An Exploration of Shopping Motives of Eastern Region Shoppers in India

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Abstract. The present study aims at identifying the motives of consumer behavior specific to the eastern region of India. For this research population was defined as people visiting shopping malls for shopping irrespective of age, gender, educational qualification etc. A total of 300 questionnaires were distributed, out of which 216 were usable for analysis, resulting in a 72 percent response rate. The generic motive dimensions are identified using an exploratory factor analysis (EFA) followed by confirmatory factor analysis (CFA) using AMOS 16.0s/w. This paper identifies five purchase motive dimensions in the retail mall service -- Tenant Mix, Safety and Security, Amenities, Convenience, and Image. This finding can offer valuable insight to the forthcoming as well as existing developers who are planning to have their presence in eastern region of India.

Mall development across the country is going at a rapid peace where Delhi NCR is leading. It is particularly competitive in cities like Delhi NCR and Mumbai. These cities are ahead in mall development and contribute nearly 79 per cent of available mall space (Taneja, 2007). The Eastern region specifically the Kolkata, Bhubaneswar, area has shown some good response in attracting some mall developers. The motives behind the shopping mall across the region differ because of variation in culture and social aspects.

Quite a lot of researchers have studied shopping motivations, range from utilitarian motivation to hedonic or experiential motivation in a broad range of literature. (Arnold and Reynolds, 2003; Babin, Darden & Griffin 1994; Batra & Ahtola 1991; Bloch, Ridgway & Dawson, 1994; Tauber, 1972; Westbrook and Black, 1985). The motive of the consumer is different because of wide range of products, quality and prices. Consumers give importance to convenience and choice because they want to derive value for their hard-earned money. Consumers are also showing preferences for shopping malls, which enable them to shop a variety of products under one roof and offer shopping experience in terms of ambience and entertainment. The need for such a research is highlighted through the fact that the aggressive, geographic market expansion of successful retail organizations, the internationalization of retail practices and the development of a global consumer market (Dawson, 1994; Severin et al., 2001) has led many to call for investigating consumer behaviors in specific cultural contexts (de Mooij and Hofstede, 2002; McCracken, 1986). However, in the eastern region, no research has been carried out to investigate various motivations for people to go shopping in malls. Therefore, there is clearly a need for research on this issue in Eastern Region. In this study, an attempt was made to study the motivations for people to go shopping in mall.

This research paper is divided into three major sections. First, we discuss the theoretical background and previous research that has been conducted in this area. Although there has been a dearth of shopping motivation related studies in the Indian context, theoretical exploration can be based on international studies carried out in other countries. Second, we present the research methodology adopted to investigate the motivations for people to go shopping in malls. It describes the data collection procedure along with measures adopted for the current study. Last part of the research includes exploratory (EFA) and confirmatory (CFA) factor analyses. This is followed by findings and reports conclusions and implications for mall managers. Finally, we provide a general discussion of the findings, as well as limitations of the study and directions for future research.

Research Objectives

On the basis of above discussion, it is imperative to know the shopping motive across the region as compared to motive of shoppers of India as a whole. A study by Venkateswarulu and Uniyal (2007) with reference to shopping malls in the city of Mumbai identified five factors defining attractiveness of a shopping mall. These were: (1) Appeal and convenience. (2) Amenities and atmospherics. (3) Ambience. (4) Personnel. (5) Parking and seating.

A study by Chattopadhyaya and Sengupta (2006) on malls in Kolkata highlighted the importance of marketing activities to create the distinctive positioning, by developing appropriate marketing strategies that enjoyed increased customer patronage. Shopping motive differs across the region because of difference in taste and preference. Mall patronage can only be ensured by aligning management philosophy and practices of the mall with motivation of shoppers. Thus, present research was contemplated to address this question. The research aims at identifying the motives of consumer behavior specific to the eastern region of India. Thus, the objectives of the study are

1. To identify the motives for consumers to shop at organized mall in eastern regions of India.
2. Identifying relative significance of these motives.

LITERATURE REVIEW

Most of the Indian studies are similar in nature. These include issues like mall development and operations in India (Kuruvilla and Ganguli, 2008), financing and practices (Singh et al., 2010) and comparative analysis of malls in India and the USA (Singh and Bose, 2008). Some of the empirical studies include the profiling of mall shoppers (Kuruvilla and Joshi, 2010) and measurement of customer attitude towards malls (Swaminathan and Vani, 2008). No study has touched the motives of shoppers specific to the region as developers are more concerned about the customization.

