

**Table 5.1 Store Type Choice Model of Fitting Information**

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	1111.539			
Final	692.2	419.338	130	0.00

**Table 5.2 Pseudo R-Square**

Cox and Snell	0.69
Nagelkerke	0.72
McFadden	0.37

**Table 5.3 Likelihood Ratio Tests**

Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	692.2	0	0	0.00
Age	692.396	0.195	5	0.09
Household Income	698.802	6.602	5	0.02
Number of Children	696.256	4.055	5	0.05
Family Size	696.813	4.613	5	0.04
Cluster Profiles	976.618	284.418	15	0.00
Gender	704.894	12.694	5	0.02
Marital Status	711.867	19.667	15	0.03
Education	701.487	9.287	10	0.05
Working Status	701.012	8.812	10	0.05
Present Occupation	733.097	40.897	35	0.02
Loyalty Status	704.623	12.423	15	0.06
Loyalty Maintenance	698.956	6.756	5	0.02