

Dimensions of Marketing Mix of Shopping Malls in Davao City: an Exploratory Factor Analysis

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A Thesis Proposal Presented to The Faculty of The Professional Schools University of Mindanao Davao City

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I. INTRODUCTION

Rationale

An organization needs to hold specific and effective plans or strategies when it starts running a business. There are a variety of items to consider, such as what to sell, how much the prices should be, how to adapt to certain conditions, where to establish a building, and so on. Oftentimes, it is not quite simple to adapt to the ever changing business environment. Apparently, shopping malls are not exempted as well. They do not focus on one particular pool, but offer various other categories for a lot of consumers. In this sense, they may be in an even more difficult situation.

To formulate business operation strategies, marketing mix is an absolutely resourceful tool. Marketing mix is a solid set of several flexible elements that a company generates to affect how the consumers respond (Kotler, 2011). A generally well-known model is called 4P marketing mix with four factors, which are namely: product, price, place, and promotion (McCarthy, 1960). Product is any tangible or intangible goods that a firm offers to the target market. Price refers to the values that consumers must pay in exchange for the products. Place means the location where business takes place, as well as available goods distribution channels. Promotion is communication between buyers and sellers where the former approaches to the latter to attract them by informing and advertising. Each of these dimensions are known to take a vital role in the marketing strategies and business approach.

Any kind of business needs to interact with its particular target market. Marketing mix then helps firms seek out effective ways of approaches towards the consumers in that specific market area. However, its importance and effectiveness in shopping mall management within Davao City are not fully clarified. Malls are not built naively to serve only a certain specific group of people. It also focuses on entertaining different types of people with willingness to enjoy a variety of services. In this context, the researcher's goal in this study is to discover how the marketing mix model should be built along with the discovery of dimensions comprising a model to neatly fit business operations of the shopping malls in Davao City, Philippines.

Research Objective

The study aimed to discover the dimensions of the marketing mix of shopping malls in Davao City. Specifically, it aims to achieve the following objectives:

1. To determine the dimensions of the marketing mix of shopping malls.

4P marketing mix is indeed useful, yet how effective it is for shopping malls within Davao City is not confirmed. Therefore, through this study, the researcher aims to identify which factors could be eliminated or replaced with something else, and what could be added.

2. To develop a new framework based on the findings.

Once objective number 1 is completed, the researcher builds a visual presentation of all discovered elements in one figure to show the result.

Hypothesis

There are no specific guiding instruments or hypotheses since this research is an exploratory factor analysis. The researcher needs to decide how to analyze the collected data without any statements to be tested.

Review of Related Literature

Related literature and other pertinent concepts are presented in this section. As of the beginning of pursuit, this research started with the 7Ps marketing mix model that was enhanced from 4Ps. 4Ps has consistently been the base of many marketing mix models, yet there are various updated versions. 7Ps model is an updated reliable instrument. The term 'marketing mix' refers to a particular set of specific marketing-related elements. Those elements are all mixed together into strategy formulation, comprising one model. It contains everything a firm does to meet the goal of offering the products to the market (Hurree; McCabe, 2022 & Constant Contract; Bickford, 2022).

Marketing Mix

Product, as the very core of business, has to hold certain values to attract customers to buy. It is prepared and sold based on the potential consumers' needs and wants. Pulling their interest leads them to purchase, making profit for a company. Price should be competitive enough, yet simultaneously high enough to make enough money for the organization. Place is where transaction of products and money takes place. This aspect also includes how the products reach the market place. Promotion is a way of communication where the firm shows to consumers what it offers. People refers to everybody involved in business such as customers, employees, and employers. Process means methods of delivering goods to the customers. Lastly, physical evidence is the surrounding environment and other experiences aside from the business interaction itself (Constant Contract; Bickford, 2022 & Venture Harbour; Brooks, 2022).

Place and service quality dimension as the first indicator is how and where people buy the products, and simply the quality of what the business offers to consumers. This term also covers different ways of selling including retail stores and telemarketing. Place for sales has both positive and negative effects. This dimension is also about the certain level or standard of delivered services. Any potential or existing issues should be identified as soon as possible. It will also lead to evaluating and maintaining customer satisfaction; this simultaneously gives clues for improving business operation to meet consumers' needs and wants. It could be said that quality is the one that determines an organization's success. It is the highest priority whenever it comes to service as long as the firm's aim is to satisfy the customer's demand. For a business organization to succeed, letting people feel satisfaction is always necessary (Muslim University of Indonesia; Mustawadjuhaefa, Basrimodding, Jobhaarbima, & Ilhamlabbase, 2017 & International Journal of Contemporary Applied Research; Somocor, 2017 & Cleverism; Luenendonk, 2019).

Security and reasonability as the second indicator refers to the safety of the place and quality that consumers consider reasonable. Several things such as the building location, and presence of safety checking equipment like metal detectors, for instance, largely influence public protection of the shopping malls. Security officers are necessary to prevent crimes as well. People who notice the presence of the officers feel safety, resulting in the tendency to stay longer and spend more money. Access control, fire, and customer injuries are examples included in the safety aspect in shopping malls (Loss Prevention Magazine; Martinez, 2018 & Psychology Today; Patrick, 2019).

More than fire protection, what the malls spend which cost more for is trip and slip incidents. They release millions of money from the mall operators every year. Enforcing access control is another vital factor to prevent loitering. For these elements that might initiate possible risks, there are absolutely important policies such as the use of fire alarms, effective video surveillance, and location-based security like wet floors. Along with this, habitual examination on price reasonability is often necessary. A firm needs to carefully inspect the business situations and a variety of surrounding circumstances, such as market trends and economic movement. Depending on the existing conditions, especially on demand and supply, the company might be able to set the prices higher if consumers seem to continue purchasing the goods. Reversely, it might need to lower the prices when these are too high for the company's target customers to buy (Secutech; Liu, 2019 & Price Points; Niekerk, 2018).

Discount as the third indicator is deeply related to the prices, which is the main source of the business organizations' profit. The right price, neither too high nor low, which meet the consumers' expectation is crucial. It is quite flexible in nature, as it can be changed gradually or rapidly unlike the other marketing mix dimensions. This dimension covers another aspect aside from the price itself; it is discount. An organization's income is apparently sourced from the price aspect. It is a certain value set to the products in terms of money. Buyers must pay that specified amount for them to make a purchase. It could be influenced by demand and supply in the market; otherwise, it could be too low or too high, resulting in failure of sales. Changing prices can be done quickly, but it requires detailed research and scrutiny in the firm's target market. Even when giving discount, the companies have to be wary of balancing organizational income and consumers' satisfaction (Cleverism; Luenendonk, 2019 & Meltwater; Smith, 2020).

Promotion dimension as the fourth indicator refers to an organization's activity that deals with communicating with the customers about the offered products. This aspect is for people to develop awareness towards the business. Any movement that a firm takes as promotion is for spreading information, and influencing consumers to make their purchase decisions. Promotion is also considered as continuous exchange of information regarding the goods, or the business itself in some cases. It may take varied forms; it could be through mass media or individual interaction, and personal or impersonal. It is important to properly combine several activities to coordinate relevant information to attract people effectively. When promotion is successful, there are mutual interests and wants between buyers and sellers (Awware; 2021 & Mailmodo; Mittal, 2022).

