Appendix D:
Faktoranalyse – Wettbewerbsstrategien

Ergebnisse der Faktoranalyse mit SPSS 9.0:

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	1461.279
	df	351
	Sig.	.000

a. Based on correlations

Covariance Matrix[a]

a. Determinant = 6.928E-04

Communalities

	Raw		Rescaled	
	Initial	Extraction	Initial	Extraction
STR1	1.236	.856	1.000	.693
STR2	1.307	.732	1.000	.560
STR3	.660	.234	1.000	.355
STR4	1.074	.605	1.000	.563
STR5	1.433	1.021	1.000	.712
STR6	1.134	.608	1.000	.536
STR7	1.217	.658	1.000	.541
STR8	1.035	.550	1.000	.532
STR9	1.209	.647	1.000	.536
STR10	1.458	1.053	1.000	.722
STR11	1.439	1.002	1.000	.696
STR12	1.106	.653	1.000	.591
STR13	1.951	1.825	1.000	.935
STR14	.534	.283	1.000	.530
STR15	.994	.495	1.000	.498
STR16	1.224	.877	1.000	.716
STR17	1.077	.600	1.000	.557
STR18	.878	.597	1.000	.680
STR19	.916	.350	1.000	.382
STR20	.909	.343	1.000	.377
STR21	1.078	.596	1.000	.553
STR22	.979	.569	1.000	.582
STR23	1.190	.754	1.000	.633
STR24	.772	.432	1.000	.560
STR25	.860	.421	1.000	.490
STR26	1.585	1.121	1.000	.707
STR27	1.826	1.440	1.000	.789

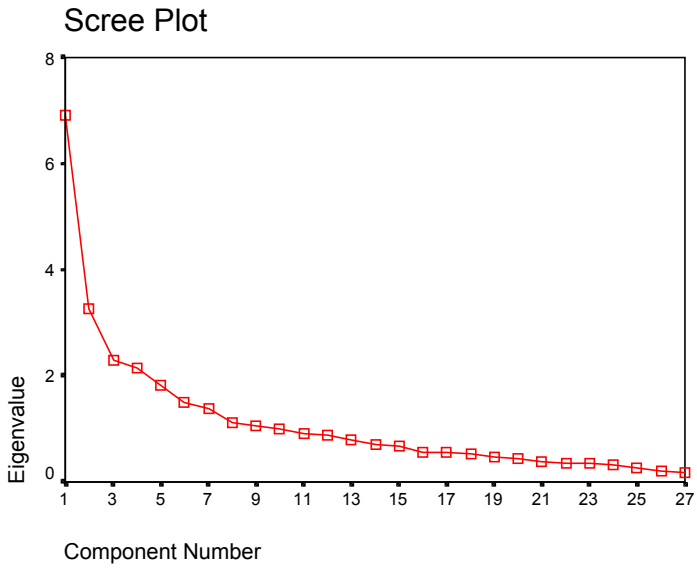
Extraction Method: Principal Component Analysis.

Total Variance Explained

	Component	Initial Eigenvalues [a] Total	% of Variance	Cumulative %	Extraction Sums of Squared Loadings Total	% of Variance	Cumulative %	Rotation Sums of Squared Loadings Total	% of Variance	Cumulative %
Raw	1	6.905	22.214	22.214	6.905	22.214	22.214	4.432	14.258	14.258
	2	3.255	10.472	32.686	3.255	10.472	32.686	3.566	11.471	25.730
	3	2.289	7.366	40.052	2.289	7.366	40.052	2.471	7.949	33.679
	4	2.152	6.923	46.975	2.152	6.923	46.975	2.675	8.606	42.285
	5	1.823	5.866	52.842	1.823	5.866	52.842	2.203	7.089	49.374
	6	1.512	4.865	57.707	1.512	4.865	57.707	1.914	6.157	55.532
	7	1.387	4.464	62.170	1.387	4.464	62.170	2.063	6.638	62.170
	8	1.113	3.582	65.752						
	9	1.048	3.372	69.125						
	10	.993	3.195	72.320						
	11	.908	2.921	75.241						
	12	.877	2.820	78.061						
	13	.790	2.540	80.602						
	14	.717	2.307	82.909						
	15	.667	2.145	85.054						
	16	.567	1.824	86.878						
	17	.560	1.801	88.679						
	18	.530	1.704	90.382						
	19	.467	1.503	91.885						
	20	.442	1.421	93.307						
	21	.396	1.273	94.579						
	22	.364	1.172	95.751						
	23	.347	1.115	96.866						
	24	.310	.996	97.862						
	25	.265	.852	98.715						
	26	.219	.705	99.420						
	27	.180	.580	100.000						
Rescaled	1	6.905	22.214	22.214	6.083	22.529	22.529	4.635	17.165	17.165
	2	3.255	10.472	32.686	2.524	9.350	31.879	2.425	8.981	26.146
	3	2.289	7.366	40.052	1.847	6.839	38.719	2.124	7.867	34.013
	4	2.152	6.923	46.975	1.847	6.840	45.558	2.096	7.762	41.775
	5	1.823	5.866	52.842	1.448	5.365	50.923	1.955	7.241	49.017
	6	1.512	4.865	57.707	1.143	4.234	55.157	1.562	5.786	54.803
	7	1.387	4.464	62.170	1.134	4.199	59.356	1.229	4.553	59.356
	8	1.113	3.582	65.752						
	9	1.048	3.372	69.125						
	10	.993	3.195	72.320						
	11	.908	2.921	75.241						
	12	.877	2.820	78.061						
	13	.790	2.540	80.602						
	14	.717	2.307	82.909						
	15	.667	2.145	85.054						
	16	.567	1.824	86.878						
	17	.560	1.801	88.679						
	18	.530	1.704	90.382						
	19	.467	1.503	91.885						
	20	.442	1.421	93.307						
	21	.396	1.273	94.579						
	22	.364	1.172	95.751						
	23	.347	1.115	96.866						
	24	.310	.996	97.862						
	25	.265	.852	98.715						
	26	.219	.705	99.420						
	27	.180	.580	100.000						

