	.000
	VH2	.025	.000		.000
	VH3	.000	.000	.000	

a. Determinant = .004

Inverse of Correlation Matrix

	VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1	VPV2	VPV3
VSI1	1.505	-.241	-.170	-.467	.038	-.078	.142	.209	-.198	-.114
VSI2	-.241	1.437	.126	-.532	.283	-.177	-.027	-.138	-.033	.035
VSI3	-.170	.126	1.243	-.259	.288	-.508	.258	-.329	-.106	.181
VSI4	-.467	-.532	-.259	1.731	-.334	.020	-.179	.136	.181	-.006
VHM1	.038	.283	.288	-.334	2.745	-1.444	-.571	-.037	-.092	.031
VHM2	-.078	-.177	-.508	.020	-1.444	3.758	-2.013	.294	.080	-.175
VHM3	.142	-.027	.258	-.179	-.571	-2.013	3.397	-.375	-.088	-.007
VPV1	.209	-.138	-.329	.136	-.037	.294	-.375	1.536	-.281	-.466
VPV2	-.198	-.033	-.106	.181	-.092	.080	-.088	-.281	1.709	-.685
VPV3	-.114	.035	.181	-.006	.031	-.175	-.007	-.466	-.685	1.677
VH1	-.230	-.030	-.253	.100	-.613	.697	-.785	.213	-.182	-.188
VH2	-.132	-.004	.064	-.085	.344	-.035	-.109	.238	-.139	.118
VH3	.082	-.229	.088	-.164	-.021	-.521	.393	-.427	-.067	-.022

Inverse of Correlation Matrix

	VH1	VH2	VH3
VSI1	-.230	-.132	.082
VSI2	-.030	-.004	-.229
VSI3	-.253	.064	.088
VSI4	.100	-.085	-.164
VHM1	-.613	.344	-.021
VHM2	.697	-.035	-.521
VHM3	-.785	-.109	.393
VPV1	.213	.238	-.427
VPV2	-.182	-.139	-.067
VPV3	-.188	.118	-.022
VH1	2.930	-1.315	-.659
VH2	-1.315	2.278	-.549
VH3	-.659	-.549	2.016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	726.266
	df	78
	Sig.	.000

Anti-image Matrices

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1
Anti-image Covariance	VSI1	.664	-.111	-.091	-.179	.009	-.014	.028	.090
	VSI2	-.111	.696	.070	-.214	.072	-.033	-.006	-.063
	VSI3	-.091	.070	.804	-.120	.084	-.109	.061	-.172
	VSI4	-.179	-.214	-.120	.578	-.070	.003	-.030	.051
	VHM1	.009	.072	.084	-.070	.364	-.140	-.061	-.009
	VHM2	-.014	-.033	-.109	.003	-.140	.266	-.158	.051
	VHM3	.028	-.006	.061	-.030	-.061	-.158	.294	-.072
	VPV1	.090	-.063	-.172	.051	-.009	.051	-.072	.651
	VPV2	-.077	-.013	-.050	.061	-.020	.012	-.015	-.107
	VPV3	-.045	.015	.087	-.002	.007	-.028	-.001	-.181
	VH1	-.052	-.007	-.069	.020	-.076	.063	-.079	.047
	VH2	-.039	-.001	.022	-.022	.055	-.004	-.014	.068
	VH3	.027	-.079	.035	-.047	-.004	-.069	.057	-.138
	Anti-image Correlation	VSI1	.832 ^a	-.164	-.124	-.289	.019	-.033	.063
VSI2		-.164	.797 ^a	.094	-.337	.142	-.076	-.012	-.093
VSI3		-.124	.094	.584 ^a	-.177	.156	-.235	.126	-.238
VSI4		-.289	-.337	-.177	.808 ^a	-.153	.008	-.074	.084
VHM1		.019	.142	.156	-.153	.826 ^a	-.449	-.187	-.018
VHM2		-.033	-.076	-.235	.008	-.449	.745 ^a	-.564	.122
VHM3		.063	-.012	.126	-.074	-.187	-.564	.808 ^a	-.164
VPV1		.138	-.093	-.238	.084	-.018	.122	-.164	.645 ^a
VPV2		-.124	-.021	-.073	.105	-.043	.032	-.037	-.173
VPV3		-.072	.023	.125	-.004	.014	-.070	-.003	-.291
VH1		-.110	-.015	-.132	.044	-.216	.210	-.249	.100
VH2		-.071	-.002	.038	-.043	.138	-.012	-.039	.127
VH3		.047	-.134	.056	-.088	-.009	-.189	.150	-.243

Anti-image Matrices

		VPV2	VPV3	VH1	VH2	VH3
Anti-image Covariance	VSI1	-.077	-.045	-.052	-.039	.027
	VSI2	-.013	.015	-.007	-.001	-.079
	VSI3	-.050	.087	-.069	.022	.035
	VSI4	.061	-.002	.020	-.022	-.047
	VH					
	M1	-.020	.007	-.076	.055	-.004
	VH					
	M2	.012	-.028	.063	-.004	-.069