Convenience as the fifth indicator is a customer oriented term which aims to learn the customer's habits and analyze how they are willing to interact with the business. People nowadays do not intend to satisfy their needs only in limited places. What an organization should do is to fully grasp and understand this tendency, and adapt to the situation. The term convenience refers to ease of acquiring the goods. Unlike place dimension, which originally existed in the marketing mix concept, convenience focuses more on the consumer's buying experiences. An organization has to focus on researching and comprehending every distribution channel that its possible customers may think of upon making purchases. When the channels are revealed, offering the products through them is an efficient way of selling. It will create broader paths of transactions, leading to higher magnitude of convenience (Catmedia; Hester, 2019 & Feedough; Pahwa, 2017).

Physical environment dimension as the sixth indicator refers to any surrounding environment around business where the products are offered and delivered to the buyers. As it is observed, whenever there is an interaction between business and the customer, physical environment is influential in distinguishing the firm from the competitors. Serving products in a quality environment largely influences reputation and popularity of the business in a positive way. Especially when a company is a direct service provider, customers tend to rate the business along with other criteria other than the product quality or business form itself. Therefore, providing an environment that customers could sense while interacting with business has a firmly significant effect on reaching customer satisfaction. In addition, facilities at the place, quality of infrastructure, and overall service delivery are included in this aspect of marketing mix as well (Journal of Entrepreneurship Education; Mahajan, 2017 & ResearchGate; Yusuf, Muhammad, & Yahaya, 2020).

The literature cited guided the researcher in the conceptualization of the conduct of the study. It also helped in the formulation of the research instrument, particularly on the six dimensions of marketing mix concept, which have been developed through enhancement of the original 4P model. All the six dimensions are necessary and crucial to meet successful business operations of shopping malls. Each of those elements covers specific, significant aspects where organizations should not ignore.

Theoretical Framework

The study is anchored on the proposition of Borden (1960) that marketing mix has four specific dimensions: product, price, place, and promotion. Each element contains its own role, giving firms ideas of building operational strategies. Business organizations are able to satisfy their consumers' needs and wants by proper analysis and appropriate combinational use of these four elements.

An enhanced marketing mix model comprises of seven dimensions, which includes additional three aspects with the original four P's; they are namely: product, price, place, promotion, people, process, and physical evidence. These aspects are quite simple to figure out, yet truly essential in successful business performance. With these specific scopes as a guide, operation is thought to be smoother since it creates a clear way where business should be going along (Booms & Bitner, 1981).

In this study, the seven dimensions mentioned are customized in accordance with the findings after collection and analysis of data. Consequently, it has resulted in the six dimensions, but with different names: place and service quality, security and reasonability, discount, promotion, convenience, and physical environment.

Conceptual Framework

Presented in Figure 1 below is the perceived dimensions of the marketing mix that is present. The researcher was originally guided with the four marketing mix aspects but also sought out any other dimensions that could possibly be added, or replace the existing factors with other elements. The *product* is any tangible goods, intangible services, or sometimes even certain resourceful ideas, depending on business, that could satisfy the customers. The *price* is the amount of money that is exchanged with products to form trades. The *place* is the geographic area where exchange of money and products is performed. The *promotion* is the means of communication between the companies (sellers) and the customers (buyers), especially for advertising what they offer.

In addition to the four basic dimensions, a few additional factors seem to be needed. As observed in the 7P

marketing mix model, *people* refers to any workers and customers who are involved in the business activities. The *process* means the actions taken in order to deliver goods to the customers. The *physical environment* is everything the customers may observe while interacting with the business. This term includes the items that show validity and legality of business, including transaction receipt and branding. The point of this study is to find out if any among these seven criteria could be eliminated, and to seek other aspects that could replace the positions to formulate a new model. After careful data analysis, this research has resulted in holding six elements in total.



Figure 1. Conceptual Framework of the Study on Marketing Mix of Shopping Malls

Significance of the Study

There are numerous opinions that shopping malls are no longer needed mostly due to the development of e-commerce. It has been evolving continuously on a worldwide scale, as a lot of countries apply electric trading in their business movement. However, it seems that people still need shopping malls for different purposes such as bonding, recreation, and various other experiences other than mere shopping. Malls are often a good place for people to spend time together with friends or family. It also offers a lot of merchandise and has a variety of facilities for both necessity and entertainment. Additionally, it is simply physically large that it can hold quite a huge population inside as well (Feldman, 2017).

The malls are not only for shopping anymore. Malls often provide people with enjoyable time aside from ordinary shopping experiences. Some of the facilities are very convenient as well. For instance, parents can leave their children at a supervised playground, while they do some other things they are truly willing to do without having their kids bothering them. The cultural events and charitable activities also frequently take place at the malls. Those times are quite important for people to interact and mingle with one another. Such experiences are meaningful both for having fun and gathering information. Considering those extra aspects, discovering and developing a proper marketing mix model is efficacious (Fraczkiewicz, 2013).

Research and Tech Lab (RTL) conducted a research in the Philippines from July to September, 2018. The purpose was to learn how many people prefer malls to other ways of shopping. As a result, by October of the same year, RTL concluded that 68.61% of people liked going to traditional shopping malls better although they could enjoy sale promos of Lazada and Shopee, which are among the leading e-commerce providers in the Philippines. It seems Filipino people are being cautious about the legitimacy of online shopping sites. In that sense, enhancing the shopping malls' performance in the Philippines, specifically in Davao City, by developing an effectual marketing mix framework could be fairly beneficial to overall local residents. Therefore, enhancement of these malls, along with effective marketing mix will be significant to economic development of the city.

Definition of Terms

The following are the important terms in this paper:

Marketing Mix of Shopping Malls. It is a particular set of strategic tools that enables business organizations to formulate effective business operations and specific plans for better performance. There originally have been seven identified indicators which include product, price, place, promotion, people, process, and physical evidence.

Product. Anything that a business organization offers to its target market, including both tangible and intangible.

Price. A particular value as in the amount of money given to the products. Consumers are obliged to pay in order to acquire what they need or want.

Place. A physical location where business is held. It also means the channels where the products are delivered

to the consumers.

Promotion. Continuous information dissemination regarding the products, or the business itself.

People. Everybody involved in business movement, including the consumers, store staffs, employees, employers, distributors, etc.

Process. How the products are offered to the consumers, in sense of specific procedure.

Physical Evidence. Any present or future attributes and surrounding environment that people can observe aside from the business itself.

Exploratory Factor Analysis. A statistical technique that reduces a collection of data to a more compact set of variables from a relatively larger group. This analytical method also helps explore the underlying theoretical structure of the phenomena. This type of research is not conducted along with specific hypotheses.

II. METHOD

This chapter contains the description of the research design, research locale, population and sample, research instrument, data collection, statistical tools, and ethical consideration.

