

Table 5.4 Parameter Estimate of the Model for Durable Stores

Durables	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp	
							Lower Bound	Upper Bound
Intercept	42.841	6739.404	0	1	0.099			
Age	-0.007	0.06	0.015	1	0.09*	0.993	0.883	1.116
Household Income	0	0	1.597	1	0.021	1	1	1
Number of Children in the family	0.451	0.714	0.4	1	0.053	1.57	0.388	6.361
Number of Family members	-0.231	0.337	0.469	1	0.049	0.794	0.41	1.537
[CLUSTER=Variety Seeker	-0.742	1.309	0.322	1	0.957**	0.476	3.66E-02	6.194
[CLUSTER=2] Economy	17.015	5914.504	0	1	0.231**	24523020	0	.
[CLUSTER=3] Familiar	0.152	1.447	0.011	1	0.092	1.164	6.83E-02	19.84
[CLUSTER=4] Pre-determined	0.256	1.256	0.236	1	0.025	1.256	0.545	0.365
[GENDER=1] Male	0.978	0.946	1.069	1	0.02	2.66	0.416	16.991
[GENDER=2] Female	0.256	0.236	0.256	1	0.0325	1.256	0.545	0.365
[Marital Status=1] Single	17.809	6739.403	0	1	0.998**	1.84E-08	0	0
[Marital Status =2] Married	-19.95	6739.403	0	1	0.998**	2.17E-09	0	0
[Marital Status =3] Widowed	22.045	6739.403	0	1	0.997**	2.67E-10	0	0
[Marital Status = 4] Divorced	0	0	0	0	0	0	0	0
[Highest Education=1] High School	-2.566	2.308	1.236	1	0.266**	7.69E-02	8.34E-04	7.086
[Highest Education =2] Graduate	-3.381	1.957	2.985	1	0.084*	3.40E-02	7.35E-04	1.575
[Highest Education =3] PG/Professional	0	0	0	0	0	0	0	0
[Current Working Status=1] Outside Home FT	-0.227	1.073	0.045	1	0.832**	0.797	9.73E-02	6.522
[Current Working Status =2] Outside Home PT	0.733	1.372	0.286	1	0.593**	2.082	0.141	30.651
[Current Working Status =3] Not working outside	0	0	0	0	0	0	0	0
[Present Occupation 1] Professional/technical	20.982	2.966	50.03	1	0	7.72E-10	2.30E-12	2.59E-07
[Present Occupation =2] Manager/Official/Proprietor	22.047	2.843	60.134	1	0	2.66E-10	1.01E-12	7.00E-08
[Present Occupation =3] Clerical/Sales	-3.208	4079.255	0	1	0.999**	4.04E-02	0	.
[Present Occupation =4] Crafts/Trades	22.326	3.069	52.921	1	0	2.01E-10	4.92E-13	8.25E-08
[Present Occupation =5] Operators/laborer/service	-5.194	2850.096	0	1	0.999**	5.55E-03	0	.
[Present Occupation =6] Retired	23.493	2.454	91.625	1	0	6.27E-11	5.11E-13	7.70E-09
[Present Occupation =7] Home Maker	0.258	0	.	1	.	1.294	1.294	1.294
[Present Occupation =9] Unemployed	0	0	0	0	0	0	0	0
[Loyalty Status1] - Hard Core Loyal	3.999	2.4	2.776	1	0.096*	54.565	0.494	6026.159
[Loyalty Status2] - Just Loyal	2.532	2.49	1.034	1	0.309**	12.572	9.55E-02	1655.666
[Loyalty Status3] – Not at all Loyal	1.833	2.75	0.444	1	0.505**	6.255	2.85E-02	1370.716
[Loyalty Status4] - Cannot Say	0	0	0	0	0	0	0	0
[Loyalty Maintenance1] - Yes	-0.373	1.039	0.129	1	0.72**	0.689	8.99E-02	5.28
[Loyalty Maintenance2] - No	0	0	0	0	0	0	0	0

