IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)
ISSN (P): 2347-4572; ISSN (E): 2321-886X
Vol. 8, Issue 12, Dec 2020, 19–30

TESTIFYING GENDER AS MODERATING VARIABLE DURING CUSTOMER'S DECISION MAKING IS UNDER CONTROL OF ATTRACTION EFFECT

Eric Santosa, Hari Santosa, Penunjang Waruwu & Muhammad Fauzan
Research Scholar, Stikubank University, Semarang, Central Java, Indonesia

Received: 17 Dec 2020 **Accepted:** 28 Dec 2020 **Published:** 31 Dec 2020

ABSTRACT

An attraction effect allowed a particular product or brand to be more interesting than before. It might happen when another inferior product or brand came around. A lot of researches concerning the attraction effect had been done. Similarly, the influence of the effect to consumer's decision making became popular topic for some researches. However, the role of gender in decision making when the effect worked was still unclear. Was there any different opinion between man and woman when they were under control of the effect and made a decision to choose? Did gender moderate the influence of attraction effect? The study was exercised under assumption that there was a difference of men and women in making a decision to choose. Sample, which consisted of 121 respondents, was drawn through convenience and judgment technique. Data collected by questionnaires and analysed by employing Amos 22.0 and SPSS 21.0. The results showed that hypotheses relating with attraction effect and consumer's decision making were supported by empirical data, except the influence of subjective norm to behavioural intention. On the contrary, hypotheses pertaining to gender as moderating variables were not supported.

KEYWORDS: *Attraction Effect, Attitude, Subjective Norm, Perceived Behavioural Control, Behavioural Intention*

INTRODUCTION

There is a small restaurant located at Yogyakarta periphery, which is adjacent to ring road Janti. Its main dish service is fried and roasted chicken. It was opened at about 10 years ago, and daily operation from 5.00 pm to 11.00 pm. Its consumers particularly are students who live nearby, since the restaurant is situated between 2 widely known universities, *i.e.* STTKOM and STTKD. Therefore, the commodity price is not expensive. Customers just disburse Rp.15.K for fried or roasted chicken, a plate of rice and drink (the consumer might choose warm/ice tea or warm/ice orange). Though the price has been adapted to student's rate, usually up to closed, its foodstuff is not entirely sold out. However, since the last 3 months something has happened that changes the situation.

Six month ago a larger restaurant was built next door. It has a larger area, larger hall, and larger parking space. Like its neighbour, the main dish service is also fried/roasted chicken. The difference is that its price likely is more expensive, since a fried / roasted chicken rated at Rp.20 K, a plate of rice is rated Rp.7K and a glass of warm/ice whether tea or orange is priced at Rp. 7.5 K. Most of its guests drive a car, and they are obviously different with students. Though it is designed better than the smaller one, not many customers enjoy the service. Firstly, during the first month to the next month, the restaurant was visited from about 15 - 25 guests a day. The visitors go

down continuously up to the fifth month. During the last seven days, the restaurant likely has no guest anymore. On the contrary, the smaller one, which particularly starts since the last 2 months, from day to day, visitors likely have been experiencing a difficulty to find a sit. Why does it happen?

In the marketing literature, it is widely known as a theory of attraction effect. The theory postulates that a particular product/object becomes more interesting when another inferior object come around. The particular product/object increases its probability of choice. The theory is firstly introduced by Huber, Payne & Puto (1982), and Huber & Puto (1983). Later on, Ratneshwar, Shocker & Stewart (1987), Simonson (1989) and Pan & Lehman (1993) confirm Huber, Payne & Puto's findings, and even develop to other findings, which apparently let the first study be better off.

Other researches do such studies and corroborate the findings. Sivakumar & Cherian (1995) recognize that the effect exists when they employ several product entry and exit. Kohler (2007) distinguishes the asymmetric dominance when another alternative is introduced. Maylor & Roberts (2007) set up a study relating with qualitative aspect on episodic memory. Their findings support the attraction effect.

