

companies

Correlation Matrix Between Sorts

SORTS			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20																	
1	comm1		100	56	58	56	58	63	48	48	43	54	58	56	52	55	58	40	58
64	12	59																	
2	comm2		56	100	74	76	72	82	73	78	71	76	68	77	69	77	67	50	82
82	29	76																	
3	comm3		58	74	100	74	73	75	59	82	69	72	52	71	67	72	66	48	73
78	20	78																	
4	comm4		56	76	74	100	71	70	71	66	67	60	51	60	56	70	54	43	67
67	24	68																	
5	comm5		58	72	73	71	100	79	70	63	63	62	57	69	59	78	69	57	64
67	24	75																	
6	comm6		63	82	75	70	79	100	74	71	74	69	62	82	55	85	75	62	76
78	20	81																	
7	comm7		48	73	59	71	70	74	100	62	53	60	56	70	54	78	68	50	70
67	29	61																	
8	comm8		48	78	82	66	63	71	62	100	67	79	55	70	69	65	69	53	71
76	17	75																	
9	comm9		43	71	69	67	63	74	53	67	100	68	42	63	52	63	61	47	72
75	21	74																	
10	comm10		54	76	72	60	62	69	60	79	68	100	68	63	63	66	69	55	70
68	7	79																	
11	comm11		58	68	52	51	57	62	56	55	42	68	100	63	61	59	60	48	60
59	18	62																	
12	comm12		56	77	71	60	69	82	70	70	63	63	63	100	62	75	67	60	78
80	38	75																	
13	comm13		52	69	67	56	59	55	54	69	52	63	61	62	100	53	64	41	65
72	39	68																	
14	comm14		55	77	72	70	78	85	78	65	63	66	59	75	53	100	64	50	76
73	19	71																	
15	comm15		58	67	66	54	69	75	68	69	61	69	60	67	64	64	100	56	62
62	27	72																	
16	comm16		40	50	48	43	57	62	50	53	47	55	48	60	41	50	56	100	47
48	9	58																	
17	comm17		58	82	73	67	64	76	70	71	72	70	60	78	65	76	62	47	100
86	27	77																	
18	comm18		64	82	78	67	67	78	67	76	75	68	59	80	72	73	62	48	86
100	38	78																	
19	comm19		12	29	20	24	24	20	29	17	21	7	18	38	39	19	27	9	27
38	100	32																	
20	comm20		59	76	78	68	75	81	61	75	74	79	62	75	68	71	72	58	77
78	32	100																	

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Unrotated Factor Matrix
 Factors

		1	2	3	4	5	6	7
8								
	SORTS							
	1 comm1	0.6642	-0.0861	0.0071	-0.1111	0.0162	0.0772	-
0.0392	0.0052							
	2 comm2	0.9044	0.1044	0.0189	0.0972	0.0139	0.0095	-
0.0990	0.0125							
	3 comm3	0.8515	-0.0415	0.0011	0.1569	0.0365	-0.1900	-
0.0796	0.0574							
	4 comm4	0.7867	0.1269	0.0267	0.0537	0.0044	-0.1057	-
0.2762	0.1152							
	5 comm5	0.8288	0.0141	0.0008	-0.1702	0.0400	-0.1262	-
0.0441	0.0258							
	6 comm6	0.9027	0.0970	0.0165	-0.2217	0.0714	-0.1322	
0.1016	0.0328							
	7 comm7	0.7870	0.2255	0.0856	-0.1698	0.0398	0.0327	-
0.1036	0.0135							
	8 comm8	0.8350	-0.1742	0.0371	0.2045	0.0637	-0.1007	-
0.0322	0.0172							
	9 comm9	0.7682	0.0623	0.0073	0.2335	0.0851	-0.2514	
0.2524	0.1601							
	10 comm10	0.8140	-0.3471	0.2082	0.0440	0.0039	-0.1218	-
0.0575	0.0263							
	11 comm11	0.7081	-0.1910	0.0455	-0.1525	0.0316	0.2213	-
0.1535	0.0737							
	12 comm12	0.8644	0.0921	0.0149	-0.0779	0.0077	0.1067	
0.1963	0.0426							
	13 comm13	0.7518	-0.1587	0.0298	0.1867	0.0525	0.2903	-
0.0740	0.0884							
	14 comm14	0.8428	0.2304	0.0899	-0.1771	0.0435	-0.1075	-
0.1286	0.0386							
	15 comm15	0.7993	-0.1916	0.0460	-0.1776	0.0438	0.0344	
0.0421	0.0002							
	16 comm16	0.6127	-0.0907	0.0081	-0.2264	0.0748	-0.1026	
0.1138	0.0263							
	17 comm17	0.8654	0.1238	0.0257	0.1239	0.0225	0.0812	
0.0001	0.0030							
	18 comm18	0.8928	0.0998	0.0173	0.2111	0.0682	0.1431	
0.0736	0.0182							
	19 comm19	0.2926	0.1715	0.0483	0.0858	0.0108	0.3747	
0.1747	0.1876							
	20 comm20	0.8904	-0.0913	0.0086	0.0809	0.0097	-0.0885	
0.1597	0.0349							
	Eigenvalues	12.6372	0.4825	0.0703	0.5067	0.0400	0.5191	
0.3453	0.0993							
	% expl.Var.	63	2	0	3	0	3	
2	0							

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Cumulative Communalities Matrix

		Factors 1 Thru						
		1	2	3	4	5	6	7
8								
SORTS								
1 comm1		0.4412	0.4486	0.4487	0.4610	0.4613	0.4672	
0.4688	0.4688							
2 comm2		0.8180	0.8289	0.8292	0.8387	0.8389	0.8390	
0.8488	0.8489							
3 comm3		0.7251	0.7268	0.7268	0.7514	0.7527	0.7888	
0.7952	0.7985							
4 comm4		0.6189	0.6350	0.6357	0.6386	0.6386	0.6498	
0.7261	0.7394							
5 comm5		0.6869	0.6871	0.6871	0.7161	0.7177	0.7336	
0.7356	0.7362							
6 comm6		0.8149	0.8243	0.8246	0.8738	0.8789	0.8963	
0.9067	0.9077							
7 comm7		0.6194	0.6703	0.6776	0.7065	0.7081	0.7091	
0.7199	0.7200							
8 comm8		0.6972	0.7275	0.7289	0.7707	0.7748	0.7849	
0.7860	0.7863							
9 comm9		0.5901	0.5939	0.5940	0.6485	0.6558	0.7190	
0.7827	0.8083							
10 comm10		0.6625	0.7830	0.8263	0.8283	0.8283	0.8431	
0.8464	0.8471							
11 comm11		0.5013	0.5378	0.5399	0.5632	0.5642	0.6131	
0.6367	0.6421							
12 comm12		0.7472	0.7557	0.7559	0.7620	0.7620	0.7734	
0.8120	0.8138							
13 comm13		0.5652	0.5904	0.5913	0.6262	0.6289	0.7132	
0.7187	0.7265							
14 comm14		0.7103	0.7634	0.7715	0.8029	0.8048	0.8163	
0.8328	0.8343							
15 comm15		0.6389	0.6756	0.6777	0.7092	0.7112	0.7124	
0.7141	0.7141							
16 comm16		0.3755	0.3837	0.3838	0.4350	0.4406	0.4511	
0.4641	0.4648							
17 comm17		0.7489	0.7643	0.7649	0.7803	0.7808	0.7874	
0.7874	0.7874							
18 comm18		0.7971	0.8071	0.8074	0.8519	0.8566	0.8770	
0.8825	0.8828							
19 comm19		0.0856	0.1151	0.1174	0.1247	0.1249	0.2652	
0.2957	0.3310							
20 comm20		0.7929	0.8012	0.8013	0.8078	0.8079	0.8158	
0.8413	0.8425							
cum% expl.Var.		63	66	66	68	69	71	
73	74							

Rotating Angles Used Between Factors

FTR#1	FTR#2	ANGLE
6	4	40.
1	4	-2.
1	4	-3.
1	4	-1.
1	4	-1.
1	4	-1.
1	4	-1.
1	4	-1.