	VH	-.015	-.001	-.079	-.014	.057
	M3					
	VPV					
	1	-.107	-.181	.047	.068	-.138
	VPV					
	2	.585	-.239	-.036	-.036	-.020
	VPV					
	3	-.239	.596	-.038	.031	-.007
	VH1	-.036	-.038	.341	-.197	-.112
	VH2	-.036	.031	-.197	.439	-.120
	VH3	-.020	-.007	-.112	-.120	.496
Anti-image Correlation	VSI1	-.124	-.072	-.110	-.071	.047
	VSI2	-.021	.023	-.015	-.002	-.134
	VSI3	-.073	.125	-.132	.038	.056
	VSI4	.105	-.004	.044	-.043	-.088
	VH					
	M1	-.043	.014	-.216	.138	-.009
	VH					
	M2	.032	-.070	.210	-.012	-.189
	VH					
	M3	-.037	-.003	-.249	-.039	.150
	VPV					
	1	-.173	-.291	.100	.127	-.243
	VPV					
	2	.826 ^a	-.405	-.081	-.071	-.036
	VPV					
	3	-.405	.776 ^a	-.085	.060	-.012
	VH1	-.081	-.085	.791 ^a	-.509	-.271
	VH2	-.071	.060	-.509	.792 ^a	-.256
	VH3	-.036	-.012	-.271	-.256	.854 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
VSI1	1.000	.574
VSI2	1.000	.505
VSI3	1.000	.416
VSI4	1.000	.693
VHM1	1.000	.815
VHM2	1.000	.858
VHM3	1.000	.827

VPV1	1.000	.677
VPV2	1.000	.652
VPV3	1.000	.649
VH1	1.000	.788
VH2	1.000	.802
VH3	1.000	.619

Extraction Method: Principal
Component Analysis.

Total Variance Explained

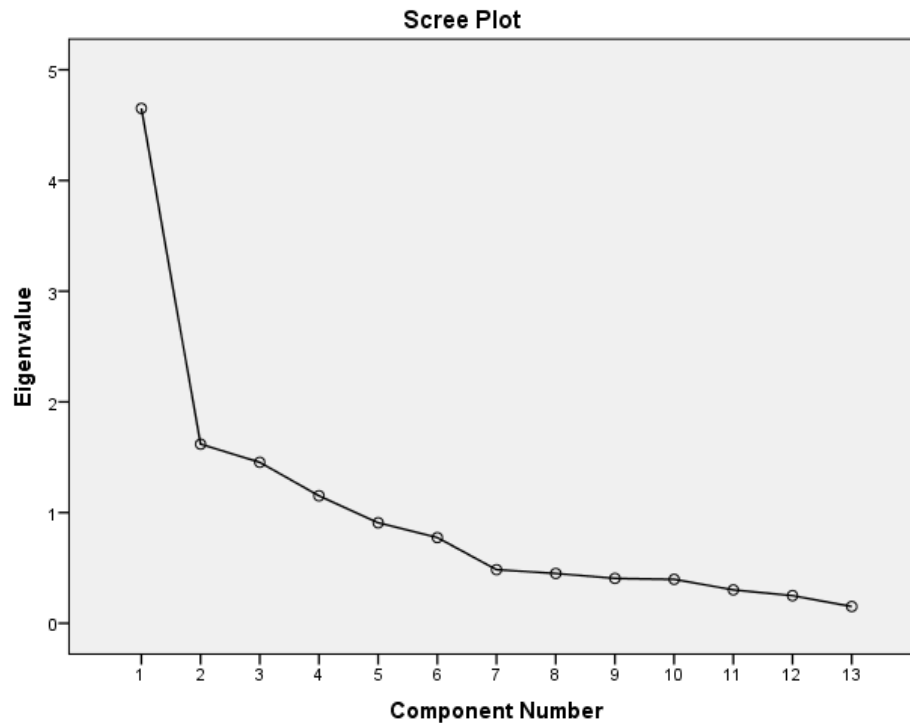
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
				Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.652	35.783	35.783	4.652	35.783	35.783	2.587
2	1.619	12.451	48.234	1.619	12.451	48.234	2.305
3	1.455	11.189	59.423	1.455	11.189	59.423	2.008
4	1.152	8.860	68.283	1.152	8.860	68.283	1.977
5	.908	6.985	75.268				
6	.775	5.958	81.226				
7	.484	3.726	84.952				
8	.450	3.465	88.417				
9	.405	3.119	91.536				
10	.397	3.054	94.590				
11	.302	2.321	96.911				
12	.250	1.923	98.834				
13	.152	1.166	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	19.898	19.898
2	17.730	37.628
3	15.444	53.073
4	15.210	68.283
5		
6		
7		
8		
9		
10		
11		