* Significance @90% CI,
(p-value less than 0.10) ** not Significance

Table 5.5 Parameter Estimate of the Model for Food and Grocery

Food and Grocery	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp	
							Lower Bound	Upper Bound
Intercept	21.953	6739.404	0.256	1	0.099			
Age	-0.007	0.059	0.015	1	0.090	0.993	0.884	1.115
Household Income	0	0	2.293	1	0.013	1	1	1
Number of Children in the family	0.775	0.72	1.159	1	0.028	2.17	0.53	8.89
Number of Family members	-0.178	0.337	0.279	1	0.059	0.837	0.432	1.62
[CLUSTER=Variety Seeker	0.183	1.262	0.021	1	0.88**	1.201	0.101	14.249
[CLUSTER=2] Economy	17.238	5914.504	0	1	0.099	30656778	0.26	0.275
[CLUSTER=3] Familiar	0.892	1.428	0.391	1	0.53**	2.441	0.149	40.086
[CLUSTER=4] Pre-determined	0.356	2.369	0.3256	1	0.036	2.36	0.125	0.365
[GENDER=1] Male	1.139	0.941	1.465	1	0.023	3.124	0.494	19.764
[GENDER=2] Female	1.236	0.36	1.236	1	0.036	3.265	0.236	15.36
[Marital Status=1] Single	19.395	6739.403	1.25	1	0.045	3.77E-09	0.23	0.65
[Marital Status =2] Married	21.09	6739.403	0.325	1	0.036	6.93E-10	0.65	0.89
[Marital Status =3] Widowed	25.128	6739.403	0.589	1	0.098*	1.22E-11	0.54	0.29
[Marital Status = 4] Divorced	-36.25	6589.01	0.258	1	0.236**	1.256	0.82	0.39
[Highest Education=1] High School	-2.389	2.299	1.081	1	0.029	9.17E-02	1.01E-03	8.294
[Highest Education =2] Graduate	3.626	1.956	3.436	1	0.064	2.66E-02	5.75E-04	1.232
[Highest Education =3] PG/Professional	3.256	1.26	3.26	1	.0056	0.25	0.25	1.56
[Current Working Status=1] Outside Home FT	-0.267	1.069	0.062	1	0.080	0.766	9.43E-02	6.22
[Current Working Status =2] Outside Home PT	0.679	1.368	0.247	1	0.062*	1.972	0.135	28.789
[Current Working Status =3] Not working outside	0.23	10.256	0.256	1	0.023	1.365	2.3	45.36
[Present Occupation 1] Professional/technical	-0.966	2.974	0.106	1	0.745	0.038	1.12E-03	129.435
[Present Occupation =2] Manager/Official/Proprietor	-1.623	2.846	0.325	1	0.0569	0.19	7.46E-04	52.261
[Present Occupation =3] Clerical/Sales	17.492	4079.255	0	1	0.099	39525346	2.365	3.256
[Present Occupation =4] Crafts/Trades	-1.36	3.037	0.201	1	0.054	0.257	6.67E-04	98.69
[Present Occupation =5] Operators/laborer/service	15.659	2850.096	0	1	0.0996*	6317933	0.256	.236
[Present Occupation =6] Retired	-3.832	2.473	2.402	1	0.121*	2.17E-02	1.70E-04	2.757
[Present Occupation =7] Home Maker	20.119	.325	2.145	1	0.0038	5.46E+08	5.46E+08	5.46E+08
[Present Occupation =9] Unemployed	-	-	-	-	-	-	-	-
[Loyalty Status1] - Hard Core Loyal	4.741	2.407	3.879	1	0.049	114.512	1.023	12813.44
[Loyalty Status2] - Just Loyal	3.581	2.488	2.071	1	0.015	35.92	0.274	4715.07
[Loyalty Status3] – Not at all Loyal	3.096	2.739	1.277	1	0.258**	22.107	0.103	4743.11
[Loyalty Status4] - Cannot Say	-	-	-	0	-	-	-	-
[Loyalty Maintenance1] - Yes	0.114	1.039	0.012	1	0.0912	1.121	0.146	8.598
[Loyalty Maintenance2] - No	-	-	-	-	-	-	-	-