Some other studies discover such obstacles on the occurrence of the effect. Mishra, Umesh and Stem (1987) suggest that the attraction effect is under control of motivation. Hedgcock & Rao (2009) detect that a decoy can moderate the effect. Kim & Hasher (2005) also recommend that a contribution of interest on alternative might hindrance the effect. Likewise, Santosa (2015a, 2019) indicates that there is a significant effect of affective response on attitude.

The power of attraction effect when it is in use on consumer's decision making has been examined by Santosa (2015a, 2015b, 2019). He also investigates the influence of the effect, which is simultaneously combined with sales promotion, on consumer's decision making (2016, 2020). Furthermore, as previously mentioned, more studies related are the studies of the effect and affective response (Santosa 2015a; 2019).

Dion, Berscheid, & Walster (1972), Morrow (1990), Hosoda, Stone-Romero, & Coats (2003), Park, Young, Troisi & Pinkus (2011), Diekman, Clark, Johnston, Brown &Steinberg (2011), McColl & Truong (2013), and Jagolino (2015) proclaim that a decision which made between man and woman is likely different. If so, it is likely as well that a decision resulted from a process in theory of planned behaviour be diverse. It looks supposedly that there is no study about it beforehand. Therefore, an intention to scrutinize the topic is hard to be avoided. Accordingly, the need to know whether the gender will moderate a decision making when it is under control of the attraction effect becomes prominent, and is worthy to be the main aim of the study. However, the study will also examine (1) the influence of attraction effect to attitude and subjective norm, (2) the work of behavioural intention's predictors.

METHODS

A sample which consists of 121 respondents is withdrawn by non-probability sampling, particularly convenience and judgment method (Cooper & Schindler, 2001; 2008). Respondents are those who are interested in matic motorbikes. Data submitted by questionnaire utilizing Likert scale ranging from 1= completely not agree to 7= completely agree. While confirmatory factor analysis is in use to identify the validity, construct reliability and variance extracted are exercised to assess the reliability. Further, data are analysed by the use of Amos 22.0 and SPSS 21.0.

RESULTS

Confirmatory Factor Analysis (CFA)

Variable EA, Ab and SN

The confirmatory factor analysis is exercised twice, firstly CFA on EA, Ab, and SN (Fig.1). Secondly, the CFA analyses variables PBC and BI (Fig.2).The first CFA produces loading factors for b, ev, SN and MC that exceed the cut-off point. It means that the indicators belong to valid (Ghozali, 2008) (Table 1).

Variable PBC and BI

The second CFA for indicators CB, PF, BI1, BI2, BI3 and BI4 also yields loading factors that surpass the cut-off point. It leads to the validity of the indicator CB, PF, BI1, BI2, BI3 and BI4 (Ghozali, 2011) (Table 1).

Construct Reliability and Variance Extracted

Table 2 denotes that variable PBC and BI gain whether construct reliability score or variance extracted score is above the cut-off point. As a consequence, the variables are reliable (Ghozali, 2008) (Table 2) (App. A).The evidences likely support the hypothesis H1 and H2. In addition, the influence of Ab to BI has probability less than 0.05. It is likely the case of the influence of PBC to BI as well. On the contrary, the influence of SN to BI has probability more than 0.05. As a consequence, H3 and H5 are supported by empirical data, but H4 is not (Table 4)

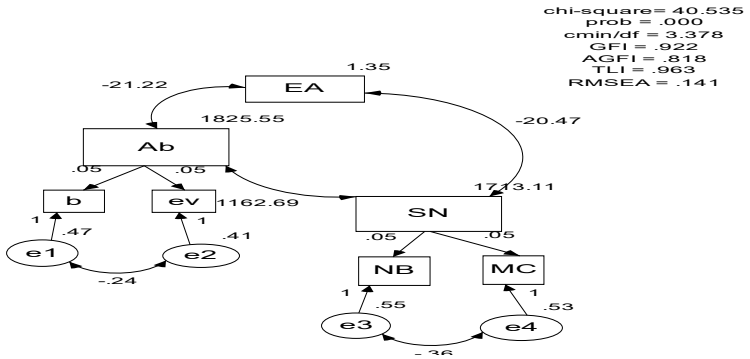

Figure 1: CFA of EA, an and SN.