12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
VH1	.764			-.410
VHM3	.755		-.500	
VHM2	.731		-.553	
VH3	.709			
VHM1	.692		-.577	
VH2	.629			-.514
VSI4	.575	-.477		
VPV2	.555	.488		
VSI1	.508	-.402		
VSI2	.473			
VPV1		.660		
VPV3	.496	.589		
VSI3				.528

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1
Reproduced Correlation	VSI1	.574 ^a	.533	.355	.577	.141	.211	.186	.041
	VSI2	.533	.505 ^a	.372	.552	.145	.220	.187	.082
	VSI3	.355	.372	.416 ^a	.400	.107	.196	.142	.273
	VSI4	.577	.552	.400	.693 ^a	.349	.436	.374	-.006
	VHM1	.141	.145	.107	.349	.815 ^a	.826	.816	.155
	VHM2	.211	.220	.196	.436	.826	.858 ^a	.831	.193
	VHM3	.186	.187	.142	.374	.816	.831	.827 ^a	.214
	VPV1	.041	.082	.273	-.006	.155	.193	.214	.677 ^a
	VPV2	.184	.179	.204	.086	.224	.237	.299	.573
	VPV3	.100	.113	.202	.027	.242	.257	.310	.621
	VH1	.391	.321	.059	.350	.439	.421	.494	.102
	VH2	.396	.309	-.010	.305	.264	.233	.316	-.039
	VH3	.379	.324	.128	.328	.366	.364	.426	.203
Residual ^b	VSI1		-.168	-.123	-.108	.047	.013	.016	-.057
	VSI2	-.168		-.265	-.079	-.004	.011	.032	.040
	VSI3	-.123	-.265		-.150	-.018	.022	-.012	-.061
	VSI4	-.108	-.079	-.150		-.002	-.067	-.027	.024
	VHM1	.047	-.004	-.018	-.002		-.078	-.106	-.006
	VHM2	.013	.011	.022	-.067	-.078		-.041	-.030
	VHM3	.016	.032	-.012	-.027	-.106	-.041		.012
	VPV1	-.057	.040	-.061	.024	-.006	-.030	.012	
	VPV2	.057	-.017	-.040	.021	.028	.009	.001	-.182
	VPV3	.072	.020	-.133	.074	.004	.000	-.017	-.178
	VH1	-.027	-.054	.129	-.025	.002	-.040	.004	.021
	VH2	-.060	-.053	.132	-.010	-.021	.026	.015	.059
	VH3	-.113	.016	.029	.004	-.014	.026	-.056	.079

Reproduced Correlations

		VPV2	VPV3	VH1	VH2	VH3
Reproduced Correlation	VSI1	.184	.100	.391	.396	.379
	VSI2	.179	.113	.321	.309	.324
	VSI3	.204	.202	.059	-.010	.128
	VSI4	.086	.027	.350	.305	.328
	VHM1	.224	.242	.439	.264	.366
	VHM2	.237	.257	.421	.233	.364
	VHM3	.299	.310	.494	.316	.426
	VPV1	.573	.621	.102	-.039	.203
	VPV2	.652 ^a	.637	.425	.327	.461

	VPV3	.637	.649 ^a	.326	.203	.379
	VH1	.425	.326	.788 ^a	.763	.684
	VH2	.327	.203	.763	.802 ^a	.646
	VH3	.461	.379	.684	.646	.619 ^a
Residual ^b	VSI1	.057	.072	-.027	-.060	-.113
	VSI2	-.017	.020	-.054	-.053	.016
	VSI3	-.040	-.133	.129	.132	.029
	VSI4	.021	.074	-.025	-.010	.004
	VHM1	.028	.004	.002	-.021	-.014
	VHM2	.009	.000	-.040	.026	.026
	VHM3	.001	-.017	.004	.015	-.056
	VPV1	-.182	-.178	.021	.059	.079
	VPV2		-.074	-.043	-.039	-.117
	VPV3	-.074		-.032	-.034	-.088
	VH1	-.043	-.032		-.054	-.082
	VH2	-.039	-.034	-.054		-.087
	VH3	-.117	-.088	-.082	-.087	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 32 (41.0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
VHM2	.887			
VHM1	.876			
VHM3	.854			
VH2		.875		
VH1		.800		
VH3		.665		
VPV1			.809	
VPV3			.768	
VPV2			.725	
VSI4				.746
VSI1				.684
VSI2				.670
VSI3				.571

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 5 iterations.