* Significance @90% CI,
(p-value less than 0.10) ** not Significance

Table 5.6 Parameter Estimate of the Model for Cosmetics and Fancy Stores

Cosmetics and Fancy Stores	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp	
							Lower Bound	Upper Bound
Intercept	-6.305	14586.13	0	1	1			
Age	0.002	0.078	0	1	0.06*	1.002	0.86	1.167
Household Income	0.23	0.24	0.09	1	0.03	1	1	1
Number of Children in the family	0.128	0.88	0.021	1	0.08*	1.137	0.202	6.382
Number of Family members	-0.35	0.404	0.75	1	0.03	0.705	0.32	1.555
[CLUSTER=Variety Seeker	4.709	1.72	7.492	1	0.00	110.897	3.807	3230.061
[CLUSTER=2] Economy	21.821	5914.504	0	1	0.03	3E+09	0	.
[CLUSTER=3] Familiar	3.516	2.058	2.92	1	0.08	33.655	0.596	1899.002
[CLUSTER=4] Pre-determined	3.26	2.25	2.36	1	0.52**	23.659	0.258	23.658
[GENDER=1] Male	1.063	1.162	0.837	1	0.03	2.895	0.297	28.205
[GENDER=2] Female	1.236	1.256	0.236	1	0.05	2.256	0.236	56.57
[Marital Status=1] Single	4.338	1.654	6.874	1	0.00	1.31E-02	5.11E-04	0.335
[Marital Status =2] Married	6.936	1.356	6.359	1	0.02	9.72E-04	9.72E-04	9.72E-04
[Marital Status =3] Widowed	24.404	1.269	6.589	1	0.39*	2.52E-11	2.52E-11	2.52E-11
[Marital Status = 4] Divorced	0	0	0	0	0	0	0	0
[Highest Education=1] High School	-1.009	2.615	0.149	1	0.70**	0.364	2.17E-03	61.358
[Highest Education =2] Graduate	-2.846	2.268	1.575	1	0.02	5.81E-02	6.82E-04	4.945
[Highest Education =3] PG/Professional	0	0	0	0	0	0	0	0
[Current Working Status=1] Outside Home FT	-1.221	1.253	0.95	1	0.03	0.295	2.53E-02	3.436
[Current Working Status =2] Outside Home PT	0.267	1.464	0.033	1	0.085	1.306	7.41E-02	23.013
[Current Working Status =3] Not working outside	5.69	1236.65	0.25	1	0.05	4.73E-03	5.11E-04	4.73E-03
[Present Occupation 1] Professional/technical	-4.85	11985.02	0.837	1	1	7.83E-03	1.31E-02	7.83E-03
[Present Occupation =2] Manager/Official/Proprietor	-5.354	11985.02	0.236	1	1	4.73E-03	9.72E-04	4.73E-03
[Present Occupation =3] Clerical/Sales	14.038	12660.22	6.874	1	0.99**	1248782	2.52E-11	1.31E-02
[Present Occupation =4] Crafts/Trades	-3.878	11985.02	6.359	1	1	2.07E-02	9.72E-04	9.72E-04
[Present Occupation =5] Operators/laborer/service	10.775	12319.25	0.021	1	0.90**	47826.21	2.52E-11	2.52E-11
[Present Occupation =6] Retired	-4.987	11985.02	0.75	1	0.03	4.73E-03	0	9.72E-04
[Present Occupation =7] Home Maker	-4.652	0	7.492	1	0.05	7.83E-03	61.358	2.52E-11
[Present Occupation =9] Unemployed	0	0	0	0	0	0	0	0
[Loyalty Status1] - Hard Core Loyal	19.949	8313.529	1.162	1	0.09*	4.61E+08	2.52E-11	61.358
[Loyalty Status2] - Just Loyal	19.133	8313.529	1.256	1	0.09*	2.04E+08	0	6.82E-04
[Loyalty Status3] – Not at all Loyal	19.388	8313.529	1.654	1	0.08*	2.63E+08	61.358	2.36E-36
[Loyalty Status4] - Cannot Say	0	0	0	0	0	.	0	0
[Loyalty Maintenance1] - Yes	-1.123	1.271	0.781	1	0.03	0.325	2.70E-02	3.927
[Loyalty Maintenance2] - No	0	0	0	0	0	0	0	0