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Factor Matrix with an X Indicating a Defining Sort

Loadings			
QSORT	1	2	3
1 comm1	0.4855X	0.3338	0.2344
2 comm2	0.5422	0.5965	0.3150
3 comm3	0.4762	0.7026	0.1133
4 comm4	0.5471	0.4998	0.1739
5 comm5	0.6816	0.4761	0.1650
6 comm6	0.7472X	0.5304	0.2552
7 comm7	0.6678X	0.3445	0.3318
8 comm8	0.3950	0.7089X	0.1394
9 comm9	0.3170	0.8127X	0.2009
10 comm10	0.4803	0.6162	0.0632
11 comm11	0.5207X	0.2706	0.3160
12 comm12	0.5553	0.5196	0.4611
13 comm13	0.2860	0.4887	0.4307
14 comm14	0.7375X	0.4260	0.2426
15 comm15	0.5979	0.4338	0.2328
16 comm16	0.5336X	0.3537	0.1229
17 comm17	0.4690	0.5837	0.3914
18 comm18	0.3962	0.6557X	0.4682
19 comm19	0.0275	0.1438	0.5559X
20 comm20	0.4813	0.7122X	0.2481
% expl.Var.	27	29	9

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Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1 comm1	0.000	2.842
2 comm2	0.000	2.842
3 comm3	0.000	2.842
4 comm4	0.000	2.842
5 comm5	0.000	2.842
6 comm6	0.000	2.842
7 comm7	0.000	2.842
8 comm8	0.000	2.842
9 comm9	0.000	2.842
10 comm10	0.000	2.842
11 comm11	0.000	2.842
12 comm12	0.000	2.842
13 comm13	0.000	2.842
14 comm14	0.000	2.842
15 comm15	0.000	2.842
16 comm16	0.000	2.842
17 comm17	0.000	2.842
18 comm18	0.000	2.842
19 comm19	0.000	2.842
20 comm20	0.000	2.842

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Rank Statement Totals with Each Factor

Factors

No.	Statement	No.	1
2	3		
1	1. A profile of the organisation's activities increas	1	0.38 22
0.02 27	0.35 24		
2	2. A virtual library is impractical in making the orga	2	-0.36 35
-0.71 41	-1.41 51		
3	3. The corporate website must contain information abou	3	-0.04 26
0.54 18	-1.06 47		
4	4. Information about any community efforts in which	4	-0.57 40
0.62 17	-1.06 47		
5	5. The corporate website must contain information abou	5	-0.64 41
0.54 19	-1.06 47		
6	6. An organisation's website must provide for a commu	6	-0.54 39
-1.13 47	-0.35 36		
7	7. Placing the organisation's history on its website i	7	0.28 23
0.20 23	-0.70 42		
8	8. Information about the organisation's culture is irr	8	-0.36 34
-0.80 42	0.35 24		
9	9. A media section with access to the organisation's m	9	-0.13 27
0.96 12	0.70 18		
10	10. Information about the organisation must be exclude	10	-0.52 38
-1.13 46	-1.41 51		
11	11. Users do not appreciate an educational section on	11	-1.01 47
-1.06 44	0.00 30		
12	12. A section on the organisation's special events is	12	-0.24 29
-0.68 39	-0.70 42		
13	13. Information about the organisation's products must	13	1.41 7
1.27 8	-0.35 36		
14	14. Content management software restricts the coordina	14	-0.27 30
-0.58 38	-0.70 42		
15	15. A contact directory with individual employees' det	15	0.63 17
-0.12 30	1.41 7		
16	16. Multimedia decreases a corporate website's interac	16	-0.81 43
-0.52 34	-0.35 36		
17	17. The reflection of the organisation's corporate ide	17	0.46 20
0.11 24	0.35 24		
18	18. Information about the organisation's financial pos	18	-0.46 37
-1.69 53	-0.70 42		
19	19. The corporate website must not contain text chat s	19	-0.33 33
-0.26 31	1.06 12		
20	20. Item prices need not be published.	20	-1.66 52
-1.29 49	1.06 12		
21	21. Users want to pay for items via a secured system.	21	1.76 1
1.74 1	0.70 18		
22	22. There must be a statement that transactions are se	22	1.76 2
1.64 3	-0.70 42		

23	23.	The corporate website must guarantee customer priv	23	1.71	4
1.73	2	0.70 18			
24	24.	There must be a guarantee that merchandise is avai	24	0.69	16
0.70	15	-1.76 54			
25	25.	There must be assurance of service support by the	25	1.43	6
1.20	9	0.00 30			
26	26.	There must be assurance of error free billing.	26	0.45	21
1.46	5	1.06 12			
27	27.	Customers should not be able to monitor the status	27	-1.81	53
-1.33	50	-0.70 42			
28	28.	Customers must be able to access the status of the	28	0.84	12
1.19	10	1.06 12			
29	29.	Adequate access to customers' online account detai	29	-1.46	50
-1.26	48	0.70 18			
30	30.	A corporate website must exclude the organisation'	30	-1.37	48
-1.64	52	-0.35 36			
31	31.	It is unnecessary to inform customers about the me	31	-0.91	45
-1.50	51	0.00 30			
32	32.	A corporate website must exclude the organisation'	32	-2.01	54
-1.70	54	0.35 24			
33	33.	An E-mail link is essential to enable users to com	33	1.69	5
0.91	13	-0.35 36			
34	34.	Regular customers expect website content to be co	34	1.24	8
1.47	4	1.41 7			
35	35.	A search capability must only be built in if all r	35	0.50	18
1.29	7	0.70 18			
36	36.	A standardised response form to enquiries hinders	36	0.90	10
0.06	25	-1.76 54			
37	37.	A detailed online sales brochure must offer maximu	37	0.95	9
0.30	22	-1.06 47			
38	38.	An online discussion forum for customers is undes	38	-0.45	36
-0.09	29	-0.35 36			
39	39.	An online sales video makes customer contact more	39	-0.30	32
-1.08	45	-1.06 47			
40	40.	Customers generally dislike an E-mail product news	40	-0.97	46
-0.55	36	0.35 24			
41	41.	A section for frequently asked questions and probl	41	0.70	15
1.10	11	1.76 3			
42	42.	Online customers need to be able to navigate logic	42	1.75	3
1.39	6	1.76 3			
43	43.	Free product samples that can be ordered, do not	43	0.00	25
0.68	16	1.06 12			