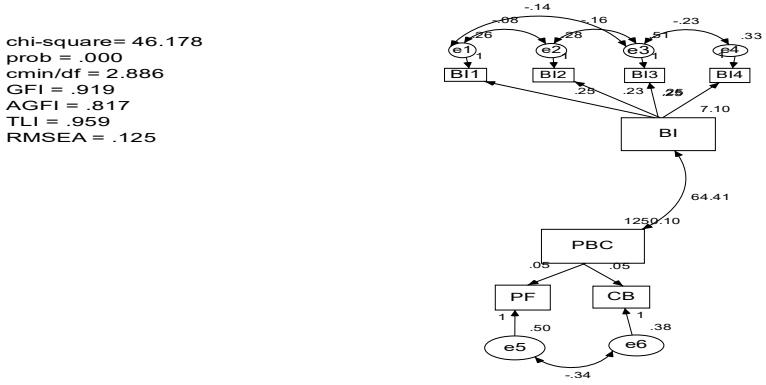

Figure 2: CFA of PBC and BI.

Table 1: Factor loading b, ev, SN, MC, CB, PF, BI1, BI2, BI3, and BI4

Indicators	Factor Loading	Cut-Off	Judgment
b	0.955	0.5	Reliable
ev	0.959	0.5	Reliable
MC	0.946	0.5	Reliable
NB	0.947	0.5	Reliable
CB	O.920	0.5	Reliable
PF	0.950	0.5	Reliable
BI1	0.681	0.5	Reliable
BI2	0.750	0.5	Reliable
BI3	0.761	0.5	Reliable
BI4	0.801	0.5	Reliable

Source: data analysis

Table 2: Test of Reliability

Variables	Construct Reliability		Variance Extracted	
	Score	Cut-Off	Score	Cut-Off
Ab	0.96	0.70	0.91	0.50
SN	0.95	0.70	0.89	0.50
PBC	0.94	0.70	0.88	0.50
BI	0.83	0.70	0.54	0.50

Source: Data analysis

Goodness of Fit of the Model

An initial structural equation model is drawn by connecting all variables as hypothesized. This model is likely not thoroughly appropriate to expectancy, since all indicators, *i.e.* Chi-Square/Prob, Cmin/df, GFI, AGFI, TLI, RMSEA, do not meet the criteria. Consequently, a modification model is generated in accordance with modification indices. This modification model seemingly produces better scores than before particularly Cmin/df and TLI (Table 3, Fig. 3).

Test of Hypotheses

H1 to H5

The output of Amos demonstrates that the influence of EA to Ab is significant (p= 0.000). Likewise, the influence of EA to SN indicates the significance (p= 0.000). The evidences likely support the hypothesis H1 and H2. In addition, the influence of Ab to BI has probability less than 0.05. It is likely the case of the influence of PBC to BI as well. On the contrary, the influence of SN to BI has probability more than 0.05. As a consequence, H3 and H5 are supported by empirical data, but H4 is not (Table 4).

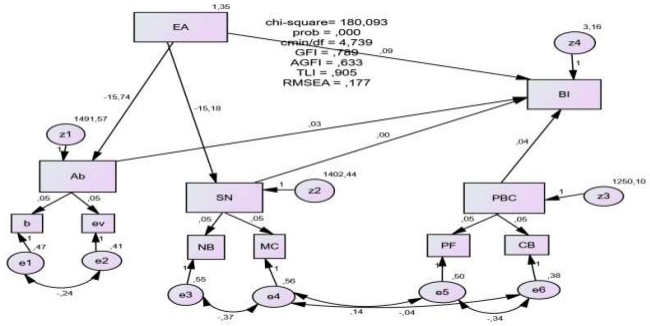

Figure 3: The Modification Model.

