TABLE 5
STRATEGIC ORIENTATION FACTOR ANALYSIS

Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .593
Bartlett Test of Sphericity = 146.242, Significance = .000
n = 21

ROTATED FACTOR MATRIX

	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4	FACTOR 5
INFOSYSTEMS	**0.882**	-0.074	-0.191	0.207	-0.054
PRODUCTIONMGT	**0.865**	0.163	0.171	-0.208	0.101
PLANNING	**0.840**	0.369	0.163	0.025	0.141
COSTCONTROL	**0.839**	0.293	0.169	-0.057	-0.125
KEYINDICATORS	**0.695**	0.483	0.048	-0.215	-0.238
QUALITYCIRCLES	0.177	**0.826**	0.220	-0.070	-0.025
WHATIFANALISIS	0.306	**0.822**	0.079	0.079	-0.089
NEWOPPS	0.294	0.167	**0.852**	0.117	-0.103
NEWPRODUCTS	-0.105	0.204	**0.830**	-0.165	0.134
CERTAINRETURNS	0.109	0.108	-0.029	**0.888**	-0.108
CONSERVATIVE	-0.216	-0.144	0.012	**0.868**	0.164
ADDCAPACITY	0.043	-0.156	0.097	0.070	**0.928**
SACRIFICEPROFIT	-0.116	0.105	-0.610	-0.095	**0.664**
Eigenvalue	4.843	1.914	1.721	1.355	1.064
% of Variance Explained	37.3	14.7	13.2	10.4	8.2
Cummulative %	37.3	52	65.2	75.6	83.8
Cronbach's Alpha	0.91				

FACTOR INTERPRETATION

INDICATOR	DESCRIPTION	VENKATRAMAN'S DIMENSION	HOSIERY DIMENSION
INFOSYSTEMS	Emphasis on info. systems for decision-making	ANALYSIS	**PLAN/CONTROL**
PRODUCTIONMGT	Emphasis on production management techniques	DEFENSIVENESS	**PLAN/CONTROL**
PLANNING	Emphasis on use of planning techniques	ANALYSIS	**PLAN/CONTROL**
COSTCONTROL	Emphasis on use of cost control systems	DEFENSIVENESS	**PLAN/CONTROL**
KEYINDICATORS	Emphasis on forecasting key indicators of operations	FUTURITY	**PLAN/CONTROL**
QUALITYCIRCLES	Emphasis on quality through quality circles	DEFENSIVENESS	**VIGILANCE**
WHATIFANALYSIS	Emphasis on "What-if" analysis of critical issues	FUTURITY	**VIGILANCE**
NEWOPPS	Emphasis on seeking new opportunities	PROACTIVENESS	**PROACTIVENESS**
NEWPRODUCTS	Usually first ones to introduce new products/brands	PROACTIVENESS	**PROACTIVENESS**
CERTAINRETURNS	Tendency to support projects with certain returns	RISKINESS	**RISK AVERSION**
CONSERVATIVE	Adopt a rather conservative view on major decisions	RISKINESS	**RISK AVERSION**
ADDCAPACITY	Extent to which competitors expand capacity first	PROACTIVENESS	* STORFAC5
SACRIFICEPROFIT	Emphasis on sacrificing profitability to gain market share	AGGRESSIVENESS	* STORFAC5

* Factor difficult to interpret.
  Eigenvalue is close to 1.0 (1.06) and number of factors must be minimized.
  Therefore, this factor has been excluded from further analyses.
  Factor labeled "Strategic Orientation Factor #5 - STORFAC5" for reference.