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Rank Statement Totals with Each Factor

Factors

No.	Statement	No.	1
2	3		
44	44. Preprogrammed answers (answerbots) are irritating.	44	-0.19 28
0.48 20	0.70 18		
45	45. An automatic responder to E-mail alienates the cus	45	-0.87 44
-0.49 33	-1.76 54		
46	46. Software that automatically manages customer relat	46	0.72 13
0.00 28	0.00 30		
47	47. A subscribed mailing list option is nonessential.	47	-1.40 49
-0.48 32	0.00 30		
48	48. An after sales confirmation e-mail is unnecessary.	48	-1.55 51
-0.99 43	-1.41 51		
49	49. The corporate website must be integrated with othe	49	0.85 11
0.85 14	1.76 3		
50	50. A guestbook is a good means of building a customer	50	0.47 19
-0.55 36	0.00 30		
51	51. A corporate website must have exclusive website se	51	0.04 24
0.44 21	-1.41 51		
52	52. An online members-only magazine alienates other po	52	-0.29 31
-0.55 37	1.41 7		
53	53. An option to personalise the organisation's websit	53	0.71 14
0.03 26	1.41 7		
54	54. Users disregard links to other sites containing in	54	-0.80 42
-0.71 41	0.35 24		

Correlations Between Factor Scores

	1	2	3
1	1.0000	0.8269	0.2257
2	0.8269	1.0000	0.2861
3	0.2257	0.2861	1.0000

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Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
SCORES			
21	21. Users want to pay for items via a secured system.	21	
1.763			
22	22. There must be a statement that transactions are secure.	22	
1.760			
42	42. Online customers need to be able to navigate logically t	42	
1.754			
23	23. The corporate website must guarantee customer privacy.	23	
1.712			
33	33. An E-mail link is essential to enable users to communica	33	
1.689			
25	25. There must be assurance of service support by the organi	25	
1.426			
13	13. Information about the organisation's products must be ea	13	
1.408			
34	34. Regular customers expect website content to be continua	34	
1.240			
37	37. A detailed online sales brochure must offer maximum poss	37	
0.952			
36	36. A standardised response form to enquiries hinders custo	36	
0.901			
49	49. The corporate website must be integrated with other depa	49	
0.853			
28	28. Customers must be able to access the status of their ord	28	
0.837			
46	46. Software that automatically manages customer relationshi	46	
0.716			
53	53. An option to personalise the organisation's website acco	53	
0.714			
41	41. A section for frequently asked questions and problems (F	41	
0.700			
24	24. There must be a guarantee that merchandise is available	24	
0.691			
15	15. A contact directory with individual employees' details i	15	
0.629			
35	35. A search capability must only be built in if all relevan	35	
0.502			
50	50. A guestbook is a good means of building a customer datab	50	
0.472			
17	17. The reflection of the organisation's corporate identity	17	
0.460			
26	26. There must be assurance of error free billing.	26	
0.445			
1	1. A profile of the organisation's activities increases fam	1	
0.379			

7	7. Placing the organisation's history on its website increas	7	
0.284			
51	51. A corporate website must have exclusive website services	51	
0.040			
43	43. Free product samples that can be ordered, do not necess	43	
0.001			
3	3. The corporate website must contain information about any	3	-
0.043			
9	9. A media section with access to the organisation's media r	9	-
0.127			
44	44. Preprogrammed answers (answerbots) are irritating.	44	-
0.189			
12	12. A section on the organisation's special events is unnece	12	-
0.242			
14	14. Content management software restricts the coordination o	14	-
0.273			
52	52. An online members-only magazine alienates other potentia	52	-
0.294			
39	39. An online sales video makes customer contact more person	39	-
0.297			
19	19. The corporate website must not contain text chat softwar	19	-
0.326			
8	8. Information about the organisation's culture is irrelevant	8	-
0.356			
2	2. A virtual library is impractical in making the organisati	2	-
0.364			
38	38. An online discussion forum for customers is undesirable	38	-
0.448			
18	18. Information about the organisation's financial position	18	-
0.457			
10	10. Information about the organisation must be excluded in t	10	-
0.521			
6	6. An organisation's website must provide for a community b	6	-
0.542			
4	4. Information about any community efforts in which the or	4	-
0.566			
5	5. The corporate website must contain information about any	5	-
0.639			
54	54. Users disregard links to other sites containing informat	54	-
0.803			
16	16. Multimedia decreases a corporate website's interactivity	16	-
0.810			

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Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
SCORES			
45	45. An automatic responder to E-mail alienates the customer.	45	-
0.868			
31	31. It is unnecessary to inform customers about the means of	31	-
0.913			
40	40. Customers generally dislike an E-mail product newsletter	40	-
0.972			
11	11. Users do not appreciate an educational section on how to	11	-
1.010			
30	30. A corporate website must exclude the organisation's phys	30	-
1.372			
47	47. A subscribed mailing list option is nonessential.	47	-
1.399			
29	29. Adequate access to customers' online account details is	29	-
1.463			
48	48. An after sales confirmation e-mail is unnecessary.	48	-
1.554			
20	20. Item prices need not be published.	20	-
1.660			
27	27. Customers should not be able to monitor the status of th	27	-
1.812			
32	32. A corporate website must exclude the organisation's cont	32	-
2.005			

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Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
21	21. Users want to pay for items via a secured system.	21	
1.742			
23	23. The corporate website must guarantee customer privacy.	23	
1.725			
22	22. There must be a statement that transactions are secure.	22	
1.637			
34	34. Regular customers expect website content to be continua	34	
1.467			
26	26. There must be assurance of error free billing.	26	
1.455			
42	42. Online customers need to be able to navigate logically t	42	
1.391			
35	35. A search capability must only be built in if all relevan	35	
1.292			
13	13. Information about the organisation's products must be ea	13	
1.274			
25	25. There must be assurance of service support by the organi	25	
1.204			
28	28. Customers must be able to access the status of their ord	28	
1.193			
41	41. A section for frequently asked questions and problems (F	41	
1.099			
9	9. A media section with access to the organisation's media r	9	
0.960			
33	33. An E-mail link is essential to enable users to communica	33	
0.911			
49	49. The corporate website must be integrated with other depa	49	
0.849			
24	24. There must be a guarantee that merchandise is available	24	
0.703			
43	43. Free product samples that can be ordered, do not necess	43	
0.684			
4	4. Information about any community efforts in which the or	4	
0.625			
3	3. The corporate website must contain information about any	3	
0.538			
5	5. The corporate website must contain information about any	5	
0.537			
44	44. Preprogrammed answers (answerbots) are irritating.	44	
0.477			
51	51. A corporate website must have exclusive website services	51	
0.441			
37	37. A detailed online sales brochure must offer maximum poss	37	
0.300			