Research Design

The quantitative non-experimental research design using exploratory factor analysis (EFA) was utilized in the study. EFA refers to a type of research activity that utilizes statistical technique, lessening a particular set of data to a smaller collection from a relatively large group of variables, and also explores the underlying theoretical structure of the phenomena. In this study, the underlying concept is the marketing mix; therefore, the whole research goes along with the marketing mix. EFA mathematically explores a provided range of methods in terms of statistics to extract a particular structure of factors. It further explains factor rotation, and represents the method outlines to determine the number of elements to be retained (Finch, 2019). Therefore, this design is appropriate for extracting the possible dimensions of the marketing mix of shopping malls in Davao City. EFA identifies the underlying structure of the marketing mix, specifically that of shopping malls. The Kaiser Meyer Olkin (KMO) measure of sampling adequacy is used to test the magnitude of partial correlations among variables. For a research to be adequately valid, KMO value must reach at least 0.6.

Bartlett's test of sphericity tests whether the correlation matrix is an identity matrix or not. The scree plot will be used to graphically determine the number of the dimensions that made up the marketing mix of shopping malls. Then, a new framework will be created in accordance with the findings.

Research Locale

As the title suggests, conducting surveys aims to obtain data that provides clues of appropriate sets of marketing mix dimensions which would better apply to business operations of shopping malls in Davao. Hence, this research covers random shopping malls within Davao City, Philippines.



Figure 2. Map of the Philippines and Davao City

Population and sample

The sample taken for this research is any random customer seen inside the malls. The customers are the information source, as how they think and feel about their experiences are exactly what the malls should grasp to satisfy them. The Central Limit Theorem (CLT), a statistical premise, argues that the average value of a particular sample data set approximately refers to a normal distribution as a whole. Furthermore, a sample size of 30, or possibly even greater, is most of the time considered adequate for CLT to support. This tendency grows larger as the sample size is expanded (Laplace, 1810). Hence, the researcher decided to take a sample of 50 from each mall for higher accuracy. Since this study covers the entire Davao City, five different malls were selected, for a total of 250 respondents. However, for effectively pursuing Exploratory Factor Analysis, the number of respondents should be 5 times the number of factors, or even greater depending on cases (Hatcher, 1994). In this sense, this study was done under a limitation of the number of survey respondents.

The researcher explained to the possible respondents about the study purpose, the survey purpose, and ethical considerations. Then, the same asked for permission to have their signature on the informed consent form. Any customers found in the malls who were convinced with the conditions and who agreed to participate were qualified for the survey. If the potential respondents did not intend to participate due to, for instance, lack of interest or concern regarding the privacy and confidentiality, then they were not considered qualified. The researcher had no privilege to

force or further encourage them to work on the questionnaire as well. Personal information that the survey collected from the respondents are their sex, age range, monthly income, and signature. Once they have participated, and yet become willing to back out from the study afterwards, possibly due to worry of providing such personal information, they are completely free to back out from this research without any penalty.

Research Instrument

Data was gathered through the use of survey questionnaires. Since the researcher began this research with a presumption of effectiveness of 7Ps, the survey questionnaire consisted of multiple sections which are namely: product, price, place, promotion, people, process, and physical evidence. They are thought to determine the marketing mix of shopping malls in Davao City. The questionnaire was constructed based on various adopted questionnaires and other literatures. The questionnaire contains 84 items, being classified into 7 different categories. It was shown to the researcher's adviser for checking and necessary revisions, and then validated.

This research employed simple random sampling techniques in choosing the proper samples. Simple random sampling means that everybody within the decided research locale of the study automatically becomes a potential respondent for the research. *Probability and Statistical Inference* suggests that a sample size of 25 or 30, or greater will result in a reliable dataset (Hogg & Tanis, 2005). However, considering that this study does not focus on only one specific mall, it obtained information from 50 people observed in each of five different malls for better information accuracy. Therefore, a total of 250 random customers were the survey respondents in this research.

Moreover, response on the survey form from the customers as respondents were integrated using the scale provided below:

Response	Description	Interpretation
5	Highly Essential	The stated item is always important
4	Essential	The stated item is often important
3	Somehow Essential	The stated item is sometimes important
2	Less Essential	The stated item is seldom important
1	Not Essential	The stated item is almost never important

The instrument used was validated by experts, and obtained a score of 3.40, or good. To measure reliability of the survey questionnaire, the researcher utilized pilot test with a sample of 30 random customers. The output data was further processed by the research adviser. As a result, the Cronbach's Alpha score was 0.701, which is sufficiently high to prove appropriateness of data collection tool (see Appendix A).

Data Collection

The researcher took a specific procedure to conduct the survey. The validated questionnaires were distributed to the possible respondents. Since they are completely random customers found within the malls, it is always necessary to confirm that people do not have any problem with answering the questionnaire. At this point, some ethical detail should be explained as well, such as their anonymity and information confidentiality. The necessary, relevant information obtained by utilization of the survey questionnaire was formally associated in accordance with the purpose of this research, and cautious analysis took place for further understanding. The survey process was conducted only when the researcher and the potential survey respondents reached a consensus on information gathering.

For gathering information, the researcher directly went to the shopping mall. Since the method used to collect data was simple random sampling, the researcher asked any customers seen inside. If the potential respondents clearly show intention to cooperate, the questionnaire was handed to them. When they did not intend to participate, or whenever they felt uncomfortable even though in the middle of answering, the researcher had no privilege to acquire information from them any longer. The whole data collection activity took place from November 2019 to February 2020.

Statistical Tools

The researcher used the following statistical tools for data analysis:

Exploratory Factor Analysis (EFA). This refers to a research activity that lessens a particular set of data to a smaller collection from a relatively large group of variables. It further explores the underlying theoretical structure of the phenomena.

Frequency and Percentage. The survey questionnaire is based on the 5-scale system, where 5 is 'strongly agree,' 4 is 'agree,' 3 is 'undecided,' 2 is 'disagree,' and 1 is 'strongly disagree.' The respondent's answers are tallied to find out

the frequency. Respective percentages are calculated as well.

Data Reduction Analysis. This is used to identify the relevant factors that comprise the dimensions of the marketing mix, leading to the formulation of a new framework, fulfilling one of the objectives in this research.

Thematic Analysis. This technique is used in generating the themes which constitute the dimension or domain of the latent marketing mix variables.

Kaiser Mayer-Olkin Test (KMO). This seeks the degree of how well-suited a particular data is for EFA. It also measures sampling adequacy for each factor in the data set.

Bartlett's Test of Sphericity. It inspects to eliminate any potential data redundancy among the variables, and compresses into a fewer number of elements by comparing an obtained matrix with an identity matrix.

Scree Plot. It is a visual presentation of the factors' eigenvalues rearranged in a descending order of degree. Identification of the spot where the curve starts flattening leads to discovery of the number of factors to be retained.

Eigenvalue. This value is computed and used to decide how many factors should be extracted in the whole factor analysis process.