Part SM3: Factor Analysis (Pop-Up Stores)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
PSI1	2.98	.853	89	0
PSI2	3.07	.902	89	0
PSI3	3.31	.806	89	0
PSI4	3.29	.907	89	0
PHM1	3.60	.822	89	0
PHM2	3.61	.820	89	0
PHM3	3.29	.894	89	0
PPV1	3.45	.840	89	0
PPV2	3.46	.770	89	0
PPV3	3.52	.709	89	0
PH1	2.55	1.023	89	0
PH2	2.06	.884	89	0
PH3	2.65	1.056	89	0

Correlation Matrix^a

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Correlation	PSI1	1.000	.652	.258	.258	.246	.198	.188	.332
	PSI2	.652	1.000	.252	.517	.497	.420	.398	.230
	PSI3	.258	.252	1.000	.355	.349	.292	.265	.410
	PSI4	.258	.517	.355	1.000	.572	.492	.454	.258
	PHM1	.246	.497	.349	.572	1.000	.840	.704	.448
	PHM2	.198	.420	.292	.492	.840	1.000	.778	.425
	PHM3	.188	.398	.265	.454	.704	.778	1.000	.292
	PPV1	.332	.230	.410	.258	.448	.425	.292	1.000
	PPV2	.310	.217	.368	.245	.370	.416	.265	.678
	PPV3	.377	.371	.170	.187	.226	.217	.225	.541
	PH1	.145	.181	.201	.155	.336	.396	.294	.344
	PH2	.092	.095	.087	.079	.251	.344	.310	.119
	PH3	.218	.192	.130	.179	.359	.417	.386	.281
Sig. (1-tailed)	PSI1		.000	.007	.007	.010	.031	.039	.001
	PSI2	.000		.009	.000	.000	.000	.000	.015
	PSI3	.007	.009		.000	.000	.003	.006	.000
	PSI4	.007	.000	.000		.000	.000	.000	.007
	PHM1	.010	.000	.000	.000		.000	.000	.000
	PHM2	.031	.000	.003	.000	.000		.000	.000
	PHM3	.039	.000	.006	.000	.000	.000		.003

PPV1	.001	.015	.000	.007	.000	.000	.003	
PPV2	.002	.021	.000	.010	.000	.000	.006	.000
PPV3	.000	.000	.056	.040	.016	.021	.017	.000
PH1	.088	.045	.029	.073	.001	.000	.003	.000
PH2	.195	.188	.210	.232	.009	.000	.002	.134
PH3	.020	.036	.112	.047	.000	.000	.000	.004

Correlation Matrix^a

		PPV2	PPV3	PH1	PH2	PH3
Correlation	PSI1	.310	.377	.145	.092	.218
	PSI2	.217	.371	.181	.095	.192
	PSI3	.368	.170	.201	.087	.130
	PSI4	.245	.187	.155	.079	.179
	PHM1	.370	.226	.336	.251	.359
	PHM2	.416	.217	.396	.344	.417
	PHM3	.265	.225	.294	.310	.386
	PPV1	.678	.541	.344	.119	.281
	PPV2	1.000	.642	.439	.262	.353
	PPV3	.642	1.000	.293	.171	.289
	PH1	.439	.293	1.000	.707	.695
	PH2	.262	.171	.707	1.000	.642
	PH3	.353	.289	.695	.642	1.000
Sig. (1-tailed)	PSI1	.002	.000	.088	.195	.020
	PSI2	.021	.000	.045	.188	.036
	PSI3	.000	.056	.029	.210	.112
	PSI4	.010	.040	.073	.232	.047
	PHM1	.000	.016	.001	.009	.000
	PHM2	.000	.021	.000	.000	.000
	PHM3	.006	.017	.003	.002	.000
	PPV1	.000	.000	.000	.134	.004
	PPV2		.000	.000	.007	.000
	PPV3	.000		.003	.055	.003
	PH1	.000	.003		.000	.000
	PH2	.007	.055	.000		.000
	PH3	.000	.003	.000	.000	

a. Determinant = .000

Inverse of Correlation Matrix

	PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1	PPV2	PPV3
PSI1	2.123	-1.561	-.151	.198	.263	.274	.036	-.436	-.290	.086
PSI2	-1.561	2.897	-.034	-.666	-.694	-.330	-.008	.566	.575	-.812
PSI3	-.151	-.034	1.408	-.286	-.160	.293	-.206	-.371	-.358	.328
PSI4	.198	-.666	-.286	1.772	-.565	.004	-.142	.068	-.140	.076
PHM1	.263	-.694	-.160	-.565	4.261	-2.540	-.384	-.635	.151	.231
PHM2	.274	-.330	.293	.004	-2.540	5.108	-1.869	-.280	-.928	.708
PHM3	.036	-.008	-.206	-.142	-.384	-1.869	2.858	.176	.466	-.465
PPV1	-.436	.566	-.371	.068	-.635	-.280	.176	2.437	-.787	-.624
PPV2	-.290	.575	-.358	-.140	.151	-.928	.466	-.787	2.843	-1.243
PPV3	.086	-.812	.328	.076	.231	.708	-.465	-.624	-1.243	2.268
PH1	.376	-.403	-.121	.083	.001	-.123	.324	-.370	-.433	.115
PH2	-.130	.222	-.005	.109	.111	-.278	-.216	.489	-.029	-.065
PH3	-.380	.308	.146	-.057	-.140	-.066	-.305	.016	.072	-.196