Building Blocks of shopping motives

Retailer should know the shopping motives of the shoppers to know what drives them to shop in a particular mall. Such a motive can lead to design better offering inside the mall to enhance the footfall. Different study has posted different views about shopping motives.

Tauber (1972) investigated shopping motives through depth interviews. He categorized shopping motivations into two categories: personal and social. People go for shopping due to personal gratification which includes role playing, diversion, self-gratification, and learning about new trends, physical activity, and sensory stimulation. The need for social experiences outside the home, communication with others having the same interest, peer group attraction, status and authority, and pleasure of bargaining were included in the category of social shopping motivations.

Westbrook and Black (1985) identified seven dimensions of shopping motivations: anticipated utility, role enactment, negotiation, choice optimization, affiliation, power and authority, and stimulation. Similarly, Arnold and Reynolds (2003) investigated hedonic reasons why people go shopping and identified six broad categories of hedonic shopping motivation. These included adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping. Adventure shopping refers to shopping for excitement, adventure, and stimulation. It also refers to experiencing a different environment that stimulates the senses. Social shopping emphasizes the social benefits of shopping with friends and family. Gratification shopping refers to shopping as a means to create a positive feeling, that is, to feel better or give a special treat to oneself. Idea shopping refers to shopping to gather information about new trends, fashions, and products. Role shopping reflects the enjoyment felt when shopping for others and finding the perfect gift. Value shopping refers to the joy of hunting for bargains, finding discounts, and seeking sales.

Consumers look for a place which is one stop destination for their shopping desire for which convenience is considered as an important motivation for selecting the mall (Kaufmann, 1996). Loudon and Bitta (1993) in their study also identified that consumers seek high convenience as they put time and effort finding parking space, department or a particular product; they also found that convenience is also an important criterion for customers who are either visiting or making purchase in a mall very infrequently.

The reason for visiting the mall may be the existence of special store that appeals to them (Nevin and Houston, 1980). The presence of well known anchor store may be the reason and the non-anchor can serve as the drawing power (Anderson, 1985). The mix of local and branded store inside the shopping mall may be attracting point for the shopper to shop inside the mall.

The consumer behavior literature has also revealed that many consumers are risk-averse and thus they may be reluctant to visit a shopping centre that is perceived to be dangerous (Schiffman & Kanuk, 2001).The variables explaining the construct security are quality of the centre, safe place to be, and the personal security. Mall security takes care of the safety of the shoppers who usually carry credit cards, cash, wear jewelry and bring vehicles. Security guards in important locations outside and inside the mall, metal detectors, and surveillance cameras are an integral part of many malls today.

Rook (1987) explained that many modern malls have started offering ample amenities to keep the customer engaged and to provide a better experience. A trip to shopping malls can provide an individual/family a very economic means of entertainment, leisure and recreation with a great deal of effortless planning. Spacious shopping in terms of within the mall, placement of escalators and lifts in a mall adds to the ambience. People can easily move around and make their shopping trips more enjoyable. Relaxing benches along the walkways add value to the ambience of the mall. Relaxing benches give a much needed amnesty for the shoppers who shop for long hours in the mall.

Most mall managers realize that mall ambience and attractiveness is a prominent contributor attracting shoppers to stores (Laroche et al. 2005; Michon et al. 2008) and plays a significant role in consumers' evaluations about products (Baker et al. 1994). Successful retailing must provide interactive environments where the service aspects should be blended (Mathwick, Malhotra, and Rigdon 2001) with the physical ambience (Holbrook and Coofman, 1985) to create an enjoyable experience for the shopper.

Retailing researchers believe that mall image corresponds to the way in which a given mall is defined in the shoppers' mind with respect to a set of functional as well as psychological attributes (Darden and Babin1994). The image of a shopping mall is to create a differential impression in mind of the shoppers (Hart et al. 2007). Leo and Philippe (2002) stated that shopping mall image is a holistic entity created from the elements such as retail mix, infrastructure and atmosphere. Thus shopping mall image can be managed to create a shopping destination for its potential shoppers (Warnaby and Medway 2004).