Extraction Method: Principal Component Analysis.

a. When analyzing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.



Component Matrix[a]

	Raw							Rescaled						
	Component							Component						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
STR18	.593							.632						
STR22	.616					-.363		.623					-.367	
STR27	.834			-.534				.617			-.395			
STR24	.537			.337				.611			.383			
STR16	.666	.524						.601	.474					
STR9	.634					.423		.577					.384	
STR26	.725		-.398	-.463				.576		-.316	-.367			
STR2	.658							.575						
STR17	.581	.401						.560	.387					
STR14	.391			.227				.535			.311			
STR21	.553				-.422			.532				-.407		
STR25	.491							.529						
STR23	.562	-.450	-.377					.516	-.413	-.346				
STR4	.513	-.480						.495	-.464					
STR3	.400							.492						
STR13	.678	-.645				.636	-.565	.486	-.462				.456	-.405
STR8	.490	.326						.481	.321					
STR19	.424		.365					.443		.382				
STR10	.407	.690				.377		.337	.571				.312	
STR11		.647		-.438	.453	.362			.539		-.365	.378	.302	
STR12	.352	.491		-.456				.335	.466		-.433			
STR1			.791							.712				
STR5			.731		.521					.611		.435		
STR7	.398			.466			.385	.360			.422			.349
STR15	.341		.348	-.371				.342		.349	-.372			
STR6					.714							.670		
STR20				-.298			.330				-.313			.346

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Rotated Component Matrix[a]

	Raw							Rescaled						
	Component							Component						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
STR18	.723							.771						
STR17	.733							.707						
STR25	.639							.689						
STR16	.722			.364				.652			.329			
STR24	.561		.275					.639		.314				
STR22	.625	.408						.632	.412					
STR14	.409							.559						
STR21	.552					-.368		.532					-.354	
STR3	.430							.529						
STR19	.473							.494						
STR27		1.151							.851					
STR26		.989							.786					
STR4		.468	.442						.452	.427				
STR7			.783							.709				
STR2			.641		.346					.561		.303		
STR23		.551	.582						.505	.534				
STR12	.343		-.419	.418				.326		-.399	.398			
STR10				.985							.816			
STR11			-.367	.828		.380				-.306	.690		.317	
STR8	.400		.404	.452				.393		.398	.445			
STR1					.829							.746		
STR15					.622							.623		
STR20					.509							.534		
STR6						.725							.681	
STR5					.530	.796						.443	.665	
STR13							1.260							.903
STR9	.436						.457	.397						.416

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

a. Rotation converged in 12 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.691	.528	.319	.213	.188	.031	.247
2	.369	-.367	-.344	.685	-.046	-.148	-.342
3	.209	-.476	-.046	-.212	.711	.413	.083
4	.349	-.457	.603	-.268	-.429	.008	-.222
5	-.162	.175	.099	.285	-.219	.865	-.235
6	-.301	-.325	.372	.493	-.020	-.024	.649
7	-.322	.123	.516	.210	.474	-.239	-.537

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