Ethical Consideration

To pursue this study, the researcher is obliged to always cautiously consider ethical considerations, especially during the data collection process including anonymity and information confidentiality. This concept includes criteria such as but not limited to:

Voluntary Participation. The survey questionnaire is directly handed to respondents once they are convinced to participate, after proper explanation. Whether to answer the survey or not is totally up to the respondents, and the researcher has no privilege to force them to participate. If they are not willing to work on the questionnaire, they are free to reject without penalty or any negative effect.

Privacy and Confidentiality. The researcher needs to conduct the study with the help of people who could become survey respondents. Considering that, any information retrieved from the survey respondents is kept in utmost, complete confidentiality. The informed consent form requires them to leave their signature since they are necessary as evidence of consensus on survey participation; however, it does not acquire their names. In addition, the signature could be simple so it would not be abused to identify specific persons. In that sense, the respondents' anonymity is also promised.

Informed Consent Process. There is the informed consent form attached with the survey questionnaire. This indicates information that has to be followed by the researcher and to be known by the respondents. It includes the purpose of the study, study procedure, potential risks and discomforts, potential benefits to participants and to society, confidentiality manner, information about participation and withdrawal, the researcher's contact information for any inquiry, and rights of a research participant. After explaining them all, the possible respondents decide whether to answer the survey or not. If they are willing to participate, their simple signature and the date to be acquired are recorded. Otherwise, they are free to reject.

Recruitment. This research aims to collect necessary information from 250 respondents. This particular number of respondents was suggested by the official outline defense panelists. Furthermore, they advised that such a number of people would sufficiently contribute to statistically analyze the resulting data.

Risk. Possible risks that the respondents could experience is revealing a part of their personal information and signature, on the informed consent form. To mitigate this, the researcher suggests them to make their signature as simple as they wish, so their anonymity would be even more certain. Another thing is that they must know that the questionnaire is fully in English and contains 84 items which would possibly keep them for around 5 minutes. This is explained before they decide to participate or not. If they have difficulty in understanding English, or they are not willing to be kept for a long time, they are free to reject; providing this freedom of choice is how such risk is mitigated.

Benefits. Since five professional researchers have officially validated the questionnaire, the items to be answered are considered relevant and meaningful. The respondents could know what factors are potentially important when visiting the shopping malls by observing the questionnaire while answering. Also, they could gain an idea which shopping malls within Davao City they may patronize for better enjoyable experiences.

Plagiarism. This study requires gathering a lot of literature resources for various purposes, such as review of related literature, conceptual framework, and the anchor theories. They are utilized absolutely as the references and supports, and the researcher does not intend to copy or steal the discoveries from the past researchers' works. When any idea is obtained from the other works, the author and the published year are indicated. In addition, all the read materials are listed on the reference list.

Fabrication. This research is an original work pursued by the researcher. For that reason, the researcher is obliged to keep complete honesty at all times. No false information shall be contained in this work.

Falsification. Being similar to fabrication, the researcher promises complete honesty upon pursuing this research. Each literature and the sources used to write this paper are all truthfully indicated in this study.

Conflict of Interest. As the title of this study indicates, what the researcher is interested in are the possible dimensions of the marketing mix that would be the business base of shopping malls in Davao City. Any work done and any information collected through this research are solely for this study only. There is no intention to exploit them for personal good.

Deceit. Being similar to fabrication and falsification, the researcher promises to always be honest on any activities done. Furthermore, being a student of University of Mindanao, deceit committed by the researcher would result in disgracing the whole school. Honesty is kept as the best policy.

Permission from Location. To continue this research, surveys need to be conducted to the shopping mall customers. This is apparently done inside the malls; therefore, the request letter approved and obtained from University of Mindanao will be passed to the location where the survey activity takes place. Actual data collection begins once a positive response is obtained from the mall owners.

Authorship. The researcher formulated the theme, made an overall outline of the study, and conducted survey activity to collect data for acquiring wanted information. In addition to that, this research has received a lot of assistance and help from his adviser. The adviser went through entire checking process, including questionnaire validation. The same also thoroughly analyzed collected data by SPSS program as a statistician in this paper.

III. RESULTS

In this chapter are contained the result of data analysis, signifying the identified factors on people's intention of enjoyable experiences in shopping malls in Davao City. Data was all collected by direct survey, using an officially validated questionnaire as an exploratory factor analysis. Data reduction analysis shows statistical details.

Dimensions of Marketing Mix of Shopping Malls.

KMO and Bartlett's Test. In table 1 below is shown the results of the Kaiser Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. The Kaiser Meyer-Olkin measure of 0.692 implies that the samples in this study are adequately reasonable, and have an acceptable degree of correlations. This value also allows factor analysis that fits the data. Bartlett's test of sphericity yields a value of approximate chi-square equivalent to 6.595E3. The letter E signifies an exponent of 10, and a number after that is the value of the exponent; the indicated value is 6595. The significance level is 0.000, which is apparently less than 0.05 significance level.

Table 1

Kaiser Myer-Olkin Test and Bartlett's Test of Sphericity

Kaiser Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	6.595E3
	df	3486
	Sig.	.000

Total Variance Explained. Presented in Table 2 are the numbers of dimensions that were extracted, the initial eigenvalues associated with the specified dimensions, and the percentage of total variance and the cumulative percentage of each dimension. Using the criterion factors, a total of 13 components were acquired and statistically considered. The column of the extraction sums of squared loadings continues until the seventh component row. This means that 7 out of 13 components are retained as a result. However, one of the retrieved 7 contained only two items with adequate significance level. It was not considered as effective as the remaining factors. Hence, the researcher concluded to hold 6 dimensions as a result.

Table 2

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	5.498	6.545	6.545	5.498	6.545	6.545	4.721	5.620	5.620

2	4.624	5.504	12.050	4.624	5.504	12.050	3.829	4.559	10.179
3	4.077	4.854	16.904	4.077	4.854	16.904	3.464	4.124	14.303
4	3.174	3.779	20.682	3.174	3.779	20.682	3.379	4.022	18.325
5	2.562	3.050	23.733	2.562	3.050	23.733	3.192	3.800	22.126
6	2.382	2.835	26.568	2.382	2.835	26.568	3.152	3.752	25.878
7	2.253	2.682	29.249	2.253	2.682	29.249	2.832	3.371	29.249
8	2.134	2.540	31.790						
9	1.938	2.307	34.097						
10	1.861	2.216	36.313						
11	1.745	2.078	38.390						
12	1.682	2.003	40.393						
13	1.662	1.978	42.372						

Scree Plot. In figure 2 is shown the graphical explanation of the total variance explained and the graph of the eigenvalues against all the factors. The Scree Plot displays the gradual trailing of the eigenvalues and also identifies the relative fit of each component based on its relative importance. This graph is handy for determining how many factors should be reasonably retained. The point of interest is where the curve starts flattening. As observed, the curve becomes gradually flatter as it reaches the component number 27 since it is the point where the Eigenvalues less than one starts going along the graph.