7	7. Placing the organisation's history on its website increas	7	
0.200			
17	17. The reflection of the organisation's corporate identity	17	
0.106			
36	36. A standardised response form to enquiries hinders custo	36	
0.057			
53	53. An option to personalise the organisation's website acco	53	
0.030			
1	1. A profile of the organisation's activities increases fam	1	
0.019			
46	46. Software that automatically manages customer relationshi	46	-
0.001			
38	38. An online discussion forum for customers is undesirable	38	-
0.094			
15	15. A contact directory with individual employees' details i	15	-
0.124			
19	19. The corporate website must not contain text chat softwar	19	-
0.264			
47	47. A subscribed mailing list option is nonessential.	47	-
0.476			
45	45. An automatic responder to E-mail alienates the customer.	45	-
0.486			
16	16. Multimedia decreases a corporate website's interactivity	16	-
0.517			
40	40. Customers generally dislike an E-mail product newsletter	40	-
0.549			
50	50. A guestbook is a good means of building a customer datab	50	-
0.549			
52	52. An online members-only magazine alienates other potentia	52	-
0.555			
14	14. Content management software restricts the coordination o	14	-
0.579			
12	12. A section on the organisation's special events is unnece	12	-
0.684			
2	2. A virtual library is impractical in making the organisati	2	-
0.713			
54	54. Users disregard links to other sites containing informat	54	-
0.713			
8	8. Information about the organisation's culture is irrelevant	8	-
0.804			
48	48. An after sales confirmation e-mail is unnecessary.	48	-
0.993			

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Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
11	11. Users do not appreciate an educational section on how to	11	-
1.058			
39	39. An online sales video makes customer contact more person	39	-
1.077			
10	10. Information about the organisation must be excluded in t	10	-
1.130			
6	6. An organisation's website must provide for a community b	6	-
1.133			
29	29. Adequate access to customers' online account details is	29	-
1.262			
20	20. Item prices need not be published.	20	-
1.292			
27	27. Customers should not be able to monitor the status of th	27	-
1.334			
31	31. It is unnecessary to inform customers about the means of	31	-
1.498			
30	30. A corporate website must exclude the organisation's phys	30	-
1.644			
18	18. Information about the organisation's financial position	18	-
1.694			
32	32. A corporate website must exclude the organisation's cont	32	-
1.696			

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Normalized Factor Scores -- For Factor 3

No.	Statement	No.	Z-
SCORES			
41	41. A section for frequently asked questions and problems (F	41	
1.759			
42	42. Online customers need to be able to navigate logically t	42	
1.759			
49	49. The corporate website must be integrated with other depa	49	
1.759			
15	15. A contact directory with individual employees' details i	15	
1.408			
34	34. Regular customers expect website content to be continua	34	
1.408			
52	52. An online members-only magazine alienates other potentia	52	
1.408			
53	53. An option to personalise the organisation's website acco	53	
1.408			
19	19. The corporate website must not contain text chat softwar	19	
1.056			
20	20. Item prices need not be published.	20	
1.056			
26	26. There must be assurance of error free billing.	26	
1.056			
28	28. Customers must be able to access the status of their ord	28	
1.056			
43	43. Free product samples that can be ordered, do not necess	43	
1.056			
9	9. A media section with access to the organisation's media r	9	
0.704			
21	21. Users want to pay for items via a secured system.	21	
0.704			
23	23. The corporate website must guarantee customer privacy.	23	
0.704			
29	29. Adequate access to customers' online account details is	29	
0.704			
35	35. A search capability must only be built in if all relevan	35	
0.704			
44	44. Preprogrammed answers (answerbots) are irritating.	44	
0.704			
8	8. Information about the organisation's culture is irrelevant	8	
0.352			
32	32. A corporate website must exclude the organisation's cont	32	
0.352			
17	17. The reflection of the organisation's corporate identity	17	
0.352			
40	40. Customers generally dislike an E-mail product newsletter	40	
0.352			

1	1. A profile of the organisation's activities increases fam	1	
0.352			
54	54. Users disregard links to other sites containing informat	54	
0.352			
25	25. There must be assurance of service support by the organi	25	
0.000			
11	11. Users do not appreciate an educational section on how to	11	
0.000			
31	31. It is unnecessary to inform customers about the means of	31	
0.000			
46	46. Software that automatically manages customer relationshi	46	
0.000			
47	47. A subscribed mailing list option is nonessential.	47	
0.000			
50	50. A guestbook is a good means of building a customer datab	50	
0.000			
13	13. Information about the organisation's products must be ea	13	-
0.352			
33	33. An E-mail link is essential to enable users to communica	33	-
0.352			
38	38. An online discussion forum for customers is undesirable	38	-
0.352			
16	16. Multimedia decreases a corporate website's interactivity	16	-
0.352			
30	30. A corporate website must exclude the organisation's phys	30	-
0.352			
6	6. An organisation's website must provide for a community b	6	-
0.352			
27	27. Customers should not be able to monitor the status of th	27	-
0.704			
22	22. There must be a statement that transactions are secure.	22	-
0.704			
12	12. A section on the organisation's special events is unnece	12	-
0.704			
18	18. Information about the organisation's financial position	18	-
0.704			
14	14. Content management software restricts the coordination o	14	-
0.704			
7	7. Placing the organisation's history on its website increas	7	-
0.704			
39	39. An online sales video makes customer contact more person	39	-
1.056			

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Normalized Factor Scores -- For Factor 3

No.	Statement	No.	Z-
SCORES			
37	37. A detailed online sales brochure must offer maximum poss	37	-
1.056			
5	5. The corporate website must contain information about any	5	-
1.056			
3	3. The corporate website must contain information about any	3	-
1.056			
4	4. Information about any community efforts in which the or	4	-
1.056			
48	48. An after sales confirmation e-mail is unnecessary.	48	-
1.408			
10	10. Information about the organisation must be excluded in t	10	-
1.408			
51	51. A corporate website must have exclusive website services	51	-
1.408			
2	2. A virtual library is impractical in making the organisati	2	-
1.408			
36	36. A standardised response form to enquiries hinders custo	36	-
1.759			
45	45. An automatic responder to E-mail alienates the customer.	45	-
1.759			
24	24. There must be a guarantee that merchandise is available	24	-
1.759			

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Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.	Type
1 Type	2 Difference		
18	18. Information about the organisation's financial position	18	-
0.457	-1.694 1.236		
50	50. A guestbook is a good means of building a customer datab	50	
0.472	-0.549 1.021		
36	36. A standardised response form to enquiries hinders custo	36	
0.901	0.057 0.844		
39	39. An online sales video makes customer contact more person	39	-
0.297	-1.077 0.780		
33	33. An E-mail link is essential to enable users to communica	33	
1.689	0.911 0.778		
15	15. A contact directory with individual employees' details i	15	
0.629	-0.124 0.753		
46	46. Software that automatically manages customer relationshi	46	
0.716	-0.001 0.718		
53	53. An option to personalise the organisation's website acco	53	
0.714	0.030 0.683		
37	37. A detailed online sales brochure must offer maximum poss	37	
0.952	0.300 0.652		
10	10. Information about the organisation must be excluded in t	10	-
0.521	-1.130 0.609		
6	6. An organisation's website must provide for a community b	6	-
0.542	-1.133 0.591		
31	31. It is unnecessary to inform customers about the means of	31	-
0.913	-1.498 0.585		
8	8. Information about the organisation's culture is irrelevan	8	-
0.356	-0.804 0.448		
12	12. A section on the organisation's special events is unnece	12	-
0.242	-0.684 0.442		
42	42. Online customers need to be able to navigate logically t	42	
1.754	1.391 0.362		
1	1. A profile of the organisation's activities increases fam	1	
0.379	0.019 0.359		
17	17. The reflection of the organisation's corporate identity	17	
0.460	0.106 0.353		
2	2. A virtual library is impractical in making the organisati	2	-
0.364	-0.713 0.349		
14	14. Content management software restricts the coordination o	14	-
0.273	-0.579 0.306		
30	30. A corporate website must exclude the organisation's phys	30	-
1.372	-1.644 0.272		
52	52. An online members-only magazine alienates other potentia	52	-
0.294	-0.555 0.261		
25	25. There must be assurance of service support by the organi	25	
1.426	1.204 0.222		

