

PQMethod2.11 Users
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Unrotated Factor Matrix

	Factors						
	1	2	3	4	5	6	7
SORTS							
1 rec1	0.8345	0.0253	0.0008	0.2130	-0.1238	0.0666	
0.0157							
2 rec2	0.5871	-0.4686	0.2981	0.1054	0.0501	0.0096	
0.1538							
3 rec3	0.8859	-0.1494	0.0216	-0.0575	0.1347	0.0149	-
0.0325							
4 rec4	0.8536	0.1493	0.0232	-0.1588	0.0749	0.0294	
0.0716							
5 rec5	0.6804	-0.2298	0.0530	0.0668	0.1299	0.0130	-
0.1973							
6 rec6	0.6263	-0.2311	0.0536	0.2846	0.0414	0.0801	
0.2210							
7 rec7	0.8318	-0.2149	0.0461	-0.1758	-0.0505	0.0396	
0.0002							
8 rec8	0.6883	0.1656	0.0284	0.0595	-0.3450	0.1618	-
0.2181							
9 rec9	0.7086	0.0262	0.0007	0.2346	0.2562	0.1125	
0.3673							
10 rec10	0.6657	0.3894	0.1830	-0.2452	0.1191	0.0755	-
0.1352							
11 rec11	0.9267	-0.0910	0.0080	-0.1765	-0.0141	0.0353	
0.1046							
12 rec12	0.7458	0.3828	0.1754	0.3260	0.1010	0.1158	-
0.2284							
13 rec13	0.8098	0.2360	0.0592	-0.0938	-0.1079	0.0279	
0.0352							
14 rec14	0.7865	-0.1334	0.0169	0.0557	-0.2046	0.0569	-
0.0673							
15 rec15	0.8966	-0.1701	0.0283	-0.0771	-0.0868	0.0193	-
0.1099							
16 rec16	0.7303	0.1053	0.0115	0.0510	0.0856	0.0043	-
0.1328							
17 rec17	0.9330	0.0173	0.0007	0.0024	-0.0877	0.0122	
0.1222							
18 rec18	0.6982	0.0988	0.0101	-0.2515	-0.1253	0.0967	
0.1038							
19 rec19	0.8494	0.0518	0.0030	-0.1984	0.0996	0.0482	-
0.0119							
20 rec20	0.9039	0.0349	0.0016	0.0519	0.1079	0.0075	-
0.0385							
Eigenvalues	12.4438	0.8793	0.1676	0.5833	0.3853	0.0892	
0.4446							
% expl.Var.	62	4	1	3	2	0	
2							

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Cumulative Communalities Matrix

	Factors 1 Thru						
	1	2	3	4	5	6	7
SORTS							
1 rec1	0.6964	0.6970	0.6970	0.7424	0.7577	0.7622	
0.7624							
2 rec2	0.3447	0.5643	0.6531	0.6643	0.6668	0.6669	
0.6905							
3 rec3	0.7847	0.8071	0.8075	0.8109	0.8290	0.8292	
0.8303							
4 rec4	0.7286	0.7509	0.7515	0.7767	0.7823	0.7831	
0.7883							
5 rec5	0.4629	0.5157	0.5185	0.5230	0.5399	0.5400	
0.5790							
6 rec6	0.3922	0.4456	0.4485	0.5295	0.5312	0.5376	
0.5865							
7 rec7	0.6920	0.7382	0.7403	0.7712	0.7737	0.7753	
0.7753							
8 rec8	0.4737	0.5011	0.5019	0.5055	0.6245	0.6507	
0.6982							
9 rec9	0.5021	0.5028	0.5028	0.5578	0.6234	0.6361	
0.7710							
10 rec10	0.4431	0.5948	0.6282	0.6884	0.7025	0.7082	
0.7265							
11 rec11	0.8588	0.8671	0.8672	0.8983	0.8985	0.8998	
0.9107							
12 rec12	0.5562	0.7028	0.7335	0.8398	0.8500	0.8634	
0.9156							
13 rec13	0.6558	0.7115	0.7150	0.7238	0.7354	0.7362	
0.7374							
14 rec14	0.6186	0.6364	0.6367	0.6398	0.6817	0.6849	
0.6895							
15 rec15	0.8040	0.8329	0.8337	0.8396	0.8472	0.8475	
0.8596							
16 rec16	0.5333	0.5444	0.5445	0.5471	0.5545	0.5545	
0.5721							
17 rec17	0.8705	0.8708	0.8708	0.8708	0.8785	0.8786	
0.8936							
18 rec18	0.4875	0.4973	0.4974	0.5607	0.5764	0.5857	
0.5965							
19 rec19	0.7215	0.7242	0.7242	0.7636	0.7735	0.7758	
0.7759							
20 rec20	0.8170	0.8183	0.8183	0.8209	0.8326	0.8326	
0.8341							
cum% expl.Var.	62	67	67	70	72	73	
75							

Rotating Angles Used Between Factors

FTR#1	FTR#2	ANGLE	Generated By PQROT [11:42, 8/27/2004]
4	3	-25.	
1	3	8.	