Scree Plot

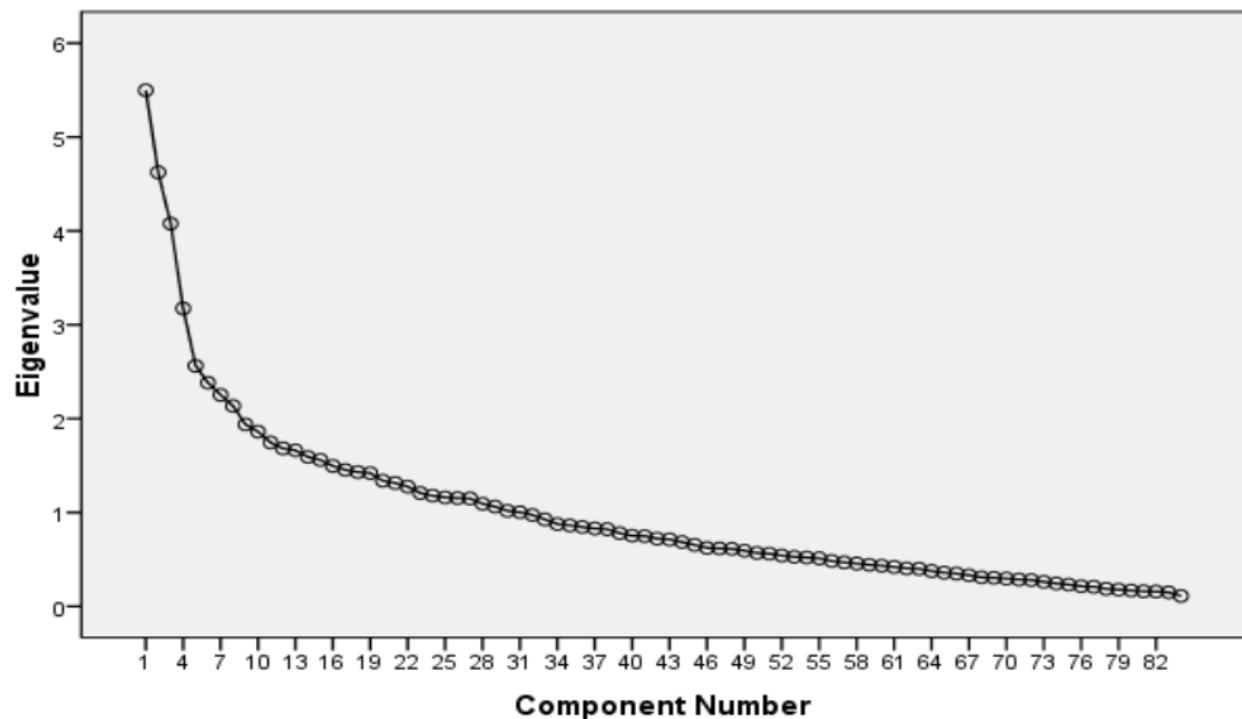


Figure 3. Scree Plot

Rotated Component Matrix. Data shown in Table 3 indicates the result of the Rotated Component Matrix. Among all 84 items used in the survey, 24 items are statistically considered valid and significant, falling onto seven separate factors. The other 60 items have not been found to hold sufficient significance in this research.

The required significance level is set to 0.5, which means the items with the values above 0.5 are accepted. However, considering the huge number of items, ie., 84, data collection is expected to end up with fairly scattered, varied answers due to a broad range of thinking, fluctuation, and lack of concentration caused by time consumption. In addition, this study's sample size is under a limitation, which is 250. Thus, the items with the values of less than, yet close to 0.5 are also considered to be significant.

The 84 items in the questionnaire are subjected to the factor analysis component with varimax rotation or rotated component matrix. It refers to a statistical technique used to identify small numbers of factors that could be used

to represent the relationship discovered among a set of many interrelated variables.

With the result of the Rotated Component Matrix, the researcher found there are six factors in total. Although eigenvalue analysis indicates that seven components are to be retained, one among them was not adequately statistically significant. The discovered six dimensions are as follows:

Dimension 1 (place and service quality). This dimension suggests that physical distance between home and the mall is one of the important criteria. Since people normally do not travel to far places without specific purposes, ease of accessibility influences frequency of mall visit. As multiple malls are scattered around Davao City, people seem to think of their satisfaction when choosing which mall to go to. Proper help from the workers and presence of privilege cards affect whether or not customers are satisfied as well. Particularly, the card could be distributed for providing them with an attractive future benefits such as discount. Shopping malls' proximity and the standard of their services seem to be closely related.

Service quality in particular holds a positive and essential effect on customer satisfaction and even loyalty. Quality is a definite factor that consumers use to decide whether or not to buy the products. Providing high quality products reaches and exceeds the consumers' expectation (Nuryadin, Mahfudnurnajamuddin, Hasan, & Mapparenta, 2021). Thus, this dimension is needed in the marketing mix.

Dimension 2 (security and reasonability). This factor contains the items that ask about the safety of the place, and whether the price is reasonable or not. Safety within and around the mall is highly expected for a comfortable shopping experience away from any risk or danger. Public transportation, such as jeepney and bus, is also important since they tend not to go through risky paths, which can jeopardize their safety. A certain standard of performance is served against the cost paid, and individual ideas about high or low prices are part of reasonableness. Though the perception towards the price differs by individual consumers, people are not willing to pay an unreasonable amount of money.

Mall customers who interact with security guards and service personnel tend to stay longer at the place, spending more money. Safety provides enjoyable shopping experiences. Better security results in greater control and higher situational awareness. In addition to these, reasonable prices effectively meet the consumers' needs and satisfaction. The right price setting has positive and significant effect on consumer value (Martinez, 2018 & Liu, 2019 & Wahyudi, Thoyib, Firmansyah, & Amri, 2021).

Dimension 3 (discount). Shopping mall customers seem to be often willing to pay as little as possible by discounts. Seeing that the respondents greatly feel the importance of discount availability, it should be considered as one of the shopping mall's desirable qualities that attract customers. For example, periodical price cuts, especially seasonal discount, is expected. Along with that, people also expect the personnel to assure that the products are in sufficiently good condition for use. This explains that even though a discount is prepared, consumers would not possibly purchase the products if they were not worth the cost. Mere discount is not alluring enough to trigger consumers' buying decisions.

As the business world has been speedier in senses of production and adoption, a strategic plan of discount is required. It initiates competitive advantages to strive in the modern tight, competing situation at present. In addition, giving discount is especially effective when the products are newly seen. Fresh products firmly pull the consumers' interest. Adding a charm of discount to them is soundly attractive in the buyers' perspective (Zaib, Bazin, & Mustaffa, 2013).

Dimension 4 (promotion). The presence of this dimension denotes that the mall's appealing stance towards the customers is truly crucial. Showing what they sell, and offering vouchers and coupons that provide people with opportunity to purchase the products under better conditions are the key items in this dimension. It is also observed that people especially desire price-related promotions. Storing adequate stock to avoid shortage is another crucial criterion to consider in this dimension.

