

Table 5.24 Group Statistics for Variety Seeker

Cluster Number of Case - Variety Seeker	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
Ambience	3.5294	1.67038	68	68
Prior information	3.2059	1.55072	68	68
Availability of merchandize	3.8235	1.5155	68	68
Specific product	3.4412	1.55863	68	68
Variety	3.1471	1.56706	68	68
Low interaction with sales personnel	3.2206	1.59145	68	68
Price	3.25	1.57759	68	68
High influence of price on brand switching	3.25	1.56811	68	68
Price display	3.4706	1.5973	68	68
Seek discounts	3.3088	1.6323	68	68
Prefer discounts	3.3088	1.56699	68	68
Indoor display and outdoor promotions related to discounts	2.8824	1.71499	68	68
Seeks help from sales personnel	3.4853	1.74058	68	68
Intensive search	6.0735	0.69789	68	68
Stress on product category	6.1912	0.75819	68	68
Seek value for money	6.2941	0.79286	68	68
Seek depth in merchandise	6.1618	0.74534	68	68
Limited role for salesman	6.25	0.72018	68	68
Informed about promotions	6.1912	0.85094	68	68
Examine the product thoroughly	6.1912	0.73824	68	68
Influence of store image	3.4853	1.63445	68	68
Priority over other customers	3.2206	1.54384	68	68
Friendly attitude of sales personnel	3.0735	1.50934	68	68
Recommendation to others	2.9265	1.62367	68	68
Brand conscious	3.0147	1.48115	68	68

Table 5.25 Group Statistics for Economy

Cluster Number of Case - Economy	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
Ambience	3.3443	1.67218	61	61
Prior information	3.1967	1.55799	61	61
Availability of merchandize	3.5246	1.56638	61	61
Specific product	3.4262	1.74603	61	61
Variety	3.377	1.67495	61	61
Low interaction with sales personnel	3.3279	1.69038	61	61
Price	6.1967	0.70284	61	61
High influence of price on brand switching	6.1639	0.82017	61	61
Price display	6.1311	0.67021	61	61
Seek discounts	6.0656	0.81382	61	61
Prefer discounts	6.2787	0.77741	61	61
Indoor display and outdoor promotions related to discounts	6.3607	0.7535	61	61
Seeks help from sales personnel	6.2951	0.73811	61	61
Intensive search	3.0492	1.54301	61	61
Stress on product category	3.5574	1.58666	61	61
Seek value for money	3.5082	1.79465	61	61
Seek depth in merchandise	3.0656	1.63165	61	61
Limited role for salesman	3.0164	1.55448	61	61
Informed about promotions	2.9836	1.54372	61	61
Examine the product thoroughly	3.5738	1.61719	61	61
Influence of store image	3.3115	1.53342	61	61
Priority over other customers	3.4918	1.56656	61	61
Friendly attitude of sales personnel	2.918	1.42939	61	61
Recommendation to others	3.4098	1.81087	61	61
Brand conscious	3.3115	1.65872	61	61

Table 5.26 Group Statistics for Familiar

Cluster Number of Case - Familiar	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
Ambience	3.1392	1.69262	79	79
Prior information	3.481	1.57595	79	79
Availability of merchandize	3.2025	1.62812	79	79
Specific product	3.1266	1.53896	79	79
Variety	3.1772	1.57512	79	79
Low interaction with sales personnel	3.1392	1.59111	79	79
Price	3.3671	1.6027	79	79
High influence of price on brand switching	3.1519	1.76932	79	79
Price display	3.5316	1.74558	79	79
Seek discounts	3.1139	1.61711	79	79
Prefer discounts	3.2152	1.5744	79	79
Indoor display and outdoor promotions related to discounts	3.2152	1.52476	79	79
Seeks help from sales personnel	3.3418	1.62422	79	79
Intensive search	3.4937	1.71624	79	79
Stress on product category	3.3418	1.58427	79	79
Seek value for money	3.0506	1.74605	79	79
Seek depth in merchandise	3.3544	1.73233	79	79
Limited role for salesman	3.3165	1.72867	79	79
Informed about promotions	2.8734	1.47949	79	79
Examine the product thoroughly	3.0253	1.40489	79	79
Influence of store image	6.2152	0.77907	79	79
Priority over other customers	6.2152	0.76243	79	79
Friendly attitude of sales personnel	6.2278	0.69705	79	79
Recommendation to others	6.038	0.75859	79	79
Brand conscious	6.1392	0.7635	79	79

