

The SAS System

The FREQ Procedure

Prefer to buy Gap Clothes				
gap	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	24641	96.86	24641	96.86
yes	798	3.14	25439	100.00

Prefer styles that have stood the test of time				
classic_styles	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	798	3.27	798	3.27
disagree a little	1055	4.32	1853	7.59
neither agree nor disagree	5949	24.37	7802	31.96
agree a little	7106	29.11	14908	61.08
agree a lot	9500	38.92	24408	100.00
Frequency Missing = 1031				

Like to keep up with the latest fashion trends				
latest_fashion_trends	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	6787	28.14	6787	28.14
disagree a little	3953	16.39	10740	44.53
neither agree nor disagree	7031	29.15	17771	73.68
agree a little	4475	18.55	22246	92.23
agree a lot	1873	7.77	24119	100.00
Frequency Missing = 1320				

I dress to please myself, not others				
dress_to_please_myself	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	629	2.60	629	2.60
disagree a little	687	2.84	1316	5.45
neither agree nor disagree	3496	14.47	4812	19.92
agree a little	7210	29.85	12022	49.78
agree a lot	12130	50.22	24152	100.00
Frequency Missing = 1287				

I have favorite clothing brands I stick with				
loyal_to_brands	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	2637	10.91	2637	10.91
disagree a little	2115	8.75	4752	19.66
neither agree nor disagree	5225	21.62	9977	41.28
agree a little	7999	33.09	17976	74.37
agree a lot	6194	25.63	24170	100.00
Frequency Missing = 1269				

I prefer wearing the highest quality clothing				
prefer_high_quality	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	3922	16.20	3922	16.20
disagree a little	5562	22.97	9484	39.17
neither agree nor disagree	8137	33.60	17621	72.77
agree a little	4982	20.57	22603	93.35
agree a lot	1611	6.65	24214	100.00
Frequency Missing = 1225				

The SAS System**The FACTOR Procedure**

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	22507
N for Significance Tests	22507

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The FACTOR Procedure Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		often_buy_clothes	fashion_mags	experiment_new_styles	buy_celebrity_products	designer_label_image	functionality_important
often_buy_clothes	Often buy clothes I dont really need	1.00000	0.21761	0.20875	0.06667	0.09076	-0.03554
fashion_mags	Fashion mags help determine clothes I buy	0.21761	1.00000	0.24081	0.18417	0.20737	-0.01268
experiment_new_styles	I like to experiment with new styles	0.20875	0.24081	1.00000	0.07858	0.11774	-0.01301
buy_celebrity_products	Buy same products that celebrities use	0.06667	0.18417	0.07858	1.00000	0.25241	-0.04850
designer_label_image	Designer label improves a person's image	0.09076	0.20737	0.11774	0.25241	1.00000	0.07731
functionality_important	Functionality is an important factor in clothes I buy	-0.03554	-0.01268	-0.01301	-0.04850	0.07731	1.00000
make_clothes_last	I make my clothes last a long time	-0.05794	-0.02009	0.02558	-0.05080	-0.03791	0.11885
comfort_important	Comfort is an important factor in clothes I buy	-0.02020	-0.03847	-0.01916	-0.01242	-0.02665	0.27978

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.75621782

often_buy_clothes	fashion_mags	experiment_new_styles	buy_celebrity_products	designer_label_image	functionality_important	make_clothes_last	comfort_important
0.81537351	0.78252715	0.79917612	0.80562429	0.78657291	0.69111580	0.67814769	0.64333285

