

**Table 5.21 Fuzzy Cluster Centriod**

| Store Image Segement Variables             | Fuzzy c Means Cluster Centroid |         |                 |          |
|--|--------------------------------|---------|-----------------|----------|
|  | Pre-Determined                 | Economy | Variety Seeking | Familiar |
| Ambience                                   | 3.3611                         | 3.1530  | 3.5357          | 6.1607   |
| Prior information                          | 3.2181                         | 3.5008  | 3.2218          | 6.1687   |
| Availability of merchandize                | 3.5384                         | 3.2197  | 3.8405          | 6.2201   |
| Specific product                           | 3.4369                         | 3.1342  | 3.4688          | 6.1707   |
| Variety                                    | 3.4013                         | 3.1960  | 3.1638          | 6.2641   |
| Low interaction with sales personnel       | 3.3524                         | 3.1559  | 3.2307          | 6.2265   |
| Price                                      | 6.1625                         | 3.3679  | 3.2471          | 3.5814   |
| High influence of price on brand switching | 6.1323                         | 3.1615  | 3.2438          | 3.0378   |
| Price display                              | 6.0928                         | 3.5362  | 3.4706          | 3.1755   |
| Seek discounts                             | 6.0352                         | 3.1076  | 3.3063          | 3.0511   |
| Prefer discounts                           | 6.2502                         | 3.1998  | 3.3165          | 3.2068   |
| Indoor display and outdoor                 | 6.3325                         | 3.2205  | 2.8738          | 3.2634   |
| Seeks help from sales personnel            | 6.2626                         | 3.3474  | 3.4915          | 3.4001   |
| Intensive search                           | 3.0587                         | 3.5104  | 6.0404          | 3.2932   |
| Stress on product category                 | 3.5669                         | 3.3360  | 6.1673          | 3.2348   |
| Seek value for money                       | 3.5037                         | 3.0487  | 6.2691          | 3.2888   |
| Seek depth in merchandise                  | 3.0710                         | 3.3494  | 6.1330          | 3.2551   |
| Limited role for salesman                  | 3.0243                         | 3.3182  | 6.2246          | 3.3031   |
| Informed about promotions                  | 2.9880                         | 2.8705  | 6.1678          | 3.3417   |
| Examine the product thoroughly             | 3.5694                         | 3.0281  | 6.1678          | 3.4395   |
| Influence of store image                   | 3.3161                         | 6.1886  | 3.4904          | 3.2071   |
| Priority over other customers              | 3.5007                         | 6.1906  | 3.2254          | 3.1368   |
| Friendly attitude of sales personnel       | 2.9287                         | 6.2026  | 3.0820          | 3.2497   |
| Recommendation to others                   | 3.4205                         | 6.0128  | 2.9266          | 3.2448   |
| Brand conscious                            | 3.3316                         | 6.1095  | 3.0198          | 3.2711   |