13	13.	Information about the organisation's products must be ea	13	
1.408	1.274	0.134		
22	22.	There must be a statement that transactions are secure.	22	
1.760	1.637	0.123		
7	7.	Placing the organisation's history on its website increas	7	
0.284	0.200	0.084		
11	11.	Users do not appreciate an educational section on how to	11	-
1.010	-1.058	0.048		
21	21.	Users want to pay for items via a secured system.	21	
1.763	1.742	0.021		
49	49.	The corporate website must be integrated with other depa	49	
0.853	0.849	0.004		
24	24.	There must be a guarantee that merchandise is available	24	
0.691	0.703	-0.012		
23	23.	The corporate website must guarantee customer privacy.	23	
1.712	1.725	-0.013		
19	19.	The corporate website must not contain text chat softwar	19	-
0.326	-0.264	-0.062		
54	54.	Users disregard links to other sites containing informat	54	-
0.803	-0.713	-0.090		
29	29.	Adequate access to customers' online account details is	29	-
1.463	-1.262	-0.201		
34	34.	Regular customers expect website content to be continua	34	
1.240	1.467	-0.227		
16	16.	Multimedia decreases a corporate website's interactivity	16	-
0.810	-0.517	-0.293		
32	32.	A corporate website must exclude the organisation's cont	32	-
2.005	-1.696	-0.309		
38	38.	An online discussion forum for customers is undesirable	38	-
0.448	-0.094	-0.354		
28	28.	Customers must be able to access the status of their ord	28	
0.837	1.193	-0.356		
20	20.	Item prices need not be published.	20	-
1.660	-1.292	-0.368		
45	45.	An automatic responder to E-mail alienates the customer.	45	-
0.868	-0.486	-0.382		
41	41.	A section for frequently asked questions and problems (F	41	
0.700	1.099	-0.399		
51	51.	A corporate website must have exclusive website services	51	
0.040	0.441	-0.400		
40	40.	Customers generally dislike an E-mail product newsletter	40	-
0.972	-0.549	-0.423		

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Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.	Type
1 Type	2 Difference		
27	27. Customers should not be able to monitor the status of th	27	-
1.812	-1.334 -0.478		
48	48. An after sales confirmation e-mail is unnecessary.	48	-
1.554	-0.993 -0.561		
3	3. The corporate website must contain information about any	3	-
0.043	0.538 -0.580		
44	44. Preprogrammed answers (answerbots) are irritating.	44	-
0.189	0.477 -0.667		
43	43. Free product samples that can be ordered, do not necess	43	
0.001	0.684 -0.683		
35	35. A search capability must only be built in if all relevan	35	
0.502	1.292 -0.790		
47	47. A subscribed mailing list option is nonessential.	47	-
1.399	-0.476 -0.922		
26	26. There must be assurance of error free billing.	26	
0.445	1.455 -1.010		
9	9. A media section with access to the organisation's media r	9	-
0.127	0.960 -1.086		
5	5. The corporate website must contain information about any	5	-
0.639	0.537 -1.175		
4	4. Information about any community efforts in which the or	4	-
0.566	0.625 -1.191		

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Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.	Type
1	Type 3 Difference		
36	36. A standardised response form to enquiries hinders custo	36	
0.901	-1.759 2.660		
22	22. There must be a statement that transactions are secure.	22	
1.760	-0.704 2.463		
24	24. There must be a guarantee that merchandise is available	24	
0.691	-1.759 2.451		
33	33. An E-mail link is essential to enable users to communica	33	
1.689	-0.352 2.041		
37	37. A detailed online sales brochure must offer maximum poss	37	
0.952	-1.056 2.008		
13	13. Information about the organisation's products must be ea	13	
1.408	-0.352 1.760		
51	51. A corporate website must have exclusive website services	51	
0.040	-1.408 1.448		
25	25. There must be assurance of service support by the organi	25	
1.426	0.000 1.426		
21	21. Users want to pay for items via a secured system.	21	
1.763	0.704 1.059		
2	2. A virtual library is impractical in making the organisati	2	-
0.364	-1.408 1.043		
3	3. The corporate website must contain information about any	3	-
0.043	-1.056 1.013		
23	23. The corporate website must guarantee customer privacy.	23	
1.712	0.704 1.008		
7	7. Placing the organisation's history on its website increas	7	
0.284	-0.704 0.988		
45	45. An automatic responder to E-mail alienates the customer.	45	-
0.868	-1.759 0.891		
10	10. Information about the organisation must be excluded in t	10	-
0.521	-1.408 0.886		
39	39. An online sales video makes customer contact more person	39	-
0.297	-1.056 0.759		
46	46. Software that automatically manages customer relationshi	46	
0.716	0.000 0.716		
4	4. Information about any community efforts in which the or	4	-
0.566	-1.056 0.490		
50	50. A guestbook is a good means of building a customer datab	50	
0.472	0.000 0.472		
12	12. A section on the organisation's special events is unnece	12	-
0.242	-0.704 0.461		
14	14. Content management software restricts the coordination o	14	-
0.273	-0.704 0.431		
5	5. The corporate website must contain information about any	5	-
0.639	-1.056 0.417		

18	18. Information about the organisation's financial position	18	-
0.457	-0.704 0.247		
17	17. The reflection of the organisation's corporate identity	17	
0.460	0.352 0.108		
1	1. A profile of the organisation's activities increases fam	1	
0.379	0.352 0.027		
42	42. Online customers need to be able to navigate logically t	42	
1.754	1.759 -0.006		
38	38. An online discussion forum for customers is undesirable	38	-
0.448	-0.352 -0.096		
48	48. An after sales confirmation e-mail is unnecessary.	48	-
1.554	-1.408 -0.147		
34	34. Regular customers expect website content to be continua	34	
1.240	1.408 -0.167		
6	6. An organisation's website must provide for a community b	6	-
0.542	-0.352 -0.190		
35	35. A search capability must only be built in if all relevan	35	
0.502	0.704 -0.202		
28	28. Customers must be able to access the status of their ord	28	
0.837	1.056 -0.219		
16	16. Multimedia decreases a corporate website's interactivity	16	-
0.810	-0.352 -0.458		
26	26. There must be assurance of error free billing.	26	
0.445	1.056 -0.611		
53	53. An option to personalise the organisation's website acco	53	
0.714	1.408 -0.694		
8	8. Information about the organisation's culture is irrelevant	8	-
0.356	0.352 -0.708		
15	15. A contact directory with individual employees' details i	15	
0.629	1.408 -0.779		
9	9. A media section with access to the organisation's media r	9	-
0.127	0.704 -0.830		
44	44. Preprogrammed answers (answerbots) are irritating.	44	-
0.189	0.704 -0.893		
49	49. The corporate website must be integrated with other depa	49	
0.853	1.759 -0.906		
31	31. It is unnecessary to inform customers about the means of	31	-
0.913	0.000 -0.913		
11	11. Users do not appreciate an educational section on how to	11	-
1.010	0.000 -1.010		
30	30. A corporate website must exclude the organisation's phys	30	-
1.372	-0.352 -1.020		