Review of literature has presented a long list of shopping mall motives that possibly affect shopper's response to a shopping mall. There is a need to integrate these diverse attributes and see their relationship. Present research was planned to carry out this integration and understand whether and how mall motives are different across the regions.

RESEARCH METHODOLOGY

This research was conducted in two phases. First phase involved secondary data and personal interactions with select practitioners, academicians and shoppers to define the motives behind the purchase in shopping malls. It resulted in generation of a structured questionnaire. Second phase involved data collection.

Research Instrument

Five mall-related measures as mentioned above were adapted for the study. Convenience was captured by six items adapted from Dennis et al. (2001). Ambience was captured by four items adapted from Wakefield and Baker (1998). Five items were adapted from Bell (1999) to assess shoppers' subjective judgment about the facilities extended by the mall. Six items related to tenant-mix were generated from the work of Finn & Louviere (1996) and Wakefield and Baker (1998). Three items for safety and security were generated from the work of Frasquet, Gill & Molla (2001). Three items for image were generated from the work of Nevin and Houstan (1980).The initial pool thus comprised 27 items. Based on these 27 items, tentative research instrument was sent to 2 expert judges for purpose of content and face validity assessments. One was a faculty member and has published extensively in topics related to shopping behaviors within malls. The one other expert judge was doctoral students in the same area. The judges were asked to rate each item on a scale ranging from 1 (strongly agree) to 5 (strongly disagree) with 3 (not sure) as the midpoint. Mean ratings per item were calculated. Items with mean scores less than 4 were rejected from the pool of items (Kim et al. 2001). Following this procedure, 3 items were rejected, ending up with 24 items.

Sampling and Data Collection

Better results can be drawn from running factor analysis if the number of respondents is at least five times the number of variables; sample size was therefore kept at 300 (Bryant and Yarnold, 1995; Hair et al., 2006). For this research population was defined as people visiting shopping malls in Eastern Region of India for shopping irrespective of age, gender, educational qualification etc. Sampling element was individual visiting malls for shopping. Sampling unit for this research was shopping mall from where the elements were to be drawn. Extent to which people are included in the sample is defined as the criterion (preferably objective) that defines elements. Sampling frame could not be developed for this research as it was neither possible nor advisable to compile a list of all mall shoppers in Eastern regions of India. Therefore simple random sampling method was used. The questionnaires were distributed to the public who entered in the mall for their shopping either all alone or with their family. A total of 300 questionnaires were distributed, out of which 264 were returned. Of the 264 responses, 216 were usable, resulting in a 72 percent response rate, which is sufficient for a survey of this type.

DATA ANALYSIS AND INTERPRETATION

Demographic information collected with help of questionnaire was used to develop a profile of mall shoppers in Eastern Orissa using simple numbers and percentages, followed by an exploratory factor analysis to know the motives behind visiting a mall.

Profile of respondents

Sample used in this research is representative of the population as key demographic parameters of sample resemble those for population. Out of those 261 samples, large proportions of respondents are coming under the age group of 25 to 40 years, which amounts to almost 45% of the sample size. Major respondents are male(55%) and married(70%).Working professionals (31%) are the major visitors at the mall followed by private service holder(28.2%) and government employees(15.3%). Almost 37% of visitors' income is less than Rs.10,000. The respondents were basically from different parts of West Bengal, Odisha and nearby states.

Table 1. Demographic Profiles of Respondents

Demographic Group	Demographic Sub-Group	Number	Percentage(%)
Age Group	13-19 Years	25	11.6
	20-35 Years	67	31.0
	36-50 Years	94	43.5
	51-65 Years	30	13.9
Gender	Male	118	54.6
	Female	98	45.4
Marital Status	Unmarried	64	29.6
	Married	152	70.4
Qualification	Schooling	61	28.2
	Graduation	114	52.8
	PG & above	41	19
Occupation	Govt. service	33	15.3
	Private service	61	28.2
	Professional	67	31
	Business	30	13.9
	Student	25	11.6
Monthly income	Less than Rs10,000	80	37
	Rs 10,000-Rs 25,000	75	34.7
	Rs. 25,000-Rs. 40,000	31	14.4
	More than Rs.40,000	30	13.9

For reduction of the variables, Data analysis proceeds in two steps. First the exploratory factor analysis is used to identify the underlying dimensions of consumers' motives to shop at organized mall. For this the exploratory factor analysis was performed on items of the measurement scale using the principal component analysis with varimax rotation. An orthogonal rotation was chosen for the sake of simplicity (Nunnally and Bernstein, 1994). Exploratory factor analysis was followed by confirmatory factor analysis to confirm the factor structure of the motive dimensions.