* Significance @90% CI,
(p-value less than 0.10) ** not Significance

Table 5.7 Parameter Estimate of the Model for Apparels, Shoes and Fashion Stores

Apparels, Shoes and Fashion Stores	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp	
							Lower Bound	Upper Bound
Intercept	-7.681	45800.33	0	1	1			
Age	-0.014	0.072	0.038	1	0.845**	0.986	0.856	1.136
Household Income	0	0	0.34	1	0.56**	1	1	1
Number of Children in the family	0.417	0.83	0.252	1	0.615**	1.517	0.298	7.712
Number of Family members	-0.217	0.411	0.278	1	0.598**	0.805	0.36	1.803
[CLUSTER=Variety Seeker	3.303	1.581	4.368	1	0.037	27.199	1.228	602.453
[CLUSTER=2] Economy	-	-	-	-	-	-	-	-
[CLUSTER=3] Familiar	6.086	1.636	13.838	1	0.00	439.852	17.807	10864.92
[CLUSTER=4] Pre-determined	-	-	-	0	-	-	-	-
[GENDER=1] Male	1.9	1.077	3.112	1	0.078	6.683	0.81	55.155
[GENDER=2] Female	4.9	1.477	4.112	1	0.059	6.256	0.78	58.155
[Marital Status=1] Single	3.973	2.764	2.066	1	0.01	1.88E-02	8.36E-05	4.24
[Marital Status =2] Married	6.463	2.081	9.646	1	0.00	1.56E-03	2.64E-05	9.21E-02
[Marital Status =3] Widowed	-7.43	0	0	1	0	5.94E-04	5.94E-04	5.94E-04
[Marital Status = 4] Divorced	0	0	0	0	0	0	0	0
[Highest Education=1] High School	-2.467	2.494	0.978	1	0.323**	8.49E-02	6.39E-04	11.271
[Highest Education =2] Graduate	3.255	2.036	2.557	1	0.0102	3.86E-02	7.14E-04	2.084
[Highest Education =3] PG/Professional	0	0	0	0	0	0	0	0
[Current Working Status=1] Outside Home FT	-0.232	1.182	0.039	1	0.844**	0.793	7.82E-02	8.042
[Current Working Status =2] Outside Home PT	0.892	1.491	0.358	1	0.55**	2.441	0.131	45.397
[Current Working Status =3] Not working outside	0	0	0	0	0	0	0	0
[Present Occupation 1] Professional/technical	-4.951	45428.69	0	1	1*	7.08E-03	0	0
[Present Occupation =2] Manager/Official/Proprietor	-5.449	45428.69	0	1	1*	4.30E-03	0	0
[Present Occupation =3] Clerical/Sales	14.502	45611.47	0	1	1*	1985800	0	0
[Present Occupation =4] Crafts/Trades	-4.746	45428.69	0	1	1*	8.69E-03	0	0
[Present Occupation =5] Operators/laborer/service	11.582	45518.01	0	1	1*	107145.4	0	0
[Present Occupation =6] Retired	-5.145	45428.69	0	1	1*	5.83E-03	0	0
[Present Occupation =7] Home Maker	-2.292	45840.34	0	1	1*	0.101	0	0
[Present Occupation =9] Unemployed	0	0	0	0	0	0	0	0
[Loyalty Status1] - Hard Core Loyal	20.04	5822.871	0	1	0.997	5.05E+08	0	0
[Loyalty Status2] - Just Loyal	19.341	5822.871	0	1	0.997	2.51E+08	0	0
[Loyalty Status3] – Not at all Loyal	19.078	5822.871	0	1	0.997	1.93E+08	0	0
[Loyalty Status4] - Cannot Say	0	0	0	0	0	0	0	0
[Loyalty Maintenance1] - Yes	1.29	1.187	1.18	1	0.277	0.275	2.69E-02	2.82
[Loyalty Maintenance2] - No	0	0	0	0	0	0	0	0