Table 3: Indicators of the Model

Indicators	Initial Score	Second Scores	Threshold	Justification
Chi-square/Prob	677.378/0.000	180.093/0.000	58.302/p>0.05	Not meet
Cmin/df	7.611	4.739	≤ 5	Meet
GFI	0.683	0.789	High	Not meet
AGFI	0.545	0.633	≥ 0.9	Not meet
TLI	0.750	0.905	≥ 0.9	Meet
RMSEA	0.235	0.177	0.05 to 0.08	Not meet

Source: Amos output

Table 4: Regression Weight among Variables

			Estimate	S.E	C.R	P	Label
Ab	←	EA	-15.738	3.036	-5/184	***	par_7
SN	←	EA	-15.179	2.944	-5.156	***	par_9
BI	←	Ab	0.025	0.006	4.461	***	par_10
BI	←	SN	-0.004	0.005	-0.706	0.480	par_11
BI	←	PBC	0.037	0.006	6.324	***	par_12

Source: Amos output

H6 and H7

To examine H6 and H7, SPSS program is employed particularly interaction test (Ghozali, 2011).

- **The Moderation of Gender (G) on the Influence of EA to Ab.**

The equation is Ab = a + b1 EA + b2 Gender + b3 Moder + e. The Moder variable is (EA * Gender). If Gender is moderation variable, the coefficient of b3 should carry p ≤ 0.5 or p ≤ 0.10. Table 5 exhibits that standardized coefficient Beta of Moder variables are significant under p≤ 0.10. However, the model test doesn't indicate that F score is significant. This means that the equation Ab = a + b1 EA + b2 Gender + b3 Moder + e can't be in use to test the coefficient of b3. As a consequence, the variable Gender fails to moderate the influence of attraction effect to Ab. Thereby, H6 is not supported.

Table 5: t-test of EA, Gen, Moder

Variable	Standardized Coef Beta	t	Sig
Var dep Ab			
EA	0.626	1.957	0.053
Gen	1.357	1.946	0.054
Moder	-1.443	-1.907	0.059
Var dep SN			
EA	0.377	1.168	0.245
Gen	0.611	0.869	0.387
Moder	-0.687	-0.900	0.370

Source: data analysis

- **The Moderation of Gender (G) on the Influence of EA to SN.**

The equation is SN = a + b1 EA + b2 Gender + b3 Moder + e. The Moder variable is (EA * Gender). If Gender is moderation variable, the coefficient of b3 should carry p ≤ 0.5 or p ≤ 0.10. Table 5 shows that standardized coefficient Beta of Moder variable is not significant (p ≥ 0.10). Even in model test, the F score doesn't indicate significant since p ≥ 0.10. Therefore, the Gender variable could not exemplify itself as moderate variable. The H7 accordingly has no support.

DISCUSSIONS

The influence of EA (attraction effect) to Ab (attitude) and SN (subjective norm) are significant. Thus, H1 and H2 are supported. The findings absolutely support Santosa's studies (2015a; 2019). The influence of Ab (attitude) and PBC (perceived behavioural control) to BI (behavioural intention) are significant. Hence, H3 and H5 are supported. The findings are likely similar and support the studies of Jyh, 1998; Okun and Sloane, 2002; Martin and Kulinna, 2004; Wiethoff, 2004; Marrone, 2005; and Kouthouris and Spontis, 2005.

The effect of SN (subjective norm) on BI (behavioural intention) is not significant. So, H4 is not supported by empirical data. The finding is not in line with studies of Jyh, 1998; Okun and Sloane, 2002; Martin and Kulinna, 2004; Wiethoff, 2004; Marrone, 2005; and Kouthouris and Spontis, 2005..However, it correlates to Santosa's studies (2009a, 2009b. 2009c, and 2018.

Gender fails to moderate the power of attraction effect whether to Ab (attitude) or SN (subjective norm). Therefore, H6 and H7 are not supported. Even though studies of Bakewell & Mitchell (2006), Heitler (2012) and Reiter (2013) confirm that the difference of making decision between man and women is right; in this case the difference is empty. It looks like that the power of attraction effect gives the same effect whether to man or to women.

CONCLUSIONS

The main aim of the study is to curiously explore the role of gender on decision making when he/she is under control of attraction effect. The result shows that unlikely hypothesized; gender is unsuccessful to moderate the power of attraction effect whether on attitude or subjective norm. The second purpose is to investigate the work of intention's predictors. The findings denote that attitude and perceived behavioural control work as good predictor. On the contrary, subjective norm disappoints itself to meet the criterion.

The other second purpose is to answer the question whether attraction effect has a power to control attitude and subjective norm. The findings demonstrate that attraction effect really significantly affects whether to attitude or subjective norm.

