

Table 5.9 Initial Cluster Centres of K-means Cluster

	Clusters			
	1	2	3	4
Ambience	3	1	5	7
Prior information	3	2	7	6
Availability of merchandize	3	1	6	6
Specific product	3	4	5	6
Variety	2	1	7	5
Low interaction with sales personnel	5	2	6	7
Price	1	6	1	4
High influence of price on brand switching	1	6	1	1
Price display	4	3	5	1
Seek discounts	4	4	2	1
Prefer discounts	6	1	2	2
Indoor display and outdoor promotions related to discounts	1	2	2	3
Seeks help from sales personnel	6	2	3	1
Intensive search	6	6	2	2
Stress on product category	7	3	1	6
Seek value for money	5	3	1	6
Seek depth in merchandise	7	2	6	1
Limited role for salesman	7	2	5	2
Informed about promotions	6	3	2	6
Examine the product thoroughly	7	1	1	6
Influence of store image	2	6	5	3
Priority over other customers	5	6	2	4
Friendly attitude of sales personnel	3	6	5	1
Recommendation to others	2	6	2	6
Brand conscious	6	6	1	1

Table 5.10 Iteration History of K-means cluster analysis

	Change in Cluster Centres			
Iteration Number	1	2	3	4
1	7.465	7.907	7.405	7.604
2	1.36	0.796	0.606	0.388
3	0.698	0.354	0.232	0.349
4	0.176	8.29E-02	0.248	0.323
5	0	0	0.234	0.288
6	0	0	0.18	0.203
7	0	0	0.149	0.156
8	0	0	0.178	0.184
9	0	0	0.125	0.13
10	0	0	0.107	0.108
11	0	0	9.05E-02	8.93E-02
12	0	0	8.82E-02	8.39E-02
13	0	0	0	0

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Convergence achieved due to no or small distance change. The maximum distance by which any centre has changed is .000. The current iteration is 13. The minimum distance between initial centres is 14.387.

Table 5.11 Final Cluster Centres	Cluster Centroid Score & Names of the Cluster and Its Membership size			
Store Image Measures	Pre-Determined (n =150) 41.89%	Economy (n =61) 17.04%	Variety Seeking (n =79) 18.99%	Familiar (n =68) 22.07%
Ambience	6	3	4	3
Prior information	6	3	3	3
Availability of merchandize	6	4	4	3
Specific product	6	3	3	3
Variety	6	3	3	3
Low interaction with sales personnel	6	3	3	3
Price	4	6	3	3
High influence of price on brand switching	3	6	3	3
Price display	3	6	3	4
Seek discounts	3	6	3	3
Prefer discounts	3	6	3	3
Indoor display and outdoor promotions related to discounts	3	6	3	3
Seeks help from sales personnel	3	6	3	3
Intensive search	3	3	6	3
Stress on product category	3	4	6	3
Seek value for money	3	4	6	3
Seek depth in merchandise	3	3	6	3
Limited role for salesman	3	3	6	3
Informed about promotions	3	3	6	3
Examine the product thoroughly	3	4	6	3
Influence of store image	3	3	3	6
Priority over other customers	3	3	3	6
Friendly attitude of sales personnel	3	3	3	6
Recommendation to others	3	3	3	6
Brand conscious	3	3	3	6

Table 5.12 Distances between Final Cluster Centers

Cluster	1	2	3	4
1		11.060	10.467	10.340
2	11.060		10.178	10.533
3	10.467	10.178		9.907
4	10.340	10.533	9.907	

Table 5.13 ANOVA for k-means cluster

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Ambience	236.129	3	1.845	354	128.006	0.00
Prior information	239.834	3	1.672	354	143.421	0.00
Availability of merchandize	220.695	3	1.673	354	131.937	0.00
Specific product	238.507	3	1.723	354	138.432	0.00
Variety	270.443	3	1.729	354	156.389	0.00
Low interaction with sales personnel	263.988	3	1.767	354	149.419	0.00
Price	129.401	3	2.247	354	57.599	0.00
High influence of price on brand switching	156.852	3	2.316	354	67.717	0.00
Price display	134.468	3	2.314	354	58.118	0.00
Seek discounts	146.596	3	2.321	354	63.148	0.00
Prefer discounts	156.721	3	2.188	354	71.613	0.00
Indoor display and outdoor promotions related to discounts	174.369	3	2.198	354	79.314	0.00
Seeks help from sales personnel	140.914	3	2.4	354	58.711	0.00
Intensive search	143.51	3	2.29	354	62.663	0.00
Stress on product category	151.299	3	2.194	354	68.958	0.00
Seek value for money	170.469	3	2.508	354	67.97	0.00
Seek depth in merchandise	157.932	3	2.257	354	69.981	0.00
Limited role for salesman	166.828	3	2.358	354	70.751	0.00
Informed about promotions	175.538	3	2.028	354	86.559	0.00
Examine the product thoroughly	151.875	3	2.018	354	75.263	0.00
Influence of store image	176.413	3	2.06	354	85.618	0.00
Priority over other customers	183.876	3	2.052	354	89.617	0.00
Friendly attitude of sales personnel	198.279	3	1.952	354	101.579	0.00
Recommendation to others	167.487	3	2.458	354	68.138	0.00
Brand conscious	176.321	3	2.021	354	87.257	0.00

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Table 5.14 Number of Cases in each Cluster

Name of the cluster and its size	
Cluster 1. Variety Seeker	68
Cluster 2. Economy	61
Cluster 3. Familiar	79
Cluster 4. Predetermined	150
Valid Total	358