Promotional activities include physical advertising by pamphlet or billboard, digital advertising via the Internet or media, sales promotion or campaign, and others. It should be known as one of the powerful weapons in business. It is vital to disseminate the organization's positive influence for reaching consumers' awareness and to show the products at the best possible condition. Paying thorough attention to the target market generates good opportunities; knowing about the target is an absolutely effective way to attain the desired goal where the firm is directed to (Novak, 2011).

Dimension 5 (convenience). This dimension includes qualities about convenient shopping experiences. Home delivery is often demanded, presumably for large or heavy products like electric home appliances. Guide signs should be displayed to provide customers with map information for better shopping time, especially when the customers are not accustomed to the mall's design. Store layout inside the mall should be the way people think is favorable for them. Customers might also like to see the availability of international brands for a wider variety of goods. Shopping malls are

often a main, enjoyable place for people. Shopping itself is one of their purposes yet is not the only objective. They could be there for fun, for taking facility services, for studying, and basically for any other purposes. A lot of customers gather at that place for varied ideas. To meet their needs and wants as much as possible, securing a convenient environment is absolutely important.

Shoppers nowadays choose what to buy based on the convenience of purchase. Availability of various distribution channels should be grasped by cautious research and analysis. Directly getting into the customers' way for selling a product is another good approach. To enhance even more, take away any potential or existing barriers that seem to bother the consumers when they may decide purchasing (Pahwa, 2017).

Dimension 6 (physical environment). This dimension covers any surrounding environment observed while transactions occur. In the case of this study, the inner atmosphere and outer look of the shopping malls are in focus. Visual appeal effectively works to pull consumers' interest. They are further affected by multiple other aspects such as music, worker's attitude, sanitation, ventilation, cleanliness, decoration, and basically everything that could be observed by the senses. Due to the nature of shopping malls, customers could stay quite a long time. Therefore, it is utterly essential to keep a comfortable ambience. Attractive exterior design to pull people's interest, and clean and snug interior design are necessary to create a comfortable atmosphere. The mall should endeavor to maintain such a good-to-stay environment.

Advertisement and branding also fall within the physical environment aspect. When a product is intangible, shoppers could have a hard time evaluating if it would satisfy them. This also gives difficulty to the seller's side in terms of product positioning. This vagueness directly links to a tough situation where the buyers cannot decide whether or not they should make a purchase, and the sellers can hardly seek out how to properly offer what they have. In this sense, physical environment is what makes the intangible tangible, serving as a proof that consumers can observe and trust (Yusuf, Muhammad& Yahaya, 2020).

Table 3
Factor structure loading of marketing mix of shopping malls

Generated Marketing		Attribute	Factor Loading
Mix Factors			
1. Place and Service Quality	Accessibility to the mall (how far or near) is important.		0.590
	Workers should seem eager to help customers.		0.508
2. Security and Reasonability	Presence of a privilege card is important.		0.491
	Overall service process is satisfactory.		0.478
3. Discount	Cost performance is important.		0.530
	Hygiene, sanitation, and overall cleanliness influence service quality.		0.513
4. Promotion	The location should be secured and safe enough.		0.497
	Price could be either high or low depending on an individual's perception.		0.465
5. Convenience	Accessibility via public transportation is important.		0.453
	The mall provides seasonal discounts.		0.608
6. Physical Environment	Authorized personnel assure that products are all good enough for sale.		0.553
	Availability of discount is important.		0.494
5. Convenience	I prefer malls that have frequent sales promotions.		0.531
	I prefer malls that offer coupons or vouchers.		0.509
6. Physical Environment	Promoted / Advertised products are available.		0.496
	Particular types of products should offer home delivery.		0.500
6. Physical Environment	There are boards, symbols, or any kind of signs that guide customers during shopping.		0.500
	Mall layout impacts on service delivery.		0.478
6. Physical Environment	International brands and high fashions merchandise impact the business performance.		0.456
	The interior design of the mall influences service quality.		0.829
6. Physical Environment	The exterior design of the mall influences service quality.		0.764
	Ambience of the mall is good and comfortable to stay.		0.701

Framework Developed

Based on the discovered factors, the researcher considers there are six dimensions that make up the marketing mix framework of shopping malls in Davao City. They are namely place and service quality, security and reasonability, discount, promotion, convenience, and physical environment.

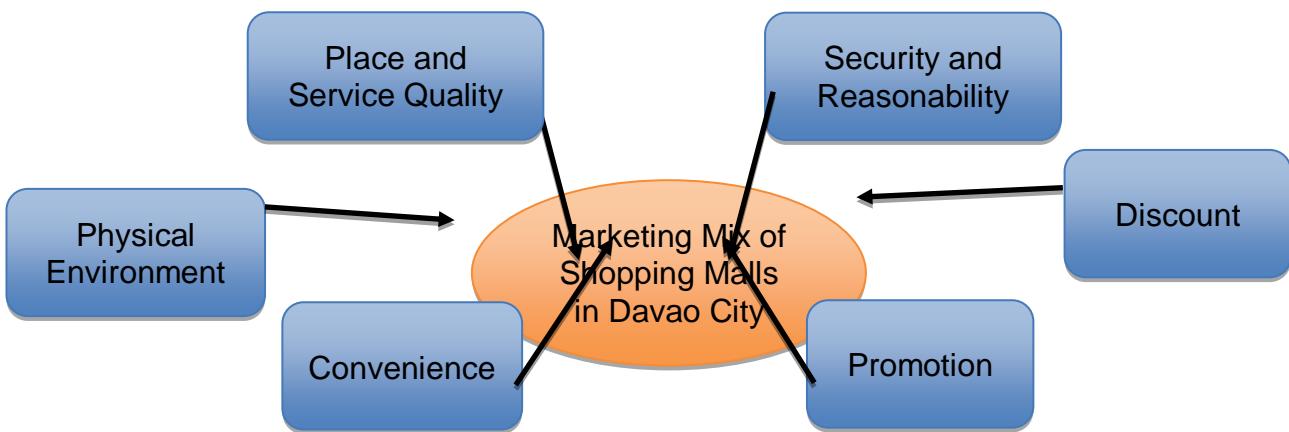


Figure 4. Framework Developed from Extracted Factors

IV. DISCUSSION

In this chapter is contained the discussion on the study's findings with literature support. The study applied exploratory factor analysis to collect related data and to establish a framework based on the result. For testing the significance of potential correlations among the variables, the Kaiser Meyer-Olkin (KMO) measure of sampling adequacy was utilized. In addition, the researcher used Bartlett's Test of Sphericity to identify whether the discovered correlation matrix is an identity matrix or not.

Among all 84 items on the survey questionnaire, exploratory factor analysis eliminated 60 items, resulting in 24 items being validly considered with sufficient significance level. Then, they are further categorized into six separate factors, which are named as: place and service quality, security and reasonability, discount, promotion, convenience, and physical environment.

Place and service quality dimension is how and where people buy the products, and quality of what the business offers to consumers. It is important to use any legal method available to operate business. For doing that, the location of a shopping mall, as well as satisfactory customer service that meet the consumers' standard are essential. This term also covers sales to customers through various different ways including retail stores and other subsidiaries like wholesalers, and such is also what makes this dimension crucial to the shopping malls.