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Factor Matrix with an X Indicating a Defining Sort

Loadings		
QSORT	1	2
1 rec1	0.4526	0.7028X
2 rec2	0.1662	0.7121X
3 rec3	0.5449	0.6352
4 rec4	0.7196X	0.4419
5 rec5	0.2579	0.5967X
6 rec6	0.2265	0.6893X
7 rec7	0.5769	0.5976
8 rec8	0.4433	0.4996
9 rec9	0.4327	0.5679
10 rec10	0.6449X	0.1837
11 rec11	0.7148	0.5982
12 rec12	0.3414	0.5416X
13 rec13	0.6809X	0.4430
14 rec14	0.4375	0.6705X
15 rec15	0.5500	0.6770
16 rec16	0.4417	0.4793
17 rec17	0.6625	0.6596
18 rec18	0.6834X	0.3363
19 rec19	0.6842X	0.4524
20 rec20	0.5588	0.6263
% expl.Var.	29	33

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Free Distribution Data Results

QSORT	MEAN	ST.DEV.
1 rec1	0.000	2.842
2 rec2	0.000	2.842
3 rec3	0.000	2.842
4 rec4	0.000	2.842
5 rec5	0.000	2.842
6 rec6	0.000	2.842
7 rec7	0.000	2.842
8 rec8	0.000	2.842
9 rec9	0.000	2.842
10 rec10	0.000	2.842
11 rec11	0.000	2.842
12 rec12	0.000	2.842
13 rec13	0.000	2.842
14 rec14	0.000	2.842
15 rec15	0.000	2.842
16 rec16	0.000	2.842
17 rec17	0.000	2.842
18 rec18	0.000	2.842
19 rec19	0.000	2.842
20 rec20	0.000	2.842

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Rank Statement Totals with Each Factor

Factors			
No.	Statement	No.	1
2			
1	A profile of the organisation's activities increases	1	0.74 15
0.39 22			
2	A virtual library is impractical in making the organis	2	-0.66 42
-1.15 45			
3	The corporate website must contain information about a	3	-0.59 40
0.32 24			
4	Information about any community efforts in which the	4	-0.47 37
0.65 20			
5	The corporate website must contain information about a	5	-0.38 34
0.27 26			
6	An organisation's website must provide for a communit	6	-0.50 38
0.16 27			
7	Placing the organisation's history on its website incr	7	0.38 18
1.21 7			
8	Information about the organisation's culture is irrele	8	-0.25 30
-0.70 39			
9	A media section with access to the organisation's medi	9	-0.40 35
0.99 12			
10	Information about the organisation must be excluded in	10	-0.45 36
-0.89 41			
11	Users do not appreciate an educational section on how	11	-0.54 39
-1.27 48			
12	A section on the organisation's special events is unne	12	-0.15 27
-1.33 50			
13	Information about the organisation's products must be	13	1.34 10
1.53 2			
14	Content management software restricts the coordination	14	-0.24 29
-0.40 31			
15	A contact directory with individual employees' details	15	-0.63 41
-0.67 38			
16	Multimedia decreases a corporate website's interactivi	16	-1.05 47
-1.22 46			
17	The reflection of the organisation's corporate identit	17	0.60 16
1.19 9			
18	Information about the organisation's financial positio	18	-1.07 48
-1.48 52			
19	The corporate website must not contain text chat softw	19	0.19 20
-0.65 37			
20	Item prices need not be published.	20	-1.81 53
-1.57 53			
21	Users want to pay for items via a secured system.	21	1.64 2
1.56 1			
22	There must be a statement that transactions are secure	22	1.88 1
1.01 11			

