1. **Tree Classification of AF, FA, LT, and CI (Circles) data according to PD = groups of personal drivers**

> setwd("C:\\Users\\baron\\Documents\\PKG\\PKG data")

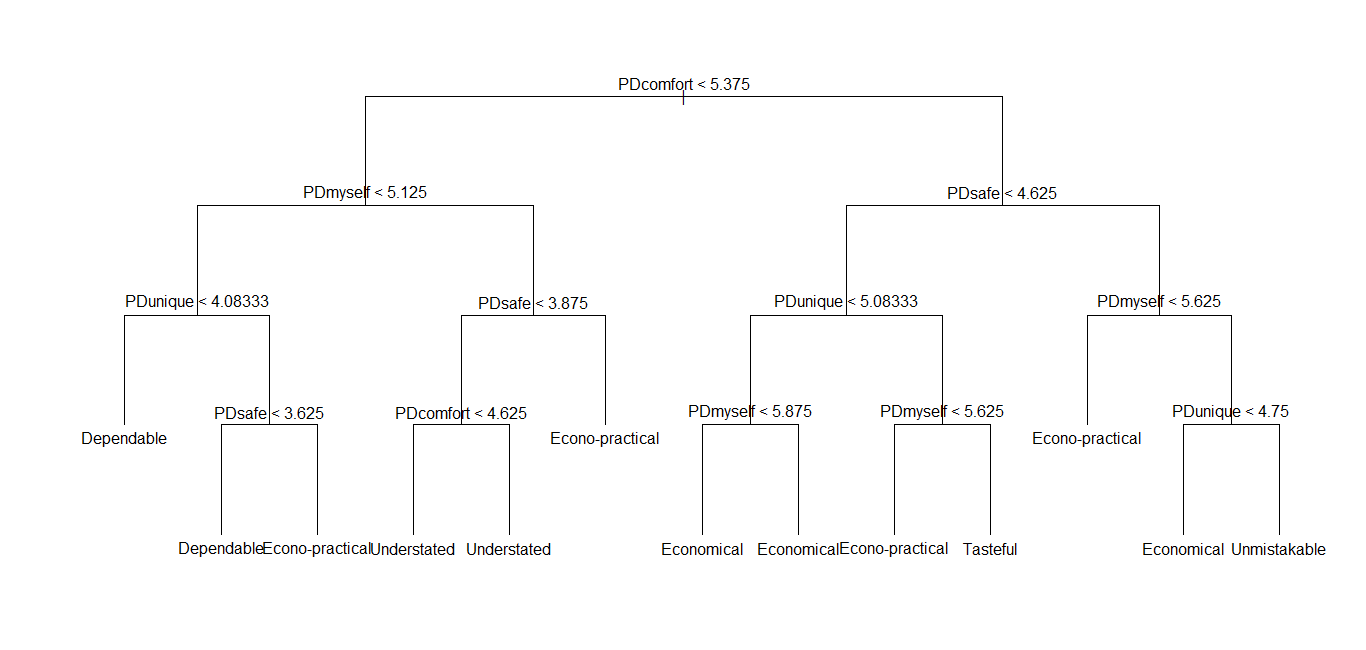
> C = read.csv("AFFALTCI6segments.csv")

> library(tree)

> PKGtree = tree(PKG\_Lifestyle ~ PDcomfort+PDmyself+PDpractical+PDsafe+PDunique+PDstd, C)

> plot(PKGtree,type="uniform")

> text(PKGtree)



> summary(PKGtree)

Classification tree:

tree(formula = PKG\_Lifestyle ~ PDcomfort + PDmyself + PDpractical + PDsafe + PDunique + PDstd, data = C)

Variables actually used in tree construction:

[1] "PDcomfort" "PDmyself" "PDunique" "PDsafe" **(Notice: PDpractical and PDstd are not used in the first 31 nodes!)**