MANAGERIAL IMPLICATION

Normally, when consumer makes a decision, the process is likely encouraged by psychological process internally. The ideal perception as the effect of a particular stimulant is in line with the initial perception when the particular stimulant is carried closer. In the case of no different perception between man and woman in this study, marketers should obviously carry out and generate the object becomes more attractive, while it is under control of attraction effect. When he/she recognizes the object, first of all a perception will occur, if it is favourable, a probability of forming favourable attitude is open that lastly will develop behavioural intention as well.

The same favourable perception among individuals, whether man or woman, develops similar perception on groups. In turn, surfacing of a favourable group's intention to do special behaviour as purported is inevitable.

REFERENCES

1. *A.B. Diekman, E.K. Clark, A.M. Johnston,E.R. Brown and M. Steinberg. "Malleability in communal goals and beliefs influences attraction to stem careers: evidence for a goal congruity perspective." Journal of Personality and Social Psychology, 101(5), 902-918. 2011.*
2. *C. Bakewell and V.W. Mitchel. "Male versus female consumer decision making styles." Journal of Business Research. 59. (12). February, 1297-1300.2006.*
3. *C.H. Kouthouris and A. Spontis. "Outdoor recreation participation: an application of the theory of planned behaviour." The Sport Journal, Vol. 8, (3), United States Sport Academy. 2003.*
4. *C. Wiethoff. "Motivation to learn and diversity training: application of the theory of planned behaviour." Human Resource Development Quarterly, Vol. 15. (3). 2004.*
5. *D.R. Cooper and P.S. Schindler. Business Research Methods. 7th edition. Boston: McGraw-Hill/Irwin.2001.*
6. *D.R. Cooper and P.A. Schindler. Business Research Methods. Boston: McGraw-Hill/Irwin. 2008.*
7. *E.A Maylor and M.A.J. Roberts. "Similarity and attraction effects in episodic memory." Cognition. 105. (3). December, 715-723. 2007.*

I. Ghozali. Model Persamaan Struktural: Konsep dan Aplikasi dengan Program Amos Ver 16.0. Semarang: BP Undip.2008.

I. Ghozali. Aplikasi Analisis Multivariate dengan program SPSS. Semarang: BP Undip. 2011.

8. *I Simonson. "Choice based on reasons: the case of attraction and compromise effects." Journal of Consumer Research. 7. September.158-174.1989.*
9. *J. Huber and C. Puto. "Market boundaries and product choice: illustrating attraction and substitution effects." Journal of Consumer Research. 10. June.31-44. 1983.*
10. *J. Huber, J.W. Payne J.W and C. Puto. "Adding asymmetrically dominated alternatives: violations of regularity and similarity hypothesis." Journal of Consumer Research. 9. June. 90-98. 1982.*
11. *J.J. Martin and P.M. Kulinna. "Self-efficacy theory and theory of planned behaviour: teaching physically active physical education classes." Research Quarterly for Exercise and Sport, Vol. 75. (3), 288 – 297. 2004.*
12. *K. Dion, E. Berscheid and E. Walster. "What is beautiful is good." Journal of Personality and Social Psychology, 24, 1972. 285-290. 1972.*
13. *K.R. Reiter. Gender Differences in Decision Making When Faced with Multiple Options. Poster presented at Scholarship & Creativity Day, Saint John's University, and Collegeville, MN. 2013.*
14. *K. Sivakumar and J. Cherian. "Role of product entry and exit on the attraction effect." Marketing Letters, 6. (1). January, 45-51. 1995.*

15. *L.E. Park, A.F. Young, J.D. Troisi and R.T. Pinkus. "Effects of everyday romantic goal pursuit on women's attitudes toward math and science." Personality and Social Psychology Bulletin, 37 (9): 1259.2011.*

16. *M.A. Okun and E.S. Sloane. "Application of planned behaviour theory to predicting volunteer enrollment by college students in a campus-based program." Social Behavior and Personality. Tempe: Arizona State University. 2002.*

17. *M. Hosoda, E. Stone-Romero and G. Coats. "The effects of physical attractiveness on job-related outcomes: a meta-analysis of experimental studies." Personnel Psychology, 56, 431-462. 2003.*