23	The corporate website must guarantee customer privacy.	23	1.40	5
0.93	15			
24	There must be a guarantee that merchandise is availabl	24	1.35	7
0.66	19			
25	There must be assurance of service support by the orga	25	1.37	6
0.93	16			
26	There must be assurance of error free billing.	26	1.52	4
0.97	13			
27	Customers should not be able to monitor the status of	27	-0.77	44
-1.83	54			
28	Customers must be able to access the status of their o	28	1.62	3
1.20	8			
29	Adequate access to customers' online account details i	29	-1.45	50
-0.79	40			
30	A corporate website must exclude the organisation's ph	30	-1.72	51
-1.05	43			
31	It is unnecessary to inform customers about the means	31	-1.39	49
-1.42	51			
32	A corporate website must exclude the organisation's co	32	-1.88	54
-0.35	30			
33	An E-mail link is essential to enable users to communi	33	1.34	8
1.33	5			
34	Regular customers expect website content to be contin	34	1.27	11
1.41	4			
35	A search capability must only be built in if all relev	35	1.08	12
-0.47	33			
36	A standardised response form to enquiries hinders cus	36	-1.00	46
-0.44	32			
37	A detailed online sales brochure must offer maximum po	37	1.00	13
1.25	6			
38	An online discussion forum for customers is undesirab	38	0.12	22
-1.26	47			
39	An online sales video makes customer contact more pers	39	0.00	25
0.33	23			
40	Customers generally dislike an E-mail product newslett	40	-0.28	31
-0.90	42			
41	A section for frequently asked questions and problems	41	0.28	19
0.67	18			
42	Online customers need to be able to navigate logically	42	1.34	10
0.95	14			
43	Free product samples that can be ordered, do not nece	43	0.01	24
-0.18	29			

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Rank Statement Totals with Each Factor

Factors

No.	Statement	No.	1
2			
44	Preprogrammed answers (answerbots) are irritating.	44	0.79 14
-0.52 35			
45	An automatic responder to E-mail alienates the custome	45	-0.76 43
-0.61 36			
46	Software that automatically manages customer relations	46	-0.30 32
1.14 10			
47	A subscribed mailing list option is nonessential.	47	-0.18 28
-0.50 34			
48	An after sales confirmation e-mail is unnecessary.	48	-1.73 52
-1.30 49			
49	The corporate website must be integrated with other de	49	0.49 17
1.47 3			
50	A guestbook is a good means of building a customer dat	50	-0.32 33
0.49 21			
51	A corporate website must have exclusive website servic	51	-0.09 26
0.72 17			
52	An online members-only magazine alienates other potent	52	0.08 23
0.02 28			
53	An option to personalise the organisation's website ac	53	0.18 21
0.30 25			
54	Users disregard links to other sites containing inform	54	-0.89 45
-1.08 44			

Correlations Between Factor Scores

	1	2
1	1.0000	0.7357
2	0.7357	1.0000

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Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
SCORES			
22	There must be a statement that transactions are secure.	22	
1.881			
21	Users want to pay for items via a secured system.	21	
1.637			
28	Customers must be able to access the status of their orders	28	
1.623			
26	There must be assurance of error free billing.	26	
1.516			
23	The corporate website must guarantee customer privacy.	23	
1.402			
25	There must be assurance of service support by the organisati	25	
1.365			
24	There must be a guarantee that merchandise is available at t	24	
1.355			
33	An E-mail link is essential to enable users to communicate d	33	
1.345			
13	Information about the organisation's products must be easily	13	
1.337			
42	Online customers need to be able to navigate logically throu	42	
1.337			
34	Regular customers expect website content to be continually	34	
1.265			
35	A search capability must only be built in if all relevant ke	35	
1.076			
37	A detailed online sales brochure must offer maximum possible	37	
0.997			
44	Preprogrammed answers (answerbots) are irritating.	44	
0.792			
1	A profile of the organisation's activities increases famili	1	
0.737			
17	The reflection of the organisation's corporate identity cre	17	
0.597			
49	The corporate website must be integrated with other departme	49	
0.495			
7	Placing the organisation's history on its website increases	7	
0.376			
41	A section for frequently asked questions and problems (FAQs)	41	
0.279			
19	The corporate website must not contain text chat software fo	19	
0.192			
53	An option to personalise the organisation's website accordin	53	
0.176			
38	An online discussion forum for customers is undesirable.	38	
0.116			