* Significance @90% CI,
(p-value less than 0.10) ** not Significance

Table 5.8 Parameter Estimate of the Model for Books, Music and Gift Stores

Books, Music and Gift Stores	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp	
							Lower Bound	Upper Bound
Intercept	5.493	5.001	1.206	1	0.027			
Age	0.008	0.071	0.012	1	0.09*	1.008	0.876	1.159
Household Income	0	0	2.382	1	0.01	1	1	1
Number of Children in the family	0.639	0.861	0.551	1	0.04	1.895	0.351	10.238
Number of Family members	0.282	0.426	0.438	1	0.05	1.326	0.575	3.057
[CLUSTER=Variety Seeker	7.659	1.916	15.981	1	0.00	2120.2	49.603	90625.42
[CLUSTER=2] Economy	1.751	7216.775	23.63	1	0.23**	5.761	36.25	326.59
[CLUSTER=3] Familiar	6.525	2.001	10.634	1	0.25**	681.973	13.506	34434.9
[CLUSTER=4] Pre-determined	3.25	2.58	12.25	1	0.63**	365.23	658.54	1576.25
[GENDER=1] Male	2.776	1.078	6.637	1	0.01	16.053	1.942	132.66
[GENDER=2] Female	0.236	1.256	4.356	1	0.00	15.326	6.235	235.21
[Marital Status=1] Single	-4.244	1.631	6.767	1	0.00	1.44E-02	5.87E-04	0.351
[Marital Status =2] Married	-7.172	0	.	1	0.05	7.68E-04	7.68E-04	7.68E-04
[Marital Status =3] Widowed	-28.564	0	.	1	0.03	3.93E-13	3.93E-13	3.93E-13
[Marital Status = 4] Divorced	0	.	.	0	0.02	.	.	.
[Highest Education=1] High School	-1.49	2.486	0.359	1	0.05	0.225	1.73E-03	29.449
[Highest Education =2] Graduate	-2.856	2.063	1.916	1	0.01	5.75E-02	1.01E-03	3.281
[Highest Education =3] PG/Professional	0	0	0	0	0	0	0	0
[Current Working Status=1] Outside Home FT	-1.149	1.219	0.888	1	0.346**	0.317	2.91E-02	3.458
[Current Working Status =2] Outside Home PT	1.492	1.466	1.036	1	0.309**	4.448	0.251	78.761
[Current Working Status =3] Not working outside	0	0	0	0	0	0	0	0
[Present Occupation 1] Professional/technical	-6.278	2.486	6.377	1	0.01	1.88E-03	1.44E-05	0.245
[Present Occupation =2] Manager/Official/Proprietor	-6.648	2.3	8.357	1	0.004	1.30E-03	1.43E-05	0.118
[Present Occupation =3] Clerical/Sales	13.177	4079.255	0.365	1	0.997**	528080	7.38E-03	662.494
[Present Occupation =4] Crafts/Trades	-22.562	4453.085	6.25	1	0.99**	1.59E-10	4.56E-03	1222.779
[Present Occupation =5] Operators/laborer/service	10.827	2850.095	0.256	1	0.997**	50366.88	2.91E-02	3.458
[Present Occupation =6] Retired	-5.945	4079.255	0.259	1	0.233**	2.62E-03	2.62E-03	2.62E-03
[Present Occupation =7] Home Maker	12.835	4453.085	0.236	1	0.365**	375110.5	375110.5	375110.5
[Present Occupation =9] Unemployed	0	0	0	0	0	0	0	0
[Loyalty Status1] - Hard Core Loyal	1.82	2.849	0.408	1	0.05	6.172	2.32E-02	1642.271
[Loyalty Status2] - Just Loyal	0.794	2.909	0.074	1	0.785**	2.212	7.38E-03	662.494
[Loyalty Status3] – Not at all Loyal	0.859	3.189	0.073	1	0.788**	2.36	4.56E-03	1222.779
[Loyalty Status4] - Cannot Say	0	0	0	0	0	0	0	0
[Loyalty Maintenance1] - Yes	-0.787	1.243	0.4	1	0.527**	0.455	3.98E-02	5.207
[Loyalty Maintenance2] - No	0	0	0	0	0	0	0	0

* Significance @90% CI,
(p-value less than 0.10) ** not Significance