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| **Data Source: Malhotra**  **Abstract**: Shopper attitudes |  |

Based on a set of questions on shopping, customers indicated their preferences on a 6-point scale (6-Highly Agree and 1 – Highly Disagree). Characterize the clusters and give reasons for selecting those characteristics

**Data Set Information:**

Malhotra example

**Attribute Information:**

V1 Shopping is fun

V2 Shopping is bad for your budget

V3 I combine shopping with eating out

V4 I try to get the best buys when shopping

V5 I don’t care about shopping

V6 You can save a lot of money by comparing prices