Table 5.27 Group Statistics for Pre-determined

Cluster Number of Case – Pre-determined	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
Ambience	6.1667	0.70869	150	150
Prior information	6.1733	0.78361	150	150
Availability of merchandize	6.2267	0.75215	150	150
Specific product	6.1733	0.73042	150	150
Variety	6.2733	0.75881	150	150
Low interaction with sales personnel	6.2333	0.7634	150	150
Price	3.58	1.63547	150	150
High influence of price on brand switching	3.0467	1.57726	150	150
Price display	3.1733	1.6043	150	150
Seek discounts	3.0533	1.63759	150	150
Prefer discounts	3.2067	1.59822	150	150
Indoor display and outdoor promotions related to discounts	3.2733	1.56684	150	150
Seeks help from sales personnel	3.4067	1.65516	150	150
Intensive search	3.3	1.64969	150	150
Stress on product category	3.24	1.62067	150	150
Seek value for money	3.2867	1.66825	150	150
Seek depth in merchandise	3.2467	1.57129	150	150
Limited role for salesman	3.3067	1.68271	150	150
Informed about promotions	3.34	1.54499	150	150
Examine the product thoroughly	3.44	1.56934	150	150
Influence of store image	3.2	1.5587	150	150
Priority over other customers	3.14	1.58445	150	150
Friendly attitude of sales personnel	3.2467	1.5925	150	150
Recommendation to others	3.2467	1.74147	150	150
Brand conscious	3.2733	1.54961	150	150

**Table 5.28 Group Statistics for All group total**

Cluster Number of Case - All group total	Mean	Std. Deviation	Valid N (listwise)	
			Unweighted	Weighted
Ambience	4.5168	1.9528	358	358
Prior information	4.5084	1.91666	358	358
Availability of merchandize	4.6425	1.87437	358	358
Specific product	4.514	1.92683	358	358
Variety	4.5028	1.99684	358	358
Low interaction with sales personnel	4.4832	1.99256	358	358
Price	3.9162	1.82074	358	358
High influence of price on brand switching	3.6397	1.90129	358	358
Price display	3.8128	1.85048	358	358
Seek discounts	3.6285	1.87986	358	358
Prefer discounts	3.7514	1.86736	358	358
Indoor display and outdoor promotions related to discounts	3.7123	1.90926	358	358
Seeks help from sales personnel	3.8994	1.88788	358	358
Intensive search	3.8268	1.86465	358	358
Stress on product category	3.8771	1.85662	358	358
Seek value for money	3.8436	1.97976	358	358
Seek depth in merchandise	3.7933	1.88812	358	358
Limited role for salesman	3.8184	1.93392	358	358
Informed about promotions	3.7179	1.86709	358	358
Examine the product thoroughly	3.8939	1.81031	358	358
Influence of store image	3.9385	1.87766	358	358
Priority over other customers	3.8939	1.89202	358	358
Friendly attitude of sales personnel	3.8156	1.89783	358	358
Recommendation to others	3.8296	1.96083	358	358
Brand conscious	3.8631	1.86693	358	358

**Table 5.29 Tests of Equality of Group Means**

<b>Store Image Attributes</b>	<b>Wilks' Lambda</b>	<b>F</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
Ambience	0.48	128.006	3	354	0.00
Prior information	0.451	143.421	3	354	0.00
Availability of merchandize	0.472	131.937	3	354	0.00
Specific product	0.46	138.432	3	354	0.00
Variety	0.43	156.389	3	354	0.00
Low interaction with sales personnel	0.441	149.419	3	354	0.00
Price	0.672	57.599	3	354	0.00
High influence of price on brand switching	0.635	67.717	3	354	0.00
Price display	0.67	58.118	3	354	0.00
Seek discounts	0.651	63.148	3	354	0.00
Prefer discounts	0.622	71.613	3	354	0.00
Indoor display and outdoor promotions related to discounts	0.598	79.314	3	354	0.00
Seeks help from sales personnel	0.668	58.711	3	354	0.00
Intensive search	0.653	62.663	3	354	0.00
Stress on product category	0.631	68.958	3	354	0.00
Seek value for money	0.635	67.97	3	354	0.00
Seek depth in merchandise	0.628	69.981	3	354	0.00
Limited role for salesman	0.625	70.751	3	354	0.00
Informed about promotions	0.577	86.559	3	354	0.00
Examine the product thoroughly	0.611	75.263	3	354	0.00
Influence of store image	0.58	85.618	3	354	0.00
Priority over other customers	0.568	89.617	3	354	0.00
Friendly attitude of sales personnel	0.537	101.579	3	354	0.00
Recommendation to others	0.634	68.138	3	354	0.00
Brand conscious	0.575	87.257	3	354	0.00

**Table 5.30 Log Determinants**

Cluster Number of Case	Rank	Log Determinant
Variety Seeker	25	6.755
Economy	25	6.611
Familiar	25	11.015
Pre-Determined	25	12.256
Pooled within-groups	25	17.373
Note: The ranks and natural logarithms of determinants printed are those of the group covariance matrices.		

**Table 5.31 Test Results**

Box's M		2615.518
F	Approx.	2.298
	df1	975
	df2	148024.5
	Sig.	0

Tests null hypothesis of equal population covariance matrices.

**Table 5.32 Eigenvalues Table**

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	9.302	47.3	47.3	0.95
2	5.657	28.8	76.1	0.922
3	4.693	23.9	100	0.908

a

First 3 canonical discriminant functions were used in the analysis.

**Table 5.33 Wilks' Lambda**

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	0.003	2043.781	75	0
2 through 3	0.026	1244.943	48	0
3	0.176	595.664	23	0

**Table 5.34 Standardized Canonical Discriminant Function Coefficients**

Store Image Attributes	Function		
	1	2	3
Ambience	-0.365	0.01	0.012
Prior information	-0.353	0.079	-0.05
Availability of merchandize	-0.299	0.022	-0.018
Specific product	-0.255	-0.055	0.109
Variety	-0.429	0.021	-0.022
Low interaction with sales personnel	-0.393	-0.013	-0.03
Price	0.17	-0.056	0.282
High influence of price on brand switching	0.121	-0.07	0.371
Price display	0.225	-0.048	0.381
Seek discounts	0.18	-0.044	0.203
Prefer discounts	0.096	-0.168	0.194
Indoor display and outdoor promotions related to discounts	0.042	-0.08	0.329
Seeks help from sales personnel	0.096	-0.037	0.278
Intensive search	0.109	0.331	-0.148
Stress on product category	0.123	0.286	-0.063
Seek value for money	0.222	0.313	-0.05
Seek depth in merchandise	0.146	0.348	-0.101
Limited role for salesman	0.038	0.356	-0.067
Informed about promotions	0.069	0.351	-0.148
Examine the product thoroughly	0.007	0.399	0.093
Influence of store image	0.233	-0.157	-0.213
Priority over other customers	0.077	-0.109	-0.306
Friendly attitude of sales personnel	0.056	-0.335	-0.36
Recommendation to others	0.181	-0.279	-0.191
Brand conscious	0.132	-0.209	-0.311



**Table 5.35 Structure Matrix**

	Function		
	1	2	3
Variety	<b>-0.376*</b>	-0.026	0.04
Low interaction with sales personnel	<b>-0.368*</b>	-0.013	0.036
Prior information	<b>-0.36*</b>	-0.037	-0.013
Specific product	<b>-0.354*</b>	0.011	0.044
Availability of merchandize	<b>-0.344*</b>	0.046	0.04
Ambience	<b>-0.34*</b>	0.022	0.03
Informed about promotions	0.064	<b>0.347*</b>	-0.055
Examine the product thoroughly	0.081	<b>0.319*</b>	-0.005
Limited role for salesman	0.084	<b>0.297*</b>	-0.086
Seek value for money	0.091	<b>0.297*</b>	-0.015
Seek depth in merchandise	0.093	<b>0.291*</b>	-0.085
Stress on product category	0.112	<b>0.285*</b>	-0.035
Intensive search	0.089	<b>0.271*</b>	-0.096
Recommendation to others	0.105	<b>-0.219*</b>	-0.208
Indoor display and outdoor promotions related to discounts	0.093	-0.122	<b>0.329*</b>
Prefer discounts	0.112	-0.076	<b>0.312*</b>
Friendly attitude of sales personnel	0.113	-0.229	<b>-0.308*</b>
High influence of price on brand switching	0.117	-0.072	<b>0.298*</b>
Seek discounts	0.114	-0.06	<b>0.29*</b>
Price	0.071	-0.091	<b>0.29*</b>
Seeks help from sales personnel	0.097	-0.065	<b>0.287*</b>
Influence of store image	0.143	-0.19	<b>-0.266*</b>
Price display	0.125	-0.075	<b>0.259*</b>
Brand conscious	0.117	-0.236	<b>-0.251*</b>
Priority over other customers	0.148	-0.223	<b>-0.242*</b>

Note: Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

\* Largest absolute correlation between each variable and any discriminant function

**Table 5.36 Canonical Discriminant Function Coefficients**

	Function		
	1	2	3
Ambience	-0.269	0.007	0.009
Prior information	-0.273	0.061	-0.039
Availability of merchandize	-0.231	0.017	-0.014
Specific product	-0.195	-0.042	0.083
Variety	-0.326	0.016	-0.017
Low interaction with sales personnel	-0.295	-0.01	-0.022
Price	0.114	-0.038	0.188
High influence of price on brand switching	0.079	-0.046	0.244
Price display	0.148	-0.032	0.251
Seek discounts	0.118	-0.029	0.133
Prefer discounts	0.065	-0.113	0.131
Indoor display and outdoor promotions related to discounts	0.028	-0.054	0.222
Seeks help from sales personnel	0.062	-0.024	0.179
Intensive search	0.072	0.219	-0.098
Stress on product category	0.083	0.193	-0.043
Seek value for money	0.14	0.198	-0.031
Seek depth in merchandise	0.097	0.231	-0.067
Limited role for salesman	0.025	0.232	-0.044
Informed about promotions	0.049	0.247	-0.104
Examine the product thoroughly	0.005	0.281	0.066
Influence of store image	0.162	-0.109	-0.149
Priority over other customers	0.054	-0.076	-0.214
Friendly attitude of sales personnel	0.04	-0.24	-0.258
Recommendation to others	0.115	-0.178	-0.122
Brand conscious	0.093	-0.147	-0.219
(Constant)*	1.273	-2.195	-0.149

\*Unstandardized coefficients

**Table 5.37 Functions at Group Centroids**

Cluster Number of Case	Function		
	1	2	3
Variety Seeker	2.358	4.455	-0.72
Economy	2.812	-1.356	4.132
Familiar	2.573	-2.613	-2.717
Pre-Determined	-3.568	-9.22E-02	7.69E-02

Note: Unstandardized canonical discriminant functions evaluated at group means

**Table 5.38 Classification Function Coefficients**

	Cluster Number of Case			
	Variety Seeker	Economy	Familiar	Pre-Determined
Ambience	1.563	1.442	1.435	3.129
Prior information	3.543	2.875	3.13	4.851
Availability of merchandize	1.517	1.246	1.376	2.798
Specific product	2.226	2.782	2.312	3.634
Variety	1.884	1.561	1.735	3.732
Low interaction with sales personnel	1.418	1.232	1.469	3.195
Price	2.566	3.751	2.48	2.214
High influence of price on brand switching	1.196	2.683	1.054	1.131
Price display	1.747	3.214	1.501	1.212
Seek discounts	2.598	3.464	2.56	2.135
Prefer discounts	1.108	2.432	1.661	1.343
Indoor display and outdoor promotions related to discounts	0.245	1.651	0.191	0.5
Seeks help from sales personnel	1.449	2.486	1.273	1.335
Intensive search	3.33	1.616	1.994	1.83
Stress on product category	3.709	2.418	2.449	2.306
Seek value for money	3.384	2.146	2.079	1.63
Seek depth in merchandise	3.578	1.952	2.097	1.897
Limited role for salesman	3.485	1.937	1.94	2.249
Informed about promotions	3.984	2.066	2.459	2.49
Examine the product thoroughly	3.07	1.759	0.956	1.817
Influence of store image	3.316	3.303	4.419	2.734
Priority over other customers	2.254	1.683	3.23	2.111
Friendly attitude of sales personnel	1.991	2.152	4.208	2.636
Recommendation to others	1.213	1.707	2.74	1.242
Brand conscious	1.161	0.997	2.657	1.105
(Constant)	-131.936	-119.774	-113.302	-123.025

Note: Fisher's linear discriminant functions

**Table 5.39 Classification Results**

			<b>Predicted Group Membership</b>				<b>Total</b>
		<b>Cluster Number of Case</b>	<b>Variety Seeker</b>	<b>Economy</b>	<b>Familiar</b>	<b>Pre-Determined</b>	
Original	Count	Variety Seeker	68	0	0	0	68
		Economy	0	61	0	0	61
		Familiar	0	0	79	0	79
		Pre-Determined	0	0	0	150	150
	%	Variety Seeker	100	0	0	0	100
		Economy	0	100	0	0	100
		Familiar	0	0	100	0	100
		Pre-Determined	0	0	0	100	100
Cross-validated	Count	Variety Seeker	68	0	0	0	68
		Economy	0	61	0	0	61
		Familiar	0	0	79	0	79
		Pre-Determined	0	0	0	150	150
	%	Variety Seeker	100	0	0	0	100
		Economy	0	100	0	0	100
		Familiar	0	0	100	0	100
		Pre-Determined	0	0	0	100	100

a

Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b

100.0% of original grouped cases correctly classified.

c

100.0% of cross-validated grouped cases correctly classified.

**Table 5.40 CHAID Model Summary**

Specifications	Growing Method	CHAID
	Dependent Variable	Cluster Number of Case
	Independent Variables	Gender, Marital Status, Highest Educational Level, Current working status, Present Occupation, Loyalty status, Loyalty Maintenance and Development
	Validation	Cross Validation
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	50
<b>Results</b>	Independent Variables Included	Gender, Current working status, Marital Status
	Number of Nodes	7
	Number of Terminal Nodes	4
	Depth	3

**Table 5.41, a) Tree Table**

	Variety Seeker		Economy		Familiar		Pre-Determined		Total	
Node	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent
0	68	19.00%	61	17.00%	79	22.10%	150	41.90%	358	100.00%
1	21	8.90%	44	18.60%	26	11.00%	146	61.60%	237	66.20%
2	47	38.80%	17	14.00%	53	43.80%	4	3.30%	121	33.80%
3	11	11.70%	2	2.10%	14	14.90%	67	71.30%	94	26.30%
4	10	7.00%	42	29.40%	12	8.40%	79	55.20%	143	39.90%
5	6	6.80%	37	42.00%	5	5.70%	40	45.50%	88	24.60%
6	4	7.30%	5	9.10%	7	12.70%	39	70.90%	55	15.40%

Note: Growing Method: CHAID

Dependent Variable: Cluster Number of Case

**Table 5.41, b) Tree Table**

Node	N	Predicted Category	Parent Node	Variable	Sig. <sup>a</sup>	Chi-Square	df	Split Values
0	68	Pre-Determined						
1	21	Pre-Determined	0	Store Type	0.00	142.97	3	Durables; Food and Grocery; Medicine
2	47	Familiar	0	Store Type	0.00	142.97	3	Apparels, Shoes and Fashion; Books, Music and Gift Stores; Cosmetics and Fancy
3	11	Pre-Determined	1	Gender	0.00	28.645	3	Female
4	10	Pre-Determined	1	Gender	0.00	28.645	3	Male
5	6	Pre-Determined	4	Current working status	0.001	18.497	3	Do not work outside home; Work outside home part-time
6	4	Pre-Determined	4	Current working status	0.001	18.497	3	Work outside home full-time

Growing Method: CHAID

Dependent Variable: Cluster Number of Case

a. Bonferroni adjusted

**Table 5.42 Classification Table**

Observed	Predicted				
	Variety Seeker	Economy	Familiar	Pre-Determined	Percent Correct
Variety Seeker	0	0	47	21	0.00%
Economy	0	0	17	44	0.00%
Familiar	0	0	53	26	67.10%
Pre-Determined	0	0	4	146	97.30%
Overall Percentage	0.00%	0.00%	33.80%	66.20%	55.60%
Growing Method: CHAID					

Dependent Variable: Cluster Number of Case