The term place includes the nature of distribution. A company should offer products in demand at an appropriate distributable location with cooperation of reliable business partners at the right time. Geographic strategy building develops efficient goods distribution plans (Londre, 2014). Service quality is a term comprehended as a particular viewpoint towards comparison between expectations and actual business performances (Kotler & Keller, 2009). Proximity of shopping malls seem to be closely related to this comparison that consumers make. In Kotler's 4P marketing mix, this quality falls onto the place dimension.

Security and reasonability dimension refers to the safety of the place and reasonable prices given to the products. A variety of quality, even including instruments such as the presence of metal detectors are thought to largely influence public safety of the shopping malls. The physical location of the malls is also important to consider; not merely for proximity, but also for safety, regarding possible crimes. In this sense, the researcher can say that the security is connected to Kotler's marketing mix, specifically in place dimension, if to be generalized. Furthermore, the place contains not only distribution and location, but also mode of transportation (Singh, 2012). The existence of an item from the questionnaire about the public transportation availability with adequate significance under the security and reasonability dimension also emphasizes that security is covered by Kotler's 4P marketing mix.

To find out the reasonability of price in the current market, an organization needs to cautiously inspect the business situations and various circumstances that may affect the standard line of price. Those values given to the products should be also based on the competition that the companies encounter. However, the numbers have to be set high enough so profit will arise (Behera, 2008). Moreover, a variety of surrounding elements influences the pricing

strategy, eg., required costs, goods differentiation, market area, and even the consumers' individual perception towards the prices (Davenport & Harris, 2007). Apparently, this dimension is supported by the price aspect of 4Ps.

Discounts imply refers to a particular portion of money deducted from the original prices placed on the goods. It encourages the customers to buy the products. Similar to the 4P's price dimension, as it is directly linked to prices, discounts could be changed quite more rapidly than other marketing mix aspects whenever necessary. In addition to this; price means the amount of money that the consumers must exchange to acquire goods (Singh, 2012). Thus, Kotler's price element assists discount as one factor in the marketing mix concept. After data analysis, discount dimension also resulted in including one certain item from the questionnaire. The products are expected to reach an acceptable level of quality. Therefore, it is necessary to remember that consumers desire discount together with satisfactory products.

Promotion refers to an organization's activities for communicating with the consumers regarding the offered products. It is also considered as continuous exchange of information about the goods, or even the business itself. Through dissemination of promotional information, the organizations aim to spread the existence of their products and persuade the target market. The term promotion basically suggests any marketing movement for reminding, notifying, and inducing the potential consumers about the business and offered products. This builds a favorable company image within the customers' minds (Sidhanta & Chakrabarty, 2010). This dimension covers the mall's appeal towards its customers to stimulate their interest and convince them to visit the mall. Even if the shopping malls have quality service and broad categories of products with attractive prices, the business might have a difficulty due to lack of customers with insufficient and ineffective promotional activities. Promotion, as human activities anchored to communication processes, directly and indirectly advertise and send needed messages via media (Kotler & Armstrong, 2012). Publicizing information about the business is essential to start the engine of the operations.

Convenience is a customer-oriented term which aims to learn the customer's habits and analyze how they are willing to interact with the business. This dimension covers different distribution channels where the products are delivered to the customers with quality that would enhance people's shopping experience. According to the study result, one example is home delivery of particular products. This is covered by the place element aspect. Aside from the geographic location where business takes place, the term place refers to the process of any products being transferred from the seller to the buyer (Goi, 2009). Another item within convenience is availability of international brands, which clearly is linked to the product category of the marketing mix. Product is what the firms prepare and sell to the target market to meet the customers' needs and wants (Kotler, 2009). Presence of guiding signs and boards, and store layout inside the mall are classified in the convenience dimension as well. These seem to be firmly connected to the 4P's physical evidence. Any attributes that are present or observable in the future for the customers during their activities with business are categorized in the physical evidence element (Kotler, 2009).

Physical environment is the surrounding environment of business where the product is delivered to the buyers. It further refers to what people can perceive by senses, especially by their sight, considering that the data analysis shows importance of interior as well as exterior designs of the shopping malls. The result also displays that people like to stay in a comfortable ambience. This is related to one of 7Ps, physical evidence. Physical evidence is all existing and any possible features that customers observe when interacting with business (Kotler, 2009). The same includes the tangible proof signifying credibility, and atmosphere or ambience. Physical environment is scrupulously associated with this concept that Kotler advocates. How the malls look, in terms of both internal and external designs, and what kind of ambience they provide with their customers largely make significant changes on the overall ambience of the place.

V. Conclusion

Throughout this whole research process, the researcher found six dimensions of marketing mix. The concluded marketing mix model comprises of: place and service quality, security and reasonability, discount, promotion, convenience, and physical environment. Based on these new discovered dimensions, the visual framework is also developed. However, this study has a limitation in terms of sampled respondents. After analysis of collected data, it is assumed that a total of 250 respondents lacks power to generalize the entire Davao City shopping mall situation.

Recommendation

Numerous shopping malls exist around the world, and they are not only for shopping, but also for many other purposes such as entertainment. Davao City in the Philippines is not an exemption; there are various shopping malls in the city. Based on the findings, the researcher's recommendation generated from this whole study is to apply the determined marketing mix model that consists of six elements, namely place and service quality, security and reasonability, discount, promotion, convenience, and physical environment. An explanation follows below:

First, the physical location of the malls is important. People in Davao pay attention to proximity. Geographic

area where the malls are built needs to be carefully considered so the potential consumers could easily access the place. As a part of service quality, however, distance between the malls and the customers is not enough by itself. Providing a satisfactory service that meets the expected standard is essential as well. The malls should closely look at these criteria as equal to the place and service quality dimension.

The second dimension, security and reasonability, signifies that safety must be absolutely present and its maintenance guaranteed. It includes overall cleanliness and availability of public transportation. In addition, reasonability, along with appropriate discount opportunities is an effective approach to attract people. People in Davao take a look at the product performance compared to the cost although they have a notion that the price being high or low depends on individuals' varied perception.

Davao City residents seem to tend to make a purchase when the price is low, or intentionally lowered. This is where discount dimension makes its presence in the marketing mix. Discount, especially something big such as seasonal, is highly expected. As they focus on the reduction of the price, availability or frequency of discount is another crucial criterion to be settled.

Promotion dimension is highly encouraged to be applied in the marketing mix when formulating strategies for shopping mall operations. Information dissemination is indispensable to pull people's interest. It introduces the mall itself and its offerings to the target market, as well as to all other possible customers. Promotional activities create the image of the mall, influencing people's mind of visiting the place. This dimension leads to advertisement about the business.

Convenience dimension is a combination of multiple elements seen in the anchored theories, 4P and 7P models. This covers small parts of product, place, and also physical evidence factors. Shopping malls should offer home delivery of some particular products. They need to prepare the place with some visual guiding materials for letting people comfortably enjoy their time. Store layout is another key that the malls are recommended to pay attention to.