18. *M.S.E. Santosa. "Affective response and attraction effect on consumer's intention to buy." Economics, Law and Policy (ELP). ISSN 2576-2052 (online), Vol 2. (1), 90-112. 2019.*

19. *M.S.E. Santosa. "Assimilation/categorization effect on consumer's buying behaviour". International Journal of Applied Business and Economic Research. (IJABER). vol 16, (2), 479-493. 2018.*

20. *M.S.E. Santosa. "Attraction effect on consumer's decision making." International Journal of Applied Business and Economic Research (IJABER) 13. (2). Part 1.1759-1780. 2015a.*

21. *M.S.E. Santosa. "Pengaruh dari customer sales promotionspada efek atraksi terhadap niat beli konsumen." unpublished. 2016.*

22. *M.S.E. Santosa. "The power of product leadership in generating customer's intention to buy." Journal of Indonesian Economy and Business (JIEB UGM). Vol 30. (2). May, 159-172. 2015b.*

23. *M.S.E. Santosa. "Trying to deteriorate an attraction effect: a lesson for challengers." Academic Journal of Interdisciplinary Studies (AJIS). Vol 9. (6). pp. 278- 289.November, 2020.*

24. *M.S.E. Santosa. Understanding People in Electing Susilo Bambang Yudhoyono As A Candidate of President on Presidential Election 2009: Using the Theory of Planned Behavior. Unisbank: unpublished. 2009a.*

25. *M.S.E. Santosa. Understanding People in Electing Jusuf Kalla as a Candidate on Presidential Election 2009: using the Theory of Planned Behavior. Unisbank: unpublished.2009b.*

26. *M.S.E. Santosa. Understanding People in Electing Megawati As A Candidate of President on Presidential Election 2009: Using the Theory of Planned Behavior. Unisbank: unpublished. 2009c.*

27. *P.C. Morrow. "Physical attractiveness and selection decision making." Journal of Management, 16, 45-60. 1990.*

28. *R. McColl and Y. Truong, "The effects of facial attractiveness and gender on customer evaluations during a web-video sales encounter." Journal of Personal Selling & Sales Management, 33, 117-128. 2013.*

29. *S.C. Jyh. "The Effect of attitude, subjective norm, and perceived behavioural control on consumers' purchase intentions: the moderating effects of product knowledge and attention to social comparison information." Proc.Natl. Sci. Counc. ROC (C). 9. (2).pp. 298-308. 1998.*

30. *S. Heitler. How Gender Differences Make Decision-Making Difficulties. Available at https://www.psychologytoday.com. 2012.*

31. *S. Jagolino. The Effects of Gender, Physical Attractiveness and Socioeconomic Status on Initial Attraction. Master's Theses. San Jose State University. Available at www Scholarworks.sjsu.edu/cgi/viewcontent.cgi?article=8137&context=etd. 2015.*

32. *S. Kim and I. Hasher. "The attraction effect in decision making: superior performance by older adults." Q J Exp Psychol A. January; 58. (1): 120–133.2005.*

33. *S. Mishra, U.N. Umesh and D.E. Stem, Jr. "Antecedents of the attraction effect: an information-processing approach." Journal of Marketing Research. 30: 331–349.1993.*

34. *S. Ratneshwar. A.D. Shocker and D.W. Stewart. "Toward understanding the attraction effect: the implication of product stimulus meaningfulness and familiarity." Journal of Consumer Research. 13. March 520-533.1987.*

35. *S.R.Marrone. "Attitudes, subjective norms, and perceived behavioural control: critical care nurses' intentions to provide culturally congruent care to Arab Muslims." Research Report. Columbia University Teachers College. 2005. (Unpublished).*

36. *Y. Pan and D.R. Lehmann. "The influence of new brand entry on subjective brand judgments." Journal of Consumer Research. 20. June, 76-86.1993.*

37. *W. Hedgcock and A.R. Rao. "Trade-off aversion as an explanation for the attraction effect: a functional magnetic resonance imaging study." Journal of Marketing Research. Vol 46, (1), February 2009.*