52	An online members-only magazine alienates other potential cu	52	
0.082			
43	Free product samples that can be ordered, do not necessaril	43	
0.011			
39	An online sales video makes customer contact more personal.	39	
0.000			
51	A corporate website must have exclusive website services for	51	-
0.094			
12	A section on the organisation's special events is unnecessar	12	-
0.148			
47	A subscribed mailing list option is nonessential.	47	-
0.185			
14	Content management software restricts the coordination of me	14	-
0.245			
8	Information about the organisation's culture is irrelevant.	8	-
0.246			
40	Customers generally dislike an E-mail product newsletter.	40	-
0.284			
46	Software that automatically manages customer relationships i	46	-
0.303			
50	A guestbook is a good means of building a customer database.	50	-
0.316			
5	The corporate website must contain information about any env	5	-
0.385			
9	A media section with access to the organisation's media rele	9	-
0.400			
10	Information about the organisation must be excluded in the m	10	-
0.455			
4	Information about any community efforts in which the organ	4	-
0.468			
6	An organisation's website must provide for a community bull	6	-
0.496			
11	Users do not appreciate an educational section on how to bes	11	-
0.539			
3	The corporate website must contain information about any cha	3	-
0.589			
15	A contact directory with individual employees' details is un	15	-
0.634			
2	A virtual library is impractical in making the organisation'	2	-
0.665			
45	An automatic responder to E-mail alienates the customer.	45	-
0.760			

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Normalized Factor Scores -- For Factor 1

No.	Statement	No.	Z-
SCORES			
27	Customers should not be able to monitor the status of their	27	-
0.773			
54	Users disregard links to other sites containing information	54	-
0.888			
36	A standardised response form to enquiries hinders customers	36	-
1.003			
16	Multimedia decreases a corporate website's interactivity.	16	-
1.052			
18	Information about the organisation's financial position (inv	18	-
1.073			
31	It is unnecessary to inform customers about the means of del	31	-
1.394			
29	Adequate access to customers' online account details is unde	29	-
1.449			
30	A corporate website must exclude the organisation's physical	30	-
1.721			
48	An after sales confirmation e-mail is unnecessary.	48	-
1.729			
20	Item prices need not be published.	20	-
1.814			
32	A corporate website must exclude the organisation's contact	32	-
1.883			

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Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
21	Users want to pay for items via a secured system.	21	
1.562			
13	Information about the organisation's products must be easily	13	
1.526			
49	The corporate website must be integrated with other departme	49	
1.473			
34	Regular customers expect website content to be continually	34	
1.409			
33	An E-mail link is essential to enable users to communicate d	33	
1.325			
37	A detailed online sales brochure must offer maximum possible	37	
1.248			
7	Placing the organisation's history on its website increases	7	
1.214			
28	Customers must be able to access the status of their orders	28	
1.200			
17	The reflection of the organisation's corporate identity cre	17	
1.185			
46	Software that automatically manages customer relationships i	46	
1.145			
22	There must be a statement that transactions are secure.	22	
1.014			
9	A media section with access to the organisation's media rele	9	
0.985			
26	There must be assurance of error free billing.	26	
0.972			
42	Online customers need to be able to navigate logically throu	42	
0.946			
23	The corporate website must guarantee customer privacy.	23	
0.931			
25	There must be assurance of service support by the organisati	25	
0.929			
51	A corporate website must have exclusive website services for	51	
0.718			
41	A section for frequently asked questions and problems (FAQs)	41	
0.672			
24	There must be a guarantee that merchandise is available at t	24	
0.662			
4	Information about any community efforts in which the organ	4	
0.645			
50	A guestbook is a good means of building a customer database.	50	
0.485			
1	A profile of the organisation's activities increases famili	1	
0.393			

39	An online sales video makes customer contact more personal.	39	
0.329			
3	The corporate website must contain information about any cha	3	
0.317			
53	An option to personalise the organisation's website accordin	53	
0.299			
5	The corporate website must contain information about any env	5	
0.266			
6	An organisation's website must provide for a community bull	6	
0.163			
52	An online members-only magazine alienates other potential cu	52	
0.020			
43	Free product samples that can be ordered, do not necessaril	43	-
0.179			
32	A corporate website must exclude the organisation's contact	32	-
0.353			
14	Content management software restricts the coordination of me	14	-
0.401			
36	A standardised response form to enquiries hinders customers	36	-
0.444			
35	A search capability must only be built in if all relevant ke	35	-
0.474			
47	A subscribed mailing list option is nonessential.	47	-
0.497			
44	Preprogrammed answers (answerbots) are irritating.	44	-
0.521			
45	An automatic responder to E-mail alienates the customer.	45	-
0.610			
19	The corporate website must not contain text chat software fo	19	-
0.647			
15	A contact directory with individual employees' details is un	15	-
0.666			
8	Information about the organisation's culture is irrelevant.	8	-
0.704			
29	Adequate access to customers' online account details is unde	29	-
0.786			
10	Information about the organisation must be excluded in the m	10	-
0.892			
40	Customers generally dislike an E-mail product newsletter.	40	-
0.901			
30	A corporate website must exclude the organisation's physical	30	-
1.047			

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Normalized Factor Scores -- For Factor 2

No.	Statement	No.	Z-
SCORES			
54	Users disregard links to other sites containing information	54	-
1.083			
2	A virtual library is impractical in making the organisation'	2	-
1.149			
16	Multimedia decreases a corporate website's interactivity.	16	-
1.220			
38	An online discussion forum for customers is undesirable.	38	-
1.259			
11	Users do not appreciate an educational section on how to bes	11	-
1.271			
48	An after sales confirmation e-mail is unnecessary.	48	-
1.303			
12	A section on the organisation's special events is unnecessar	12	-
1.329			
31	It is unnecessary to inform customers about the means of del	31	-
1.421			
18	Information about the organisation's financial position (inv	18	-
1.477			
20	Item prices need not be published.	20	-
1.568			
27	Customers should not be able to monitor the status of their	27	-
1.830			

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Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.	Type
1 Type	2 Difference		
35	A search capability must only be built in if all relevant ke	35	
1.076	-0.474 1.550		
38	An online discussion forum for customers is undesirable.	38	
0.116	-1.259 1.375		
44	Preprogrammed answers (answerbots) are irritating.	44	
0.792	-0.521 1.313		
12	A section on the organisation's special events is unnecessar	12	-
0.148	-1.329 1.181		
27	Customers should not be able to monitor the status of their	27	-
0.773	-1.830 1.057		
22	There must be a statement that transactions are secure.	22	
1.881	1.014 0.867		
19	The corporate website must not contain text chat software fo	19	
0.192	-0.647 0.839		
11	Users do not appreciate an educational section on how to bes	11	-
0.539	-1.271 0.732		
24	There must be a guarantee that merchandise is available at t	24	
1.355	0.662 0.693		
40	Customers generally dislike an E-mail product newsletter.	40	-
0.284	-0.901 0.617		
26	There must be assurance of error free billing.	26	
1.516	0.972 0.544		
2	A virtual library is impractical in making the organisation'	2	-
0.665	-1.149 0.484		
23	The corporate website must guarantee customer privacy.	23	
1.402	0.931 0.471		
8	Information about the organisation's culture is irrelevant.	8	-
0.246	-0.704 0.458		
10	Information about the organisation must be excluded in the m	10	-
0.455	-0.892 0.437		
25	There must be assurance of service support by the organisati	25	
1.365	0.929 0.437		
28	Customers must be able to access the status of their orders	28	
1.623	1.200 0.423		
18	Information about the organisation's financial position (inv	18	-
1.073	-1.477 0.404		
42	Online customers need to be able to navigate logically throu	42	
1.337	0.946 0.391		
1	A profile of the organisation's activities increases famili	1	
0.737	0.393 0.344		
47	A subscribed mailing list option is nonessential.	47	-
0.185	-0.497 0.312		
54	Users disregard links to other sites containing information	54	-
0.888	-1.083 0.195		

43	Free product samples that can be ordered, do not necessarily	43	
0.011	-0.179 0.190		
16	Multimedia decreases a corporate website's interactivity.	16	-
1.052	-1.220 0.168		
14	Content management software restricts the coordination of me	14	-
0.245	-0.401 0.157		
21	Users want to pay for items via a secured system.	21	
1.637	1.562 0.075		
52	An online members-only magazine alienates other potential cu	52	
0.082	0.020 0.062		
15	A contact directory with individual employees' details is un	15	-
0.634	-0.666 0.033		
31	It is unnecessary to inform customers about the means of del	31	-
1.394	-1.421 0.026		
33	An E-mail link is essential to enable users to communicate d	33	
1.345	1.325 0.019		
53	An option to personalise the organisation's website accordin	53	
0.176	0.299 -0.123		
34	Regular customers expect website content to be continually	34	
1.265	1.409 -0.144		
45	An automatic responder to E-mail alienates the customer.	45	-
0.760	-0.610 -0.150		
13	Information about the organisation's products must be easily	13	
1.337	1.526 -0.188		
20	Item prices need not be published.	20	-
1.814	-1.568 -0.245		
37	A detailed online sales brochure must offer maximum possible	37	
0.997	1.248 -0.251		
39	An online sales video makes customer contact more personal.	39	
0.000	0.329 -0.329		
41	A section for frequently asked questions and problems (FAQs)	41	
0.279	0.672 -0.393		
48	An after sales confirmation e-mail is unnecessary.	48	-
1.729	-1.303 -0.425		
36	A standardised response form to enquiries hinders customers	36	-
1.003	-0.444 -0.559		
17	The reflection of the organisation's corporate identity cre	17	
0.597	1.185 -0.588		
5	The corporate website must contain information about any env	5	-
0.385	0.266 -0.651		
6	An organisation's website must provide for a community bull	6	-
0.496	0.163 -0.659		