The sixth dimension is the physical environment, where people look and feel. The building design of shopping malls in Davao City have to carefully consider people's favorable image. Moreover, they are required to wisely plan how interior and exterior looks should be. Physical environment also involves how the customers feel, in addition. People in Davao City desire a comfortable ambience, or an enjoyable atmosphere for them to stay.

Enhancing the quality of shopping malls within Davao would lead to even higher satisfaction degree within people. It could also result in successful business operations. For this local aspect, Davao City in the Philippines, all six dimensions are necessary.

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APPENDIX A

Pilot Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Correlation	Multiple	Cronbach's Alpha if Item Deleted
ITEM1	303.9000	141.334	.001	.	.	.703
ITEM2	304.1667	141.109	.004	.	.	.704
ITEM3	304.3000	139.459	.111	.	.	.699
ITEM4	303.8667	138.671	.144	.	.	.698
ITEM5	303.5667	139.978	.069	.	.	.701
ITEM6	304.1333	136.671	.286	.	.	.693
ITEM7	303.7333	136.754	.267	.	.	.693
ITEM8	304.2333	144.599	-.187	.	.	.711
ITEM9	304.2000	142.924	-.088	.	.	.711
ITEM10	304.9667	138.171	.124	.	.	.699
ITEM11	303.3333	136.989	.281	.	.	.693
ITEM12	303.4333	133.495	.546	.	.	.685
ITEM13	304.2667	137.857	.115	.	.	.700
ITEM14	304.1333	140.809	.032	.	.	.702
ITEM15	303.5333	139.223	.134	.	.	.699
ITEM16	304.9333	140.478	.022	.	.	.704
ITEM17	304.2333	134.185	.324	.	.	.689
ITEM18	304.3000	140.838	.035	.	.	.702
ITEM19	304.8000	136.786	.305	.	.	.693
ITEM20	303.1333	138.464	.361	.	.	.694
ITEM21	304.1667	138.213	.226	.	.	.696
ITEM22	304.8333	142.695	-.079	.	.	.707
ITEM23	304.8667	144.051	-.178	.	.	.708
ITEM24	303.6000	141.007	.009	.	.	.704
ITEM25	304.4000	143.283	-.123	.	.	.707
ITEM26	304.5333	139.913	.090	.	.	.700
ITEM27	303.2000	141.545	.009	.	.	.702
ITEM28	303.1333	141.016	.055	.	.	.701
ITEM29	303.6667	138.713	.264	.	.	.696
ITEM30	304.8667	133.430	.354	.	.	.688
ITEM31	304.8333	131.592	.509	.	.	.682
ITEM32	305.1000	131.679	.328	.	.	.687
ITEM33	305.0667	136.133	.422	.	.	.690

ITEM34	304.4333	132.254	.424	.	.685
ITEM35	304.8667	142.051	-.044	.	.706
ITEM36	304.8000	138.717	.114	.	.700
ITEM37	304.9333	141.789	-.014	.	.702
ITEM38	304.4333	138.944	.151	.	.698
ITEM39	304.6000	140.869	.026	.	.703
ITEM40	303.9333	139.237	.136	.	.698
ITEM41	305.1000	140.921	.043	.	.701
ITEM42	305.3333	137.126	.230	.	.695
ITEM43	305.4333	138.806	.074	.	.703
ITEM44	304.9000	139.886	.101	.	.700
ITEM45	304.7000	144.493	-.235	.	.709
ITEM46	304.7333	143.857	-.161	.	.708
ITEM47	304.6333	139.826	.089	.	.700
ITEM48	304.3667	135.482	.282	.	.692
ITEM49	304.6000	137.559	.223	.	.695
ITEM50	304.3000	136.769	.207	.	.695
ITEM51	303.9667	136.654	.266	.	.693
ITEM52	304.8333	138.489	.199	.	.696
ITEM53	303.8000	138.441	.176	.	.697
ITEM54	303.5333	139.982	.076	.	.701
ITEM55	303.1667	140.420	.129	.	.699
ITEM56	303.7667	138.668	.144	.	.698
ITEM57	303.7000	140.148	.097	.	.700
ITEM58	304.9667	136.171	.387	.	.691
ITEM59	304.4667	136.189	.278	.	.693
ITEM60	303.4000	137.697	.285	.	.694
ITEM61	304.4000	139.697	.157	.	.698
ITEM62	303.5000	137.845	.243	.	.695
ITEM63	304.1667	132.557	.465	.	.684
ITEM64	304.4667	143.568	-.118	.	.710
ITEM65	304.6000	142.110	-.047	.	.705
ITEM66	304.4333	141.426	.000	.	.703
ITEM67	304.2000	140.441	.067	.	.701
ITEM68	304.8333	141.799	-.022	.	.703
ITEM69	305.7333	139.789	.071	.	.701
ITEM70	304.2000	137.821	.203	.	.696
ITEM71	305.2667	140.409	.089	.	.700
ITEM72	304.9333	137.651	.412	.	.693
ITEM73	303.7333	135.237	.426	.	.689
ITEM74	304.3333	138.920	.118	.	.699
ITEM75	304.4333	140.116	.060	.	.702
ITEM76	303.7667	138.116	.162	.	.697
ITEM77	303.1667	140.626	.107	.	.700

ITEM78	304.0333	143.757	-.140	.	.	.709
ITEM79	304.7000	137.252	.232	.	.	.695
ITEM80	304.5667	139.771	.130	.	.	.699
ITEM81	303.8000	137.062	.241	.	.	.694
ITEM82	304.1667	140.764	.039	.	.	.702
ITEM83	304.2333	137.082	.242	.	.	.694
ITEM84	304.4333	136.047	.308	.	.	.692

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items
.701	.710		84

Data Processed by:

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ADVISER

APPENDIX B

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
item25	.590						
item49	.508						
item62	-.494						
item47	.491						
item72	.478						
item31	-.475						
item48	.438						
item36	.428						
item44	.411						
item41	-.410						
item37							
item30							
item63							
item16							
item34							
item15		.530					
item77		.513					
item28		.497					
item20		.465					
item32		-.458					
item27		.453					
item60							
item14							

item55						
item54						
item24						
item11						
item76						
item51						
item35						
item21		.608				
item58		.553				
item18		.494				
item22		.415				
item59		.407				
item26		.403				
item17						
item45						
item23						
item70						
item84						
item29						
item19						
item43		-.582				
item38		.531				
item40		.509				
item39		.496				
item46		.437				
item64						
item69						
item61						
item71						
item42						
item8			.599			
item6			.444			
item7			.433			
item12			.430			
item3			.429			
item2			.410			
item10			.405			
item13			.404			
item9						
item1						
item4						
item52						
item78						
item80						

item79						
item50						
item33						
item66					.500	
item82					.500	
item65					.478	
item83					.456	
item57						
item81						
item56						
item53						
item68						
item67						
item5						
item74					.829	
item75					.764	
item73					.701	

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization