

Table 5.19 Loyalty Maintenance and Development * Cluster Number of Case
Cross tabulation

Loyalty Maintenance and Development		Cluster Number of Case				
		Variety Seeker	Economy	Familiar	Pre-Determined	Total
Yes	Count	52	54	42	95	243
	% within Loyalty Maintenance and Development	21.4	22.2	17.3	39.1	100.0
	% within Cluster Number of Case	76.5	88.5	53.2	63.3	67.9
	% of Total	14.5	15.1	11.7	26.5	67.9
No	Count	16	7	37	55	115
	% within Loyalty Maintenance and Development	13.91	6.09	32.17	47.83	100.00
	% within Cluster Number of Case	23.53	11.48	46.84	36.67	32.12
	% of Total	4.47	1.96	10.34	15.36	32.12
Total	Count	68	61	79	150	358
	% within Loyalty Maintenance and Development	18.99	17.04	22.07	41.90	100.00
	% within Cluster Number of Case	100.00	100.00	100.00	100.00	100.00
	% of Total	18.99	17.04	22.07	41.90	100.00