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Descending Array of Differences Between Factors 1 and 2

No.	Statement	No.	Type
1 Type	2 Difference		
29	Adequate access to customers' online account details is unde	29	-
1.449	-0.786 -0.662		
30	A corporate website must exclude the organisation's physical	30	-
1.721	-1.047 -0.674		
50	A guestbook is a good means of building a customer database.	50	-
0.316	0.485 -0.802		
51	A corporate website must have exclusive website services for	51	-
0.094	0.718 -0.811		
7	Placing the organisation's history on its website increases	7	
0.376	1.214 -0.839		
3	The corporate website must contain information about any cha	3	-
0.589	0.317 -0.906		
49	The corporate website must be integrated with other departme	49	
0.495	1.473 -0.979		
4	Information about any community efforts in which the organ	4	-
0.468	0.645 -1.113		
9	A media section with access to the organisation's media rele	9	-
0.400	0.985 -1.385		
46	Software that automatically manages customer relationships i	46	-
0.303	1.145 -1.447		
32	A corporate website must exclude the organisation's contact	32	-
1.883	-0.353 -1.530		

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Factor Q-Sort Values for Each Statement

Factor Arrays

No.	Statement	No.	1
2			
1	1 A profile of the organisation's activities increases famili	1	2
1	2 A virtual library is impractical in making the organisation'	2	-2
-3	3 The corporate website must contain information about any cha	3	-2
1	4 Information about any community efforts in which the organ	4	-2
1	5 The corporate website must contain information about any env	5	-1
0	6 An organisation's website must provide for a community bull	6	-2
0	7 Placing the organisation's history on its website increases	7	2
4	8 Information about the organisation's culture is irrelevant.	8	0
-2	9 A media section with access to the organisation's media rele	9	-1
3	10 Information about the organisation must be excluded in the m	10	-1
-2	11 Users do not appreciate an educational section on how to bes	11	-2
-4	12 A section on the organisation's special events is unnecessar	12	0
-4	13 Information about the organisation's products must be easily	13	3
5	14 Content management software restricts the coordination of me	14	0
-1	15 A contact directory with individual employees' details is un	15	-2
-2	16 Multimedia decreases a corporate website's interactivity.	16	-3
-3	17 The reflection of the organisation's corporate identity cre	17	2
3	18 Information about the organisation's financial position (inv	18	-4
-5	19 The corporate website must not contain text chat software fo	19	1
-2	20 Item prices need not be published.	20	-5
-5	21 Users want to pay for items via a secured system.	21	5
5			

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

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Factor Arrays

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

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			1
33	An E-mail link is essential to enable users to communicate d	33	3
4			
31	It is unnecessary to inform customers about the means of del	31	-4
-4			
15	A contact directory with individual employees' details is un	15	-2
-2			
52	An online members-only magazine alienates other potential cu	52	1
0			
21	Users want to pay for items via a secured system.	21	5
5			
53	An option to personalise the organisation's website accordin	53	1
0			
34	Regular customers expect website content to be continually	34	3
4			
45	An automatic responder to E-mail alienates the customer.	45	-3
-1			
14	Content management software restricts the coordination of me	14	0
-1			
16	Multimedia decreases a corporate website's interactivity.	16	-3
-3			
13	Information about the organisation's products must be easily	13	3
5			
43	Free product samples that can be ordered, do not necessaril	43	1
0			
54	Users disregard links to other sites containing information	54	-3
-3			
20	Item prices need not be published.	20	-5
-5			
37	A detailed online sales brochure must offer maximum possible	37	2
4			
47	A subscribed mailing list option is nonessential.	47	0
-1			
39	An online sales video makes customer contact more personal.	39	0
1			
1	A profile of the organisation's activities increases famili	1	2
42	Online customers need to be able to navigate logically throu	42	3
2			
41	A section for frequently asked questions and problems (FAQs)	41	1
2			
18	Information about the organisation's financial position (inv	18	-4
-5			