38. *W.R. Kohler. Why does context matter? Attraction effects and binary comparisons. Working Paper No. 330. Zurich, Switzerland: Institute for Empirical Research in Economics, University of Zurich. 2007.*

APPENDIX A

Construct Reliability min 0, 70 and Variance Extracted min 0, 50

$$\text{Const. Rel} = \frac{(\sum \text{std loading})^2}{(\sum \text{std loading})^2 + \sum \varepsilon j}$$

Standardized Regression Weights: (Group Number 1-Default Model)

Table 6

			Estimate
Ab	<---	EA	-.428
SN	<---	EA	-.426
BI	<---	EA	.042
BI	<---	Ab	.443
BI	<---	SN	-.066

Table 6 (Contd.,)			
BI	<---	PBC	.535
b	<---	Ab	.955
ev	<---	Ab	.959
NB	<---	SN	.946
MC	<---	SN	.945
PF	<---	PBC	.921
CB	<---	PBC	.950
BI4	<---	BI	.719
BI3	<---	BI	.712
BI2	<---	BI	.731
BI1	<---	BI	.773

Sum Std Loading

Ab = 0.955 + 0.959 = 1,914

SN = 0.946 + 0.945 = 1,891

PBC = 0.921 + 0.950 = 1,871

BI = 0.773 + 0.731 + 0.712 = 0.719 = 2,935

Sum measurement error = $\sum(1 - (\text{std loading})^2)$

Ab = $(1- 0.955^2) + (1- 0, 9592) = 0, 087975+ 0, 080319= 0,168294$

SN = $(1- 0.946^2) + (1- 0.945^2) = 0, 105084+ 0, 106975= 0,212056$

PBC = $(1- 0.921^2) + (1- 0.950^2) = 0, 151759+ 0, 0975 = 0,249259$

BI = $(1- 0.773^2) + (1- 0.731^2) + (1- 0.712^2) + (1- 0.719^2) = 0,402471 + 0,465639 + 0,493056 + 0,483039 = 1,844205$

The Reliability is,

Ab = $1.914^2. = 3, 663396= 0, 96$

$1.914^2 + 0,168294$ 3, 83169

SN = $1.891^2. = 3, 575881= 0, 95$

$1.891^2 + 0,212056$ 3,787937

PBC = $1.871^2. = 3, 500641= 0, 94$

$1.871^2 + 0,249259$ 3, 7499

BI = $2.935^2. = 8, 614225= 0, 83$

$2.935^2 + 1,844205$ 10, 45843

VARIANCE EXTRACTED

Var Extracted = ∑std loading^2

∑std loading^2 + ∑ εj

Sum measurement error = ∑(1 – (std loading) ^{2})

Ab = (1- 0.955^2) + (1- 0, 9592) = 0, 087975+ 0, 080319= 0,168294

SN = (1- 0.946^2) + (1- 0.945^2) = 0, 105084+ 0, 106975= 0,212056

PBC = (1- 0.921^2) + (1- 0.950^2) = 0, 151759+ 0, 0975 = 0,249259

BI = (1- 0.773^2) + (1- 0.731^2) + (1- 0.712^2) + (1- 0.719^2) = 0,402471 + 0,465639 + 0,493056 + 0,483039 = 1,844205

Sum of Square Std Loading

Ab = 0.935^2 + 0.959^2 = 0,874225 + 0,919681 = 1,793906

SN = 0.9462 + 0.9452 = 0,894916 + 0,893025 = 1,787941

PBC = 0.9212 + 0.9502 = 0,848241 + 0, 9025= 1,750741

BI = 0.7732 + 0.731^2 + 0.712^2 + 0.719^2 = 0,597529 + 0,534361 + 0,506944 + 0,516961 = 2,155795

Var Extracted

Ab = 1,793906. = 1,793906 = 0.91

1,793906 + 0,168294 1, 9622

SN = 1, 787941. = 1, 787941= 0, 89

1,787941 + 0,212056 1, 9999972

PBC = 1, 750741. = 1, 750741= 0, 88

1,750741 + 0,249259 2

BI = 2, 155795. = 2, 155795= 0, 54

2,155795 + 1,844205 4