Inverse of Correlation Matrix

	PH1	PH2	PH3
PSI1	.376	-.130	-.380
PSI2	-.403	.222	.308
PSI3	-.121	-.005	.146
PSI4	.083	.109	-.057
PHM1	.001	.111	-.140
PHM2	-.123	-.278	-.066
PHM3	.324	-.216	-.305
PPV1	-.370	.489	.016
PPV2	-.433	-.029	.072
PPV3	.115	-.065	-.196
PH1	2.913	-1.305	-1.041
PH2	-1.305	2.395	-.612
PH3	-1.041	-.612	2.354

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
Bartlett's Test of Sphericity	Approx. Chi-Square	634.319
	df	78
	Sig.	.000

Anti-image Matrices

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Anti-image Covariance	PSI1	.471	-.254	-.050	.053	.029	.025	.006	-.084
	PSI2	-.254	.345	-.008	-.130	-.056	-.022	-.001	.080
	PSI3	-.050	-.008	.710	-.115	-.027	.041	-.051	-.108
	PSI4	.053	-.130	-.115	.564	-.075	.000	-.028	.016
	PHM1	.029	-.056	-.027	-.075	.235	-.117	-.032	-.061
	PHM2	.025	-.022	.041	.000	-.117	.196	-.128	-.023
	PHM3	.006	-.001	-.051	-.028	-.032	-.128	.350	.025
	PPV1	-.084	.080	-.108	.016	-.061	-.023	.025	.410
	PPV2	-.048	.070	-.090	-.028	.012	-.064	.057	-.114
	PPV3	.018	-.124	.103	.019	.024	.061	-.072	-.113
	PH1	.061	-.048	-.030	.016	6.388E-5	-.008	.039	-.052
	PH2	-.026	.032	-.002	.026	.011	-.023	-.032	.084
	PH3	-.076	.045	.044	-.014	-.014	-.005	-.045	.003
Anti-image Correlation	PSI1	.676 ^a	-.629	-.087	.102	.087	.083	.015	-.192
	PSI2	-.629	.687 ^a	-.017	-.294	-.197	-.086	-.003	.213
	PSI3	-.087	-.017	.835 ^a	-.181	-.065	.109	-.103	-.200
	PSI4	.102	-.294	-.181	.886 ^a	-.206	.001	-.063	.033
	PHM1	.087	-.197	-.065	-.206	.855 ^a	-.544	-.110	-.197
	PHM2	.083	-.086	.109	.001	-.544	.799 ^a	-.489	-.079
	PHM3	.015	-.003	-.103	-.063	-.110	-.489	.853 ^a	.067
	PPV1	-.192	.213	-.200	.033	-.197	-.079	.067	.823 ^a
	PPV2	-.118	.200	-.179	-.062	.043	-.244	.163	-.299
	PPV3	.039	-.317	.184	.038	.074	.208	-.183	-.265
	PH1	.151	-.139	-.060	.036	.000	-.032	.112	-.139
	PH2	-.058	.084	-.003	.053	.035	-.079	-.083	.202
	PH3	-.170	.118	.080	-.028	-.044	-.019	-.118	.007

Anti-image Matrices

		PPV2	PPV3	PH1	PH2	PH3
Anti-image Covariance	PSI1	-.048	.018	.061	-.026	-.076
	PSI2	.070	-.124	-.048	.032	.045
	PSI3	-.090	.103	-.030	-.002	.044
	PSI4	-.028	.019	.016	.026	-.014
	PHM1	.012	.024	6.388E-5	.011	-.014
	PHM2	-.064	.061	-.008	-.023	-.005
	PHM3	.057	-.072	.039	-.032	-.045
	PPV1	-.114	-.113	-.052	.084	.003

	PPV2	.352	-.193	-.052	-.004	.011
	PPV3	-.193	.441	.017	-.012	-.037
	PH1	-.052	.017	.343	-.187	-.152
	PH2	-.004	-.012	-.187	.418	-.109
	PH3	.011	-.037	-.152	-.109	.425
Anti-image Correlation	PSI1	-.118	.039	.151	-.058	-.170
	PSI2	.200	-.317	-.139	.084	.118
	PSI3	-.179	.184	-.060	-.003	.080
	PSI4	-.062	.038	.036	.053	-.028
	PHM1	.043	.074	.000	.035	-.044
	PHM2	-.244	.208	-.032	-.079	-.019
	PHM3	.163	-.183	.112	-.083	-.118
	PPV1	-.299	-.265	-.139	.202	.007
	PPV2	.788 ^a	-.490	-.150	-.011	.028
	PPV3	-.490	.721 ^a	.045	-.028	-.085
	PH1	-.150	.045	.785 ^a	-.494	-.398
	PH2	-.011	-.028	-.494	.778 ^a	-.258
	PH3	.028	-.085	-.398	-.258	.855 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
PSI1	1.000	.813
PSI2	1.000	.869
PSI3	1.000	.405
PSI4	1.000	.598
PHM1	1.000	.839
PHM2	1.000	.848
PHM3	1.000	.736
PPV1	1.000	.784
PPV2	1.000	.813
PPV3	1.000	.681
PH1	1.000	.797
PH2	1.000	.801
PH3	1.000	.763

Extraction Method: Principal
Component Analysis.

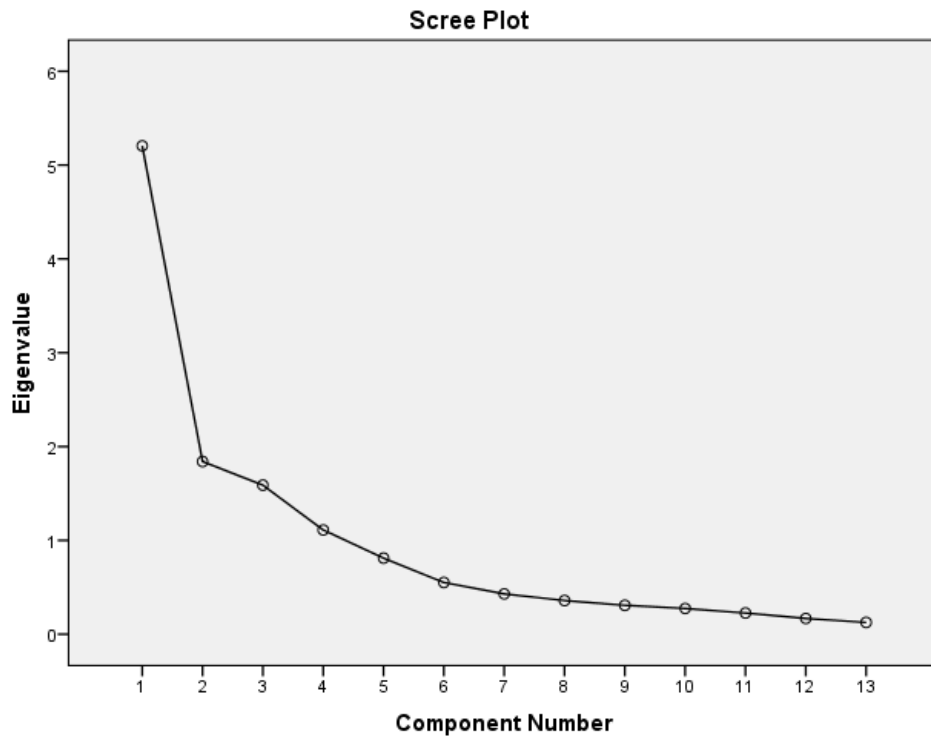
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.205	40.038	40.038	5.205	40.038	40.038	3.080
2	1.841	14.159	54.197	1.841	14.159	54.197	2.509
3	1.589	12.221	66.418	1.589	12.221	66.418	2.425
4	1.111	8.549	74.967	1.111	8.549	74.967	1.732
5	.811	6.239	81.206				
6	.551	4.241	85.447				
7	.430	3.307	88.754				
8	.359	2.764	91.518				
9	.308	2.370	93.888				
10	.275	2.114	96.002				
11	.226	1.738	97.740				
12	.168	1.294	99.034				
13	.126	.966	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	23.688	23.688
2	19.298	42.987
3	18.657	61.644
4	13.323	74.967
5		
6		
7		
8		
9		
10		
11		
12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
PHM2	.800			
PHM1	.793			
PHM3	.710			
PPV2	.679		.509	
PPV1	.659			
PH3	.624	.574		
PSI2	.606			.543
PSI4	.588			
PSI3				
PH2		.701		
PH1	.627	.629		
PPV3	.560		.604	
PSI1				.581

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Reproduced Correlation	PSI1	.813 ^a	.760	.195	.348	.236	.164	.164	.290
	PSI2	.760	.869 ^a	.246	.564	.494	.418	.427	.226
	PSI3	.195	.246	.405 ^a	.349	.437	.412	.340	.511
	PSI4	.348	.564	.349	.598 ^a	.653	.606	.582	.288
	PHM1	.236	.494	.437	.653	.839 ^a	.833	.773	.428
	PHM2	.164	.418	.412	.606	.833	.848 ^a	.782	.420
	PHM3	.164	.427	.340	.582	.773	.782	.736 ^a	.305
	PPV1	.290	.226	.511	.288	.428	.420	.305	.784 ^a
	PPV2	.315	.208	.463	.217	.374	.385	.268	.780
	PPV3	.518	.363	.344	.173	.214	.195	.117	.627
	PH1	.163	.142	.127	.099	.342	.430	.363	.342
	PH2	.082	.096	-.014	.042	.270	.369	.332	.127
	PH3	.213	.227	.095	.148	.367	.448	.397	.264
Residual ^b	PSI1		-.108	.063	-.089	.010	.034	.024	.042
	PSI2	-.108		.006	-.047	.003	.002	-.029	.004
	PSI3	.063	.006		.006	-.088	-.119	-.075	-.101
	PSI4	-.089	-.047	.006		-.081	-.114	-.128	-.029
	PHM1	.010	.003	-.088	-.081		.007	-.069	.020
	PHM2	.034	.002	-.119	-.114	.007		-.004	.004
	PHM3	.024	-.029	-.075	-.128	-.069	-.004		-.012
	PPV1	.042	.004	-.101	-.029	.020	.004	-.012	
	PPV2	-.004	.009	-.095	.028	-.004	.031	-.003	-.101
	PPV3	-.141	.008	-.174	.014	.013	.021	.108	-.086
	PH1	-.018	.039	.074	.056	-.006	-.034	-.069	.001
	PH2	.010	-.001	.100	.036	-.019	-.024	-.022	-.008
	PH3	.006	-.035	.035	.031	-.008	-.030	-.012	.017

Reproduced Correlations

		PPV2	PPV3	PH1	PH2	PH3
Reproduced Correlation	PSI1	.315	.518	.163	.082	.213
	PSI2	.208	.363	.142	.096	.227
	PSI3	.463	.344	.127	-.014	.095
	PSI4	.217	.173	.099	.042	.148
	PHM1	.374	.214	.342	.270	.367
	PHM2	.385	.195	.430	.369	.448
	PHM3	.268	.117	.363	.332	.397
	PPV1	.780	.627	.342	.127	.264
	PPV2	.813 ^a	.674	.467	.260	.383

	PPV3	.674	.681 ^a	.360	.184	.310
	PH1	.467	.360	.797 ^a	.766	.768
	PH2	.260	.184	.766	.801 ^a	.762
	PH3	.383	.310	.768	.762	.763 ^a
Residual ^b	PSI1	-.004	-.141	-.018	.010	.006
	PSI2	.009	.008	.039	-.001	-.035
	PSI3	-.095	-.174	.074	.100	.035
	PSI4	.028	.014	.056	.036	.031
	PHM1	-.004	.013	-.006	-.019	-.008
	PHM2	.031	.021	-.034	-.024	-.030
	PHM3	-.003	.108	-.069	-.022	-.012
	PPV1	-.101	-.086	.001	-.008	.017
	PPV2		-.032	-.028	.002	-.030
	PPV3	-.032		-.067	-.013	-.022
	PH1	-.028	-.067		-.058	-.073
	PH2	.002	-.013	-.058		-.120
	PH3	-.030	-.022	-.073	-.120	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 25 (32.0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
PHM1	.860			
PHM2	.845			
PHM3	.809			
PSI4	.692			
PH2		.887		
PH1		.840		
PH3		.830		
PPV2			.844	
PPV1			.841	
PPV3			.701	
PSI3				
PSI1				.861
PSI2				.827

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 6 iterations.

Part SM4: Correlation Matrices for Continual Intention to Use

Correlation Matrix for CI (Blogging)

		BCI1	BCI2
Correlation	BCI1	1.000	0.810
	BCI2	0.810	1.000

Correlation Matrix for CI (Vlogging)

		VCI1	VCI2
Correlation	VCI1	1.000	0.835
	VCI2	0.835	1.000

Correlation Matrix for CI (Pop-up store owning)

		PCI1	PCI2
Correlation	PCI1	1.000	0.790
	PCI2	0.790	1.000

Part SM5: Multiple Regression (Blogging)

Descriptive Statistics

	Mean	Std. Deviation	N
BContInt	3.9419	.74117	129
BHedMot	3.8501	.69592	129
BPriVal	3.7313	.69856	129
BHab	2.9767	.91495	129
BSocInf	3.3178	.76133	129

Correlations

		BContInt	BHedMot	BPriVal	BHab	BSocInf
Pearson Correlation	BContInt	1.000	.591	.304	.587	.192
	BHedMot	.591	1.000	.250	.465	.277
	BPriVal	.304	.250	1.000	.328	.274
	BHab	.587	.465	.328	1.000	.361
	BSocInf	.192	.277	.274	.361	1.000
Sig. (1-tailed)	BContInt	.	.000	.000	.000	.015
	BHedMot	.000	.	.002	.000	.001
	BPriVal	.000	.002	.	.000	.001
	BHab	.000	.000	.000	.	.000
	BSocInf	.015	.001	.001	.000	.
N	BContInt	129	129	129	129	129
	BHedMot	129	129	129	129	129
	BPriVal	129	129	129	129	129
	BHab	129	129	129	129	129
	BSocInf	129	129	129	129	129

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BSocInf, BPriVal, BHedMot, BHab ^b	.	Enter

a. Dependent Variable: BContInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.698 ^a	.487	.471	.53931	.487	29.438

Model Summary^b

Model	df1	df2	Sig. F Change	Durbin-Watson
1	4	124	.000	1.770

a. Predictors: (Constant), BSocInf, BPriVal, BHedMot, BHab

b. Dependent Variable: BContInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.248	4	8.562	29.438	.000 ^b
	Residual	36.066	124	.291		
	Total	70.314	128			

a. Dependent Variable: BContInt

b. Predictors: (Constant), BSocInf, BPriVal, BHedMot, BHab

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.224	.348		3.521	.001
	BHedMot	.433	.078	.407	5.525	.000
	BPriVal	.102	.074	.096	1.381	.170
	BHab	.324	.062	.400	5.189	.000
	BSocInf	-.089	.069	-.091	-1.293	.198

Part SM6: Multiple Regression (Vlogging)

Descriptive Statistics

	Mean	Std. Deviation	N
VContInt	3.8185	.71134	135
VHedMot	3.9481	.72146	135
VHab	2.7605	.94689	135
VPriVal	3.5012	.68613	135
VSocInf	3.1685	.64634	135

Correlations

		VContInt	VHedMot	VHab	VPriVal	VSocInf
Pearson Correlation	VContInt	1.000	.507	.565	.366	.302
	VHedMot	.507	1.000	.464	.328	.360
	VHab	.565	.464	1.000	.353	.451
	VPriVal	.366	.328	.353	1.000	.216
	VSocInf	.302	.360	.451	.216	1.000
Sig. (1-tailed)	VContInt	.	.000	.000	.000	.000
	VHedMot	.000	.	.000	.000	.000
	VHab	.000	.000	.	.000	.000
	VPriVal	.000	.000	.000	.	.006
	VSocInf	.000	.000	.000	.006	.
N	VContInt	135	135	135	135	135
	VHedMot	135	135	135	135	135
	VHab	135	135	135	135	135
	VPriVal	135	135	135	135	135
	VSocInf	135	135	135	135	135

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	VSocInf, VPriVal, VHedMot, VHab ^b	.	Enter

a. Dependent Variable: VContInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.642 ^a	.412	.393	.55399	.412	22.732

Model Summary^b

Model	df1	df2	Change Statistics	
			Sig. F Change	Durbin-Watson
1	4	130	.000	2.078

a. Predictors: (Constant), VSocInf, VPriVal, VHedMot, VHab

b. Dependent Variable: VContInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.906	4	6.977	22.732	.000 ^b
	Residual	39.897	130	.307		
	Total	67.804	134			

a. Dependent Variable: VContInt

b. Predictors: (Constant), VSocInf, VPriVal, VHedMot, VHab

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	.348		4.092	.000
	VHedMot	.281	.078	.285	3.618	.000
	VHab	.290	.062	.386	4.659	.000
	VPriVal	.142	.076	.137	1.871	.064
	VSocInf	-.004	.085	-.004	-.049	.961

Part SM7: Multiple Regression (Pop-Up Store)

Descriptive Statistics

	Mean	Std. Deviation	N
PcontInt	3.4494	.83613	89
PHedMotSI4	3.4466	.73321	89
PHab	2.4195	.87693	89
PPriVal	3.4757	.66835	89
PSocInf	3.0225	.79740	89

Correlations

		PcontInt	PHedMotSI4	PHab	PPriVal	PSocInf
Pearson Correlation	PcontInt	1.000	.556	.525	.494	.283
	PHedMotSI4	.556	1.000	.386	.406	.444
	PHab	.525	.386	1.000	.375	.195
	PPriVal	.494	.406	.375	1.000	.385
	PSocInf	.283	.444	.195	.385	1.000
Sig. (1-tailed)	PcontInt	.	.000	.000	.000	.004
	PHedMotSI4	.000	.	.000	.000	.000
	PHab	.000	.000	.	.000	.034
	PPriVal	.000	.000	.000	.	.000
	PSocInf	.004	.000	.034	.000	.
N	PcontInt	89	89	89	89	89
	PHedMotSI4	89	89	89	89	89
	PHab	89	89	89	89	89
	PPriVal	89	89	89	89	89
	PSocInf	89	89	89	89	89

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PSocInf, PHab, PPriVal, PHedMotSI4 ^b	.	Enter

a. Dependent Variable: PcontInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.685 ^a	.469	.444	.62361	.469	18.551

Model Summary^b

Model	df1	df2	Change Statistics	
			Sig. F Change	Durbin-Watson
1	4	84	.000	2.095

a. Predictors: (Constant), PSocInf, PHab, PPriVal, PHedMotSI4

b. Dependent Variable: PcontInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.856	4	7.214	18.551	.000 ^b
	Residual	32.666	84	.389		
	Total	61.522	88			

a. Dependent Variable: PcontInt

b. Predictors: (Constant), PSocInf, PHab, PPriVal, PHedMotSI4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.378	.405		.933	.353
	PHedMotSI4	.400	.110	.351	3.649	.000
	PHab	.288	.085	.302	3.379	.001
	PPriVal	.312	.116	.249	2.678	.009
	PSocInf	-.029	.096	-.028	-.302	.763