28	Customers must be able to access the status of their orders	28	5
3			
48	An after sales confirmation e-mail is unnecessary.	48	-5
-4			
25	There must be assurance of service support by the organisati	25	4
2			
10	Information about the organisation must be excluded in the m	10	-1
-2			
8	Information about the organisation's culture is irrelevant.	8	0
-2			
23	The corporate website must guarantee customer privacy.	23	4
2			
2	A virtual library is impractical in making the organisation'	2	-2
-3			
26	There must be assurance of error free billing.	26	4
2			
36	A standardised response form to enquiries hinders customers	36	-3
-1			
17	The reflection of the organisation's corporate identity cre	17	2
3			
40	Customers generally dislike an E-mail product newsletter.	40	-1
-2			
5	The corporate website must contain information about any env	5	-1
0			
6	An organisation's website must provide for a community bull	6	-2
0			
29	Adequate access to customers' online account details is unde	29	-4
-2			
30	A corporate website must exclude the organisation's physical	30	-4
-3			
24	There must be a guarantee that merchandise is available at t	24	4
1			
11	Users do not appreciate an educational section on how to bes	11	-2
-4			
50	A guestbook is a good means of building a customer database.	50	-1
1			
51	A corporate website must have exclusive website services for	51	0
2			
7	Placing the organisation's history on its website increases	7	2
4			
19	The corporate website must not contain text chat software fo	19	1
-2			
22	There must be a statement that transactions are secure.	22	5
3			
3	The corporate website must contain information about any cha	3	-2
1			

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Factor Arrays

No.	Statement	No.	
2			1
49	The corporate website must be integrated with other departme	49	2
5			
27	Customers should not be able to monitor the status of their	27	-3
-5			
4	Information about any community efforts in which the organ	4	-2
1			
12	A section on the organisation's special events is unnecessar	12	0
-4			
44	Preprogrammed answers (answerbots) are irritating.	44	2
-1			
38	An online discussion forum for customers is undesirable.	38	1
-3			
9	A media section with access to the organisation's media rele	9	-1
3			
46	Software that automatically manages customer relationships i	46	-1
3			
32	A corporate website must exclude the organisation's contact	32	-5
0			
35	A search capability must only be built in if all relevant ke	35	3
-1			

Factor Characteristics

	Factors	
	1	2
No. of Defining Variables	5	6
Average Rel. Coef.	0.800	0.800
Composite Reliability	0.952	0.960
S.E. of Factor Scores	0.218	0.200

Standard Errors for Differences in Normalized Factor Scores

(Diagonal Entries Are S.E. Within Factors)

Factors	1	2
1	0.309	0.296

2	0.296	0.283
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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					
No.	Statement	No.		RNK	
SCORE	RNK SCORE				
22	There must be a statement that transactions are secure.	22		5	
1.88*	3 1.01				
24	There must be a guarantee that merchandise is available at t	24		4	
1.35	1 0.66				
35	A search capability must only be built in if all relevant ke	35		3	
1.08*	-1 -0.47				
44	Preprogrammed answers (answerbots) are irritating.	44		2	
0.79*	-1 -0.52				
17	The reflection of the organisation's corporate identity cre	17		2	
0.60	3 1.19				
49	The corporate website must be integrated with other departme	49		2	
0.49*	5 1.47				
7	Placing the organisation's history on its website increases	7		2	
0.38*	4 1.21				
19	The corporate website must not contain text chat software fo	19		1	
0.19*	-2 -0.65				
38	An online discussion forum for customers is undesirable.	38		1	
0.12*	-3 -1.26				
51	A corporate website must have exclusive website services for	51		0 -	
0.09*	2 0.72				
12	A section on the organisation's special events is unnecessar	12		0 -	
0.15*	-4 -1.33				
40	Customers generally dislike an E-mail product newsletter.	40		-1 -	
0.28	-2 -0.90				
46	Software that automatically manages customer relationships i	46		-1 -	
0.30*	3 1.14				
50	A guestbook is a good means of building a customer database.	50		-1 -	
0.32*	1 0.49				
5	The corporate website must contain information about any env	5		-1 -	
0.38	0 0.27				
9	A media section with access to the organisation's media rele	9		-1 -	
0.40*	3 0.99				
4	Information about any community efforts in which the organ	4		-2 -	
0.47*	1 0.65				
6	An organisation's website must provide for a community bull	6		-2 -	
0.50	0 0.16				

11	Users do not appreciate an educational section on how to bes	11	-2	-
0.54	-4	-1.27		
3	The corporate website must contain information about any cha	3	-2	-
0.59*	1	0.32		
27	Customers should not be able to monitor the status of their	27	-3	-
0.77*	-5	-1.83		
29	Adequate access to customers' online account details is unde	29	-4	-
1.45	-2	-0.79		
30	A corporate website must exclude the organisation's physical	30	-4	-
1.72	-3	-1.05		
32	A corporate website must exclude the organisation's contact	32	-5	-
1.88*	0	-0.35		

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Consensus Statements -- Those That Do Not Distinguish Between ANY Pair of Factors.

All Listed Statements are Non-Significant at $P > .01$, and Those Flagged With an * are also Non-Significant at $P > .05$.

Factors

				1	
2					
No.	Statement	No.	RNK		
SCORE	RNK SCORE				
1*	A profile of the organisation's activities increases famili	1	2		
0.74	1 0.39				
2*	A virtual library is impractical in making the organisation'	2	-2 -		
0.66	-3 -1.15				
5	The corporate website must contain information about any env	5	-1 -		
0.38	0 0.27				
6	An organisation's website must provide for a community bull	6	-2 -		
0.50	0 0.16				
8*	Information about the organisation's culture is irrelevant.	8	0 -		
0.25	-2 -0.70				
10*	Information about the organisation must be excluded in the m	10	-1 -		
0.45	-2 -0.89				
11	Users do not appreciate an educational section on how to bes	11	-2 -		
0.54	-4 -1.27				
13*	Information about the organisation's products must be easily	13	3		
1.34	5 1.53				
14*	Content management software restricts the coordination of me	14	0 -		
0.24	-1 -0.40				
15*	A contact directory with individual employees' details is un	15	-2 -		
0.63	-2 -0.67				
16*	Multimedia decreases a corporate website's interactivity.	16	-3 -		
1.05	-3 -1.22				
17	The reflection of the organisation's corporate identity cre	17	2		
0.60	3 1.19				
18*	Information about the organisation's financial position (inv	18	-4 -		
1.07	-5 -1.48				
20*	Item prices need not be published.	20	-5 -		
1.81	-5 -1.57				
21*	Users want to pay for items via a secured system.	21	5		
1.64	5 1.56				
23*	The corporate website must guarantee customer privacy.	23	4		
1.40	2 0.93				
24	There must be a guarantee that merchandise is available at t	24	4		
1.35	1 0.66				

25*	There must be assurance of service support by the organisati	25	4
1.37	2 0.93		
26*	There must be assurance of error free billing.	26	4
1.52	2 0.97		
28*	Customers must be able to access the status of their orders	28	5
1.62	3 1.20		
29	Adequate access to customers' online account details is unde	29	-4 -
1.45	-2 -0.79		
30	A corporate website must exclude the organisation's physical	30	-4 -
1.72	-3 -1.05		
31*	It is unnecessary to inform customers about the means of del	31	-4 -
1.39	-4 -1.42		
33*	An E-mail link is essential to enable users to communicate d	33	3
1.34	4 1.33		
34*	Regular customers expect website content to be continually	34	3
1.27	4 1.41		
36*	A standardised response form to enquiries hinders customers	36	-3 -
1.00	-1 -0.44		
37*	A detailed online sales brochure must offer maximum possible	37	2
1.00	4 1.25		
39*	An online sales video makes customer contact more personal.	39	0
0.00	1 0.33		
40	Customers generally dislike an E-mail product newsletter.	40	-1 -
0.28	-2 -0.90		
41*	A section for frequently asked questions and problems (FAQs)	41	1
0.28	2 0.67		
42*	Online customers need to be able to navigate logically throu	42	3
1.34	2 0.95		
43*	Free product samples that can be ordered, do not necessaril	43	1
0.01	0 -0.18		
45*	An automatic responder to E-mail alienates the customer.	45	-3 -
0.76	-1 -0.61		
47*	A subscribed mailing list option is nonessential.	47	0 -
0.18	-1 -0.50		
48*	An after sales confirmation e-mail is unnecessary.	48	-5 -
1.73	-4 -1.30		
52*	An online members-only magazine alienates other potential cu	52	1
0.08	0 0.02		
53*	An option to personalise the organisation's website accordin	53	1
0.18	0 0.30		
54*	Users disregard links to other sites containing information	54	-3 -
0.89	-3 -1.08		

QANALYZE was completet at 11:46:28