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Descending Array of Differences Between Factors 1 and 3

No.	Statement	No.	Type
1	Type 3 Difference		
43	43. Free product samples that can be ordered, do not necess	43	
0.001	1.056 -1.055		
41	41. A section for frequently asked questions and problems (F	41	
0.700	1.759 -1.059		
27	27. Customers should not be able to monitor the status of th	27	-
1.812	-0.704 -1.108		
54	54. Users disregard links to other sites containing informat	54	-
0.803	0.352 -1.155		
40	40. Customers generally dislike an E-mail product newsletter	40	-
0.972	0.352 -1.324		
19	19. The corporate website must not contain text chat softwar	19	-
0.326	1.056 -1.382		
47	47. A subscribed mailing list option is nonessential.	47	-
1.399	0.000 -1.399		
52	52. An online members-only magazine alienates other potentia	52	-
0.294	1.408 -1.702		
29	29. Adequate access to customers' online account details is	29	-
1.463	0.704 -2.167		
32	32. A corporate website must exclude the organisation's cont	32	-
2.005	0.352 -2.357		
20	20. Item prices need not be published.	20	-
1.660	1.056 -2.716		

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Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.	Type
2	Type 3 Difference		
24	24. There must be a guarantee that merchandise is available	24	
0.703	-1.759 2.463		
22	22. There must be a statement that transactions are secure.	22	
1.637	-0.704 2.341		
51	51. A corporate website must have exclusive website services	51	
0.441	-1.408 1.848		
36	36. A standardised response form to enquiries hinders custo	36	
0.057	-1.759 1.816		
4	4. Information about any community efforts in which the or	4	
0.625	-1.056 1.681		
13	13. Information about the organisation's products must be ea	13	
1.274	-0.352 1.626		
3	3. The corporate website must contain information about any	3	
0.538	-1.056 1.594		
5	5. The corporate website must contain information about any	5	
0.537	-1.056 1.592		
37	37. A detailed online sales brochure must offer maximum poss	37	
0.300	-1.056 1.356		
45	45. An automatic responder to E-mail alienates the customer.	45	-
0.486	-1.759 1.273		
33	33. An E-mail link is essential to enable users to communica	33	
0.911	-0.352 1.263		
25	25. There must be assurance of service support by the organi	25	
1.204	0.000 1.204		
21	21. Users want to pay for items via a secured system.	21	
1.742	0.704 1.038		
23	23. The corporate website must guarantee customer privacy.	23	
1.725	0.704 1.021		
7	7. Placing the organisation's history on its website increas	7	
0.200	-0.704 0.903		
2	2. A virtual library is impractical in making the organisati	2	-
0.713	-1.408 0.694		
35	35. A search capability must only be built in if all relevan	35	
1.292	0.704 0.588		
48	48. An after sales confirmation e-mail is unnecessary.	48	-
0.993	-1.408 0.414		
26	26. There must be assurance of error free billing.	26	
1.455	1.056 0.400		
10	10. Information about the organisation must be excluded in t	10	-
1.130	-1.408 0.277		
38	38. An online discussion forum for customers is undesirable	38	-
0.094	-0.352 0.258		
9	9. A media section with access to the organisation's media r	9	
0.960	0.704 0.256		

28	28. Customers must be able to access the status of their ord	28	
1.193	1.056 0.137		
14	14. Content management software restricts the coordination o	14	-
0.579	-0.704 0.124		
34	34. Regular customers expect website content to be continua	34	
1.467	1.408 0.060		
12	12. A section on the organisation's special events is unnece	12	-
0.684	-0.704 0.020		
46	46. Software that automatically manages customer relationshi	46	-
0.001	0.000 -0.001		
39	39. An online sales video makes customer contact more person	39	-
1.077	-1.056 -0.021		
16	16. Multimedia decreases a corporate website's interactivity	16	-
0.517	-0.352 -0.165		
44	44. Preprogrammed answers (answerbots) are irritating.	44	
0.477	0.704 -0.226		
17	17. The reflection of the organisation's corporate identity	17	
0.106	0.352 -0.246		
1	1. A profile of the organisation's activities increases fam	1	
0.019	0.352 -0.333		
42	42. Online customers need to be able to navigate logically t	42	
1.391	1.759 -0.368		
43	43. Free product samples that can be ordered, do not necess	43	
0.684	1.056 -0.372		
47	47. A subscribed mailing list option is nonessential.	47	-
0.476	0.000 -0.476		
50	50. A guestbook is a good means of building a customer datab	50	-
0.549	0.000 -0.549		
27	27. Customers should not be able to monitor the status of th	27	-
1.334	-0.704 -0.630		
41	41. A section for frequently asked questions and problems (F	41	
1.099	1.759 -0.660		
6	6. An organisation's website must provide for a community b	6	-
1.133	-0.352 -0.781		
40	40. Customers generally dislike an E-mail product newsletter	40	-
0.549	0.352 -0.901		
49	49. The corporate website must be integrated with other depa	49	
0.849	1.759 -0.910		
18	18. Information about the organisation's financial position	18	-
1.694	-0.704 -0.990		
11	11. Users do not appreciate an educational section on how to	11	-
1.058	0.000 -1.058		

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Descending Array of Differences Between Factors 2 and 3

No.	Statement	No.	Type
2	Type 3 Difference		
54	54. Users disregard links to other sites containing informat	54	-
0.713	0.352 -1.065		
8	8. Information about the organisation's culture is irrelevant	8	-
0.804	0.352 -1.156		
30	30. A corporate website must exclude the organisation's phys	30	-
1.644	-0.352 -1.292		
19	19. The corporate website must not contain text chat softwar	19	-
0.264	1.056 -1.319		
53	53. An option to personalise the organisation's website acco	53	-
0.030	1.408 -1.377		
31	31. It is unnecessary to inform customers about the means of	31	-
1.498	0.000 -1.498		
15	15. A contact directory with individual employees' details i	15	-
0.124	1.408 -1.532		
52	52. An online members-only magazine alienates other potentia	52	-
0.555	1.408 -1.962		
29	29. Adequate access to customers' online account details is	29	-
1.262	0.704 -1.966		
32	32. A corporate website must exclude the organisation's cont	32	-
1.696	0.352 -2.048		
20	20. Item prices need not be published.	20	-
1.292	1.056 -2.348		

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Factor Q-Sort Values for Each Statement