Exploratory factor analysis

It can be seen from Table 2, five factors were extracted, accounting for 57 percent of the total variance explained. In total 19 items loaded properly out of 30 items on the factors. Few items like trading HR, signage, value for money, navigation were removed because they did not load on any of the factors. Again based on the Cronbach's alpha criteria few items were deleted from those 30 items like Proximity to home, crime, Opening & closing timings, pleasant music. Factor loadings greater than 0.45 have been considered for further analysis. Reliability of the factors was calculated using Cronbach's alpha. A Cronbach's alpha value of greater than or equal to 0.7 is considered acceptable for the factor to be reliable (Hair et al., 2006). In one case only two items loaded on the factor so correlation variance was taken into consideration. So overall the factors are reliable. Extracted factors are presented in the summarized table (Table 2).

Table 2. Consolidated Factor Output

Factor No.(Variance Explained)	Factors Title	Variables Included	Factor loadings					Cronbach's alpha
			F1	F2	F3	F4	F5	
F1(14.09%)	Images	Characteristic				.795		0.65
		Navigation				.599		
		Awareness				.732		
F2(12.4%)	Ambience	Road			.732			0.71
		Music			.493			
		Air condition			.636			
		Cleanness			.627			
		Parking			.496			
F3(12.3%)	Amenities	Escalator					.684	Corr.coeff.=.524 (sig.at0.001 level)
		Lift service					.670	
F4 (9.3%)	Tenant Mix	Brands	.716					0.80
		P.Brand	.756					
		Products	.719					
		Anchor tenant	.711					
		Entertainment	.493					
F5(9.2%)	Safety & security	Personal safety		.559				0.78
		Safe to use		.620				
		Safety in lift		.706				
		Fire		.739				

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
*As there are only two variables for amenities factor , so co-relation value has been taken into consideration for reliability testing.

Factor 1: First factor comprising five mall attributes (Brands, P.Brands, Products, Anchor Tenant, and Entertainment) explains 14.09 per cent of variance. These variables have significantly high factor loading (close to 0.5) on this factor. Since these variables are close to the store atmosphere, it is labeled as Tenant Mix. The reliability among these variables is quite high and close to 0.80.

Factor 2: The second extracted factor is explaining around 12.4 percent of variance with variables like personal safety, safe to use, safety in lift and Fire. All these variables loaded quite well with the factor ranging from .739 to .559. As those variables character is very close to safety, so the factor is labeled as safety and security having alpha value of 0.78.

Factor 3: Third factor comprising five attributes (Road, Music, Air conditioner, Cleanliness, Parking) explains 12.3 % variance and loaded quite well ranging from .496 to .732 with the variables. The attributes are close to benefits given by malls, and so labeled as "Ambience", having reliability value of 0.71.

Factor 4: The fourth factor consists of three variables (Characteristics, Navigation, and Awareness) having 9.3 % of variance and the factor loading of those variables are ranging from .60 to .795, which was quite good. The variables are labeled as "Images" and reliability value is 0.65.

Factor 5: The factor five is loaded with two major variables (Escalator & lift) having loading value more than .6 and its co-relation coefficient value is more than .5. This factor is labeled as "Amenities".

Confirmatory factor analysis

After identifying five clear factors through exploratory factor analysis, the next stage is to confirm the factor structure through Structural equation modeling (SEM). AMOS 16.0 was used to perform the confirmatory factor analysis. Confirmatory factor analysis revealed that the measurement items loaded in accordance with the pattern revealed in the exploratory factor analysis.

Model fit

The measurement model indicated an acceptable model fit of the data ($\chi 2$=235.9,df=140,p<0.001; $\chi 2$/df=1.68(<5);CFI=0.92;TLI=0.90;IFI=0.93;NFI=0.84;PNFI=0.68;PCFI=0.76;PRATIO=0.82 and RMSEA=0.06) (Anderson and Gerbing,1988). In addition, all the indicators loaded significantly on the latent constructs. The values of the fit indices indicate a reasonable fit of the measurement model with data (Byrne, 2001, pp.79-86). In short the measurement model confirms to the five factors structure of the customer purchase motives in a mall.

