

**Table 5.20. Store Type and Cluster**

Cluster		Store Type						
		Durables	Food and Grocery	Cosmetics and Fancy	Apparels, Shoes and Fashion	Books, Music and Gift Stores	Medicine	Total
Variety Seeker	Count	6	14	7	4	36	1	68
	% within Cluster Number	8.80%	20.60%	10.30%	5.90%	52.90%	1.50%	100.00%
	% within Store Type	6.40%	10.60%	26.90%	8.30%	76.60%	9.10%	19.00%
	% of Total	1.70%	3.90%	2.00%	1.10%	10.10%	0.30%	19.00%
Economy	Count	16	28	17				61
	% within Cluster Number	26.20%	45.90%	27.90%	-			100.00%
	% within Store Type	17.00%	21.20%	65.40%				17.00%
	% of Total	4.50%	7.80%	4.70%				17.00%
Familiar	Count	8	17	1	42	10	1	79
	% within Cluster Number	10.10%	21.50%	1.30%	53.20%	12.70%	1.30%	100.00%
	% within Store Type	8.50%	12.90%	3.80%	87.50%	21.30%	9.10%	22.10%
	% of Total	2.20%	4.70%	0.30%	11.70%	2.80%	0.30%	22.10%
Pre-Determined	Count	64	73	1	2	1	9	150
	% within Cluster Number	42.70%	48.70%	0.70%	1.30%	0.70%	6.00%	100.00%
	% within Store Type	68.10%	55.30%	3.80%	4.20%	2.10%	81.80%	41.90%
	% of Total	17.90%	20.40%	0.30%	0.60%	0.30%	2.50%	41.90%
	Count	94	132	26	48	47	11	358
	% within Cluster Number of Case	26.30%	36.90%	7.30%	13.40%	13.10%	3.10%	100.00%
	% within Store Type	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
	% of Total	26.30%	36.90%	7.30%	13.40%	13.10%	3.10%	100.00%