Factor Arrays

No.	Statement	No.	1
2	3		
1	1. A profile of the organisation's activities increases fam	1	1
0	1		
2	2. A virtual library is impractical in making the organisati	2	-1
-2	-4		
3	3. The corporate website must contain information about any	3	0
2	-3		
4	4. Information about any community efforts in which the or	4	-2
2	-3		
5	5. The corporate website must contain information about any	5	-2
1	-3		
6	6. An organisation's website must provide for a community b	6	-2
-3	-1		
7	7. Placing the organisation's history on its website increas	7	1
1	-2		
8	8. Information about the organisation's culture is irrelevant	8	-1
-2	1		
9	9. A media section with access to the organisation's media r	9	0
3	2		
10	10. Information about the organisation must be excluded in t	10	-2
-3	-4		
11	11. Users do not appreciate an educational section on how to	11	-3
-3	0		
12	12. A section on the organisation's special events is unnece	12	0
-2	-2		
13	13. Information about the organisation's products must be ea	13	4
3	-1		
14	14. Content management software restricts the coordination o	14	0
-2	-2		
15	15. A contact directory with individual employees' details i	15	2
0	4		
16	16. Multimedia decreases a corporate website's interactivity	16	-3
-1	-1		
17	17. The reflection of the organisation's corporate identity	17	1
1	1		
18	18. Information about the organisation's financial position	18	-2
-5	-2		
19	19. The corporate website must not contain text chat softwar	19	-1
-1	3		
20	20. Item prices need not be published.	20	-5
-4	3		
21	21. Users want to pay for items via a secured system.	21	5
5	2		

22	22. There must be a statement that transactions are secure.	22	5
5	-2		
23	23. The corporate website must guarantee customer privacy.	23	4
5	2		
24	24. There must be a guarantee that merchandise is available	24	2
2	-5		
25	25. There must be assurance of service support by the organi	25	4
3	0		
26	26. There must be assurance of error free billing.	26	1
4	3		
27	27. Customers should not be able to monitor the status of th	27	-5
-4	-2		
28	28. Customers must be able to access the status of their ord	28	3
3	3		
29	29. Adequate access to customers' online account details is	29	-4
-4	2		
30	30. A corporate website must exclude the organisation's phys	30	-4
-5	-1		
31	31. It is unnecessary to inform customers about the means of	31	-3
-4	0		
32	32. A corporate website must exclude the organisation's cont	32	-5
-5	1		
33	33. An E-mail link is essential to enable users to communica	33	4
2	-1		
34	34. Regular customers expect website content to be continua	34	3
4	4		
35	35. A search capability must only be built in if all relevan	35	2
4	2		
36	36. A standardised response form to enquiries hinders custo	36	3
0	-5		
37	37. A detailed online sales brochure must offer maximum poss	37	3
1	-3		
38	38. An online discussion forum for customers is undesirable	38	-1
0	-1		
39	39. An online sales video makes customer contact more person	39	-1
-3	-3		
40	40. Customers generally dislike an E-mail product newsletter	40	-3
-1	1		
41	41. A section for frequently asked questions and problems (F	41	2
3	5		
42	42. Online customers need to be able to navigate logically t	42	5
4	5		
43	43. Free product samples that can be ordered, do not necess	43	0
2	3		
44	44. Preprogrammed answers (answerbots) are irritating.	44	0
1	2		

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Factor Arrays

No.	Statement	No.	
2	3		1
45	45. An automatic responder to E-mail alienates the customer.	45	-3
-1	-5		
46	46. Software that automatically manages customer relationshi	46	2
0	0		
47	47. A subscribed mailing list option is nonessential.	47	-4
-1	0		
48	48. An after sales confirmation e-mail is unnecessary.	48	-4
-3	-4		
49	49. The corporate website must be integrated with other depa	49	3
2	5		
50	50. A guestbook is a good means of building a customer datab	50	1
-1	0		
51	51. A corporate website must have exclusive website services	51	1
1	-4		
52	52. An online members-only magazine alienates other potentia	52	-1
-2	4		
53	53. An option to personalise the organisation's website acco	53	2
0	4		
54	54. Users disregard links to other sites containing informat	54	-2
-2	1		

Variance = 7.926 St. Dev. = 2.815

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Factor Q-Sort Values for Statements sorted by Consensus vs. Disagreement
 (Variance across normalized Factor Scores)

Factor Arrays

No.	Statement	No.	
2	3		1
34	34. Regular customers expect website content to be continua	34	3
4	4		
28	28. Customers must be able to access the status of their ord	28	3
3	3		
17	17. The reflection of the organisation's corporate identity	17	1
1	1		
38	38. An online discussion forum for customers is undesirable	38	-1
0	-1		
1	1. A profile of the organisation's activities increases fam	1	1
0	1		
42	42. Online customers need to be able to navigate logically t	42	5
4	5		
14	14. Content management software restricts the coordination o	14	0
-2	-2		
16	16. Multimedia decreases a corporate website's interactivity	16	-3
-1	-1		
12	12. A section on the organisation's special events is unnece	12	0
-2	-2		
48	48. An after sales confirmation e-mail is unnecessary.	48	-4
-3	-4		
6	6. An organisation's website must provide for a community b	6	-2
-3	-1		
35	35. A search capability must only be built in if all relevan	35	2
4	2		
46	46. Software that automatically manages customer relationshi	46	2
0	0		
39	39. An online sales video makes customer contact more person	39	-1
-3	-3		
10	10. Information about the organisation must be excluded in t	10	-2
-3	-4		
44	44. Preprogrammed answers (answerbots) are irritating.	44	0
1	2		
26	26. There must be assurance of error free billing.	26	1
4	3		
50	50. A guestbook is a good means of building a customer datab	50	1
-1	0		
49	49. The corporate website must be integrated with other depa	49	3
2	5		
2	2. A virtual library is impractical in making the organisati	2	-1
-2	-4		
43	43. Free product samples that can be ordered, do not necess	43	0
2	3		

41	41. A section for frequently asked questions and problems (F	41	2
3	5		
7	7. Placing the organisation's history on its website increas	7	1
1	-2		
27	27. Customers should not be able to monitor the status of th	27	-5
-4	-2		
9	9. A media section with access to the organisation's media r	9	0
3	2		
8	8. Information about the organisation's culture is irrelevant	8	-1
-2	1		
23	23. The corporate website must guarantee customer privacy.	23	4
5	2		
11	11. Users do not appreciate an educational section on how to	11	-3
-3	0		
21	21. Users want to pay for items via a secured system.	21	5
5	2		
54	54. Users disregard links to other sites containing informat	54	-2
-2	1		
45	45. An automatic responder to E-mail alienates the customer.	45	-3
-1	-5		
18	18. Information about the organisation's financial position	18	-2
-5	-2		
40	40. Customers generally dislike an E-mail product newsletter	40	-3
-1	1		
30	30. A corporate website must exclude the organisation's phys	30	-4
-5	-1		
53	53. An option to personalise the organisation's website acco	53	2
0	4		
47	47. A subscribed mailing list option is nonessential.	47	-4
-1	0		
31	31. It is unnecessary to inform customers about the means of	31	-3
-4	0		
15	15. A contact directory with individual employees' details i	15	2
0	4		
25	25. There must be assurance of service support by the organi	25	4
3	0		
19	19. The corporate website must not contain text chat softwar	19	-1
-1	3		
3	3. The corporate website must contain information about any	3	0
2	-3		
5	5. The corporate website must contain information about any	5	-2
1	-3		
4	4. Information about any community efforts in which the or	4	-2
2	-3		
51	51. A corporate website must have exclusive website services	51	1
1	-4		