Number of terminal nodes: 13

Residual mean deviance: 1.741 = 5662 / 3251

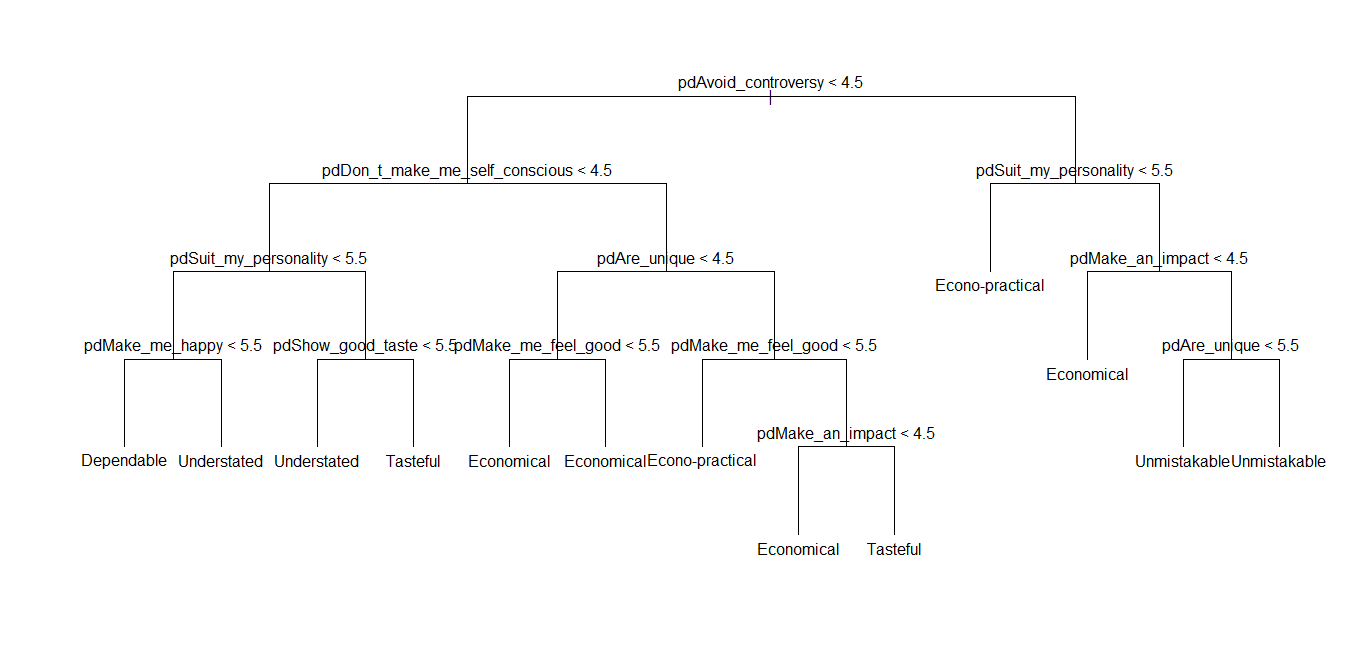
Misclassification error rate: 0.3199 = 1044 / 3264 **(Notice: The tree classification is less accurate than our K-means. It classifies only 68% correctly)**

1. **Tree Classification according to 22 personal drivers**

> PKGtree22pd = tree(PKG\_Lifestyle ~ pdAre\_practical+pdAre\_me+pdServe\_a\_purpose+pdPerform\_as\_intended+pdMake\_an\_impact+pdAre\_unique+pdAre\_made\_to\_precise\_specificat+pdReflect\_craftsmanship+pdMake\_me\_happy+pdAre\_economical+pdHave\_balance\_\_proportion+pdHave\_a\_recognized\_brand+pdAvoid\_controversy+pdMake\_me\_feel\_good+pdAre\_in\_demand+pdShow\_good\_taste+pdDon\_t\_make\_me\_self\_conscious+pdMake\_me\_feel\_pride\_of\_ownershi+pdWon\_t\_cause\_me\_discomfort+pdSuit\_my\_personality+pdAre\_distinctive+pdDon\_t\_attract\_attention,C)

> plot(PKGtree22pd,type="uniform")

> text(PKGtree22pd)



> summary(PKGtree22pd)

Classification tree:

Variables actually used in tree construction:

[1] "pdAvoid\_controversy" "pdDon\_t\_make\_me\_self\_conscious" "pdSuit\_my\_personality" "pdMake\_me\_happy"

[5] "pdShow\_good\_taste" "pdAre\_unique" "pdMake\_me\_feel\_good" "pdMake\_an\_impact"

Number of terminal nodes: 13

Residual mean deviance: 2.055 = 6680 / 3251

Misclassification error rate: 0.3781 = 1234 / 3264