Reliability of the service quality instrument

The Cronbach's alpha for the purchase motives instrument was more than 0.60, which is acceptable and shows that the instrument is reliable. Further evidence of the reliability of the scale is provided in Table 3, which shows the composite reliability and average variance extracted scores of the different factors obtained (Fornell and Larcker, 1981; Hair et al., 2006). Composite reliability (CR) of all the latent variables is greater than the acceptable limit of 0.70 (Carmines and Zeller, 1988). The average variance extracted for all the factors is greater than or equal to 0.5, which is acceptable (Fornell and Lacker, 1981).This shows the internal consistency of the instrument used in the study.

Table 3. Confirmatory factor analysis results

Constructs	Measurement Items	Standardized Estimate	P-value	AVE	CR
Preferred Brands	TEN	.706		0.45	
Products	TEN	.622	***		
Anchor tenant	TEN	.682	***		0.8
Brands	TEN	.745	***		
Entertainment	TEN	.580	***		
Personal safety	SAFSEC	.618		0.69	
Safe to use	SAFSEC	.720	***		0.8
Safety in lift	SAFSEC	.798	***		
Fire	SAFSEC	.621	***		
Parking	AMN	.476		0.59	
Music	AMN	.487	***		
Road	AMN	.575	***		0.7
Air condition	AMN	.670	***		
Cleanliness	AMN	.729	***		
Escalator	CON	.782		0.72	0.7
Lift service	CON	.663	***		
Navigation	IMG	.582		0.62	
Characteristic	IMG	.660	***		0.7
Awareness	IMG	.621	***		

Construct Validity

Construct validity is the extent to which a set of measured variables actually reflects the latent construct they are designed to measure (Hair et al., 2006).Construct validity is established in this study by establishing the face validity, convergent validity and discriminant validity.
Face validity was established by adopting the measurement items used in the study from the existing literature and adapting the same to the present research context.

Convergent validity was assessed by examining the factor loadings and average variance extracted of the constructs as suggested by Fornell and Larcker (1981).All the indicators had significant loading on to the respective latent constructs(p<0.001) with values varying between 0.47 and 0.79 (Table 4). In addition the average variance extracted (AVE) for each construct is greater than or equal to 0.50, which further supports the convergent validity of the constructs.

Fornell and Larcker (1981) state that discriminant validity can be assessed by comparing the average variance extracted (AVE) with the corresponding inter-construct squared correlation estimates. The AVE values of all the purchase motives factors are greater than the inter-construct correlations, which supports the discriminant validity of the constructs (Byrne, 2001). Thus, the measurement model reflects good construct validity and desirable psychometric properties.

DISCUSSION AND MANAGERIAL IMPLICATIONS

The current research makes important contribution to the field of mall management by identifying the shopping motives from the customer perspective. These motives will act as guidelines for the mall developers specifically in eastern region of India as it will help them to understand the particular motives that customers consider while visiting the malls. The study validates the proposition that shopping motives in the eastern region is determined by five factors: convenience, ambience, tenant-mix, amenities, safety and security and image. The first and foremost factor that defining shopper motives is "Ambience" already studied in some previous literature(Singh and Sahay,2012)in NCR, national capital region of India. Mall developers need to design the ambience to enhance the shopping experience. Few other factors got repeated in the present study like safety and security and physical infrastructure. It signifies that irrespective of geographical location Indian customers prefer some common amenities in their mall visit, that can be considered as the basic expectation from the mall shoppers.

It is important for the mall managers to understand this composition. However specific decisions to be taken under each factor would vary depending on the intended positioning. For upcoming shopping malls it is important to decide location, design, leasing and facilities management in a manner so that the mall can attract number of footfalls (Reynolds, Ganesh, and Luckett, 2002). Already operational malls and forthcoming malls can design their marketing strategy for their sustainability. This research also provides benchmark to evaluate future options for mall management, operations and promotion. There could be decisions beyond the list of variables (observable parameters) included in this research. These may be evaluated in terms of their analogy to variables and compatibility with factors included in the proposed model.