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Factor Arrays

No.	Statement	No.	
2	3		1
13	13. Information about the organisation's products must be ea	13	4
3	-1		
37	37. A detailed online sales brochure must offer maximum poss	37	3
1	-3		
33	33. An E-mail link is essential to enable users to communica	33	4
2	-1		
52	52. An online members-only magazine alienates other potentia	52	-1
-2	4		
29	29. Adequate access to customers' online account details is	29	-4
-4	2		
32	32. A corporate website must exclude the organisation's cont	32	-5
-5	1		
36	36. A standardised response form to enquiries hinders custo	36	3
0	-5		
22	22. There must be a statement that transactions are secure.	22	5
5	-2		
24	24. There must be a guarantee that merchandise is available	24	2
2	-5		
20	20. Item prices need not be published.	20	-5
-4	3		

Factor Characteristics

	Factors		
	1	2	3
No. of Defining Variables	6	4	1
Average Rel. Coef.	0.800	0.800	0.800
Composite Reliability	0.960	0.941	0.800
S.E. of Factor Scores	0.200	0.243	0.447

Standard Errors for Differences in Normalized Factor Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2	3
1	0.283	0.314	0.490

2	0.314	0.343	0.509
3	0.490	0.509	0.632

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Distinguishing Statements for Factor 1

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

					Factors	
					1	
2	3				No.	RNK
No. Statement						
SCORE	RNK	SCORE	RNK	SCORE		
33	33.	An E-mail link is essential to enable users to communica	33		4	
1.69	2	0.91	-1	-0.35		
37	37.	A detailed online sales brochure must offer maximum poss	37		3	
0.95	1	0.30	-3	-1.06		
36	36.	A standardised response form to enquiries hinders custo	36		3	
0.90*	0	0.06	-5	-1.76		
43	43.	Free product samples that can be ordered, do not necess	43		0	
0.00	2	0.68	3	1.06		
47	47.	A subscribed mailing list option is nonessential.	47		-4	-
1.40*	-1	-0.48	0	0.00		

Distinguishing Statements for Factor 2

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

					Factors	
					1	
2	3				No.	RNK
No. Statement						
SCORE	RNK	SCORE	RNK	SCORE		
33	33.	An E-mail link is essential to enable users to communica	33		4	
1.69	2	0.91	-1	-0.35		
4	4.	Information about any community efforts in which the or	4		-2	-
0.57	2	0.62*	-3	-1.06		
5	5.	The corporate website must contain information about any	5		-2	-
0.64	1	0.54*	-3	-1.06		
37	37.	A detailed online sales brochure must offer maximum poss	37		3	
0.95	1	0.30	-3	-1.06		
36	36.	A standardised response form to enquiries hinders custo	36		3	
0.90	0	0.06*	-5	-1.76		
53	53.	An option to personalise the organisation's website acco	53		2	
0.71	0	0.03	4	1.41		

15 15. A contact directory with individual employees' details i 15 2
0.63 0 -0.12 4 1.41

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Distinguishing Statements for Factor 3

(P < .05 ; Asterisk (*) Indicates Significance at P < .01)

Both the Factor Q-Sort Value and the Normalized Score are Shown.

						Factors	
						1	
2	3					No.	RNK
No. Statement	SCORE	RNK	SCORE	RNK	SCORE		
52 52. An online members-only magazine alienates other potentia	52					52	-1 -
0.29 -2 -0.55 4 1.41*							
19 19. The corporate website must not contain text chat softwar	19					19	-1 -
0.33 -1 -0.26 3 1.06*							
20 20. Item prices need not be published.	20					20	-5 -
1.66 -4 -1.29 3 1.06*							
21 21. Users want to pay for items via a secured system.	21					21	5
1.76 5 1.74 2 0.70							
23 23. The corporate website must guarantee customer privacy.	23					23	4
1.71 5 1.73 2 0.70							
29 29. Adequate access to customers' online account details is	29					29	-4 -
1.46 -4 -1.26 2 0.70*							
32 32. A corporate website must exclude the organisation's cont	32					32	-5 -
2.01 -5 -1.70 1 0.35*							
54 54. Users disregard links to other sites containing informat	54					54	-2 -
0.80 -2 -0.71 1 0.35							
25 25. There must be assurance of service support by the organi	25					25	4
1.43 3 1.20 0 0.00							
11 11. Users do not appreciate an educational section on how to	11					11	-3 -
1.01 -3 -1.06 0 0.00							
13 13. Information about the organisation's products must be ea	13					13	4
1.41 3 1.27 -1 -0.35*							
33 33. An E-mail link is essential to enable users to communica	33					33	4
1.69 2 0.91 -1 -0.35							
30 30. A corporate website must exclude the organisation's phys	30					30	-4 -
1.37 -5 -1.64 -1 -0.35							
22 22. There must be a statement that transactions are secure.	22					22	5
1.76 5 1.64 -2 -0.70*							
37 37. A detailed online sales brochure must offer maximum poss	37					37	3
0.95 1 0.30 -3 -1.06*							
3 3. The corporate website must contain information about any	3					3	0 -
0.04 2 0.54 -3 -1.06							
51 51. A corporate website must have exclusive website services	51					51	1
0.04 1 0.44 -4 -1.41*							
36 36. A standardised response form to enquiries hinders custo	36					36	3
0.90 0 0.06 -5 -1.76*							

24 24. There must be a guarantee that merchandise is available 24 2
0.69 2 0.70 -5 -1.76*

35	35. A search capability must only be built in if all relevant	35	2
0.50	4 1.29 2 0.70		
38*	38. An online discussion forum for customers is undesirable	38	-1 -
0.45	0 -0.09 -1 -0.35		
39	39. An online sales video makes customer contact more person	39	-1 -
0.30	-3 -1.08 -3 -1.06		
41	41. A section for frequently asked questions and problems (F	41	2
0.70	3 1.10 5 1.76		
42*	42. Online customers need to be able to navigate logically t	42	5
1.75	4 1.39 5 1.76		
43	43. Free product samples that can be ordered, do not necess	43	0
0.00	2 0.68 3 1.06		
44	44. Preprogrammed answers (answerbots) are irritating.	44	0 -
0.19	1 0.48 2 0.70		
45	45. An automatic responder to E-mail alienates the customer.	45	-3 -
0.87	-1 -0.49 -5 -1.76		
46	46. Software that automatically manages customer relationshi	46	2
0.72	0 0.00 0 0.00		
48*	48. An after sales confirmation e-mail is unnecessary.	48	-4 -
1.55	-3 -0.99 -4 -1.41		
49*	49. The corporate website must be integrated with other depa	49	3
0.85	2 0.85 5 1.76		
54	54. Users disregard links to other sites containing informat	54	-2 -
0.80	-2 -0.71 1 0.35		

QANALYZE was completet at 11:28:05