Though respondents identified six motives for purchase in shopping malls, all six are not equally significant. For instance only two motives basically tenant mix and safety and security have more contribution having higher score. There is a clearly implication for mall managers operating in eastern region for improving the tenant mix as well as the safety and security level. It is responsibility of developers to identify key motives and decision areas where suitable changes can yield more dividends in the years to come.

Directions for future research:

This study is probably first study carried on motive for purchase in shopping mall specific to any region for existing shopping malls as well as forthcoming mall. Results are based on a sample of respondents taken from a few shopping malls in eastern region. It is possible that individuals demonstrate different shopping motivations on varying occasions. It is advisable to test these motives so as to arrive a generalized theory that could be applied to all the Indian malls. Other interesting aspect would be to see if these motives change with geography (cultural influences), size of the mall, nature of town (tier-I, tier-II etc.) and demographics of respondents. Another issue relates to significance of tenant mix. In a country like India, all the existing malls have the same kind of tenant mix. Thus, it is difficult to differentiate one mall from other. Therefore it is necessary to understand how people rate tenant mix where developers consider regional tenants under their umbrella. Safety and security may be the least concern in Indian malls but the question arises how the developers provide a safe shopping destination. It also has implication for developers and the Govt. who can assure a safe shopping destination for the malls. Can the cultural aspect be considered when the mall development is happening in the regional level? It is important to find how shopping motives are related with other factors like mall loyalty, patronage intentions and shopping experience.

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Factors	Dimension	Operational Definition
CONVENIENCE Dennis et al. (2001)	✴ adequate parking space ✴ easy entrances and exits ✴ Opening and closing hours ✴ Close to my home ✴ Good Road condition	Mall provides adequate parking space You can easily find the entrances and exits to the centre It is easy to get around within the centre Opening and closing hours of the mall are appropriate for me Mall is close to my home Road condition is good to access the mall
AMBIENCE Wakefield and Baker (1998)	✴ Pleasant background music ✴ Fashionable color scheme ✴ Modern decoration ✴ Air-conditioned	Mall always plays pleasant background music. Mall always has fashionable color scheme Mall has modern décor and looking Air-conditioning of the mall is well controlled
AMENTIES Bell (1999)*	✴ Cleanliness ✴ Hygienic ✴ adequate escalators ✴ Adequate lifts. ✴ Signage and floor plans	Overall cleanliness of the mall is hygienic and attractive. Mall has adequate escalators to move around. Mall has adequate lifts. Signage and floor plans are well placed to locate any store. Mall provides adequate brochures to know about.
TENANT MIX Finn & Louviere (1996)* Wakefield and Baker(1998)**	✴ Good brand choice ✴ Most preferred brands ✴ Wide range of products ✴ Reputed anchor tenant ✴ value for my money ✴ Options for entertainment	Mall provides a good choice of brands. Stores within the mall keep my preferred brands. Stores provide a wide range of products. The mall has good and reputed anchor tenant(s). I always get value for my money when going for shopping.* The mall has adequate options for food and entertainment.
SAFETY AND SECURITY Frasquet,Gill & Molla(2001)*	✴ Safety of vehicle, ✴ Personal safety	I do have trust of safety of my vehicle in car park. Personal safety within the mall is highly appreciated.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	**Approx. Chi-Square**	1449.761
	df	210
	Sig.	.000

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**	**% of Variance**	**Cumulative %**
1	6.352	30.247	30.247	6.352	30.247	30.247	2.960	14.095	14.095
2	1.623	7.730	37.977	1.623	7.730	37.977	2.603	12.396	26.491
3	1.527	7.273	45.249	1.527	7.273	45.249	2.580	12.286	38.776
4	1.326	6.313	51.562	1.326	6.313	51.562	1.944	9.258	48.034
5	1.188	5.657	57.219	1.188	5.657	57.219	1.929	9.185	57.219
6	1.036	4.932	62.150						
7	.851	4.053	66.204						
8	.827	3.939	70.142						
9	.750	3.574	73.716						
10	.673	3.203	76.920						
11	.657	3.131	80.050						
12	.562	2.674	82.724						
13	.514	2.449	85.173						
14	.496	2.363	87.537						
15	.479	2.280	89.817						
16	.423	2.014	91.831						
17	.404	1.926	93.757						
18	.383	1.823	95.580						
19	.367	1.747	97.327						
20	.314	1.497	98.824						
21	.247	1.176	100.000						

Extraction Method: Principal Component Analysis.