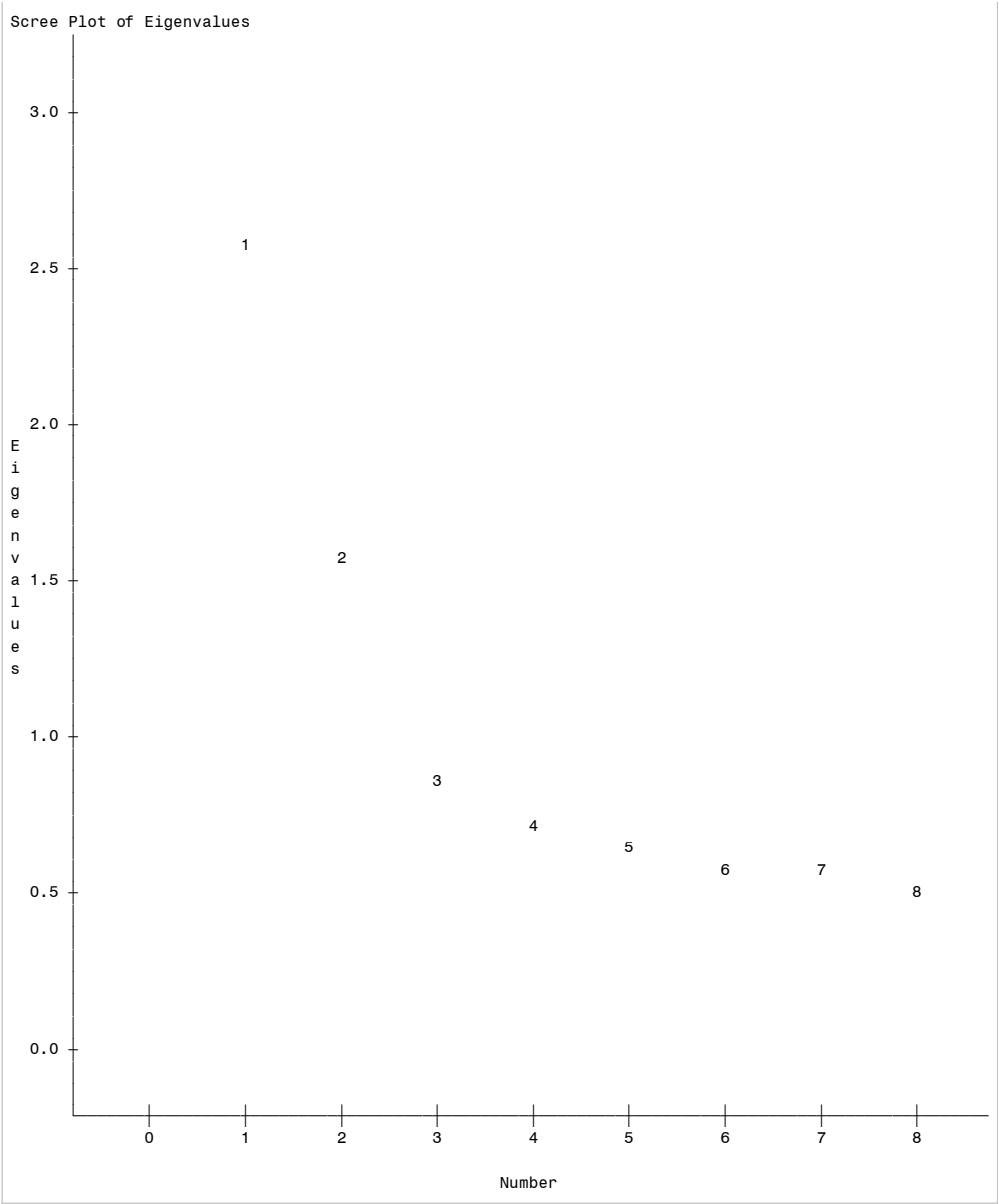
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The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 8 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.57105587	1.02554177	0.3214	0.3214
2	1.54551410	0.71682438	0.1932	0.5146
3	0.82868972	0.08620378	0.1036	0.6182
4	0.74248594	0.10407267	0.0928	0.7110
5	0.63841327	0.04145557	0.0798	0.7908
6	0.59695770	0.04741344	0.0746	0.8654
7	0.54954426	0.02220511	0.0687	0.9341
8	0.52733914		0.0659	1.0000

2 factors will be retained by the NFACTOR criterion.



Factor Pattern			
		Factor1	Factor2
often_buy_clothes	Often buy clothes I dont really need	0.63523	0.16778
fashion_mags	Fashion mags help determine clothes I buy	0.72059	0.25011
experiment_new_styles	I like to experiment with new styles	0.62648	0.27870
buy_celebrity_products	Buy same products that celebrities use	0.62751	0.17617
designer_label_image	Designer label improves a person's image	0.63255	0.29155
functionality_important	Functionality is an important factor in clothes I buy	-0.30701	0.63342
make_clothes_last	I make my clothes last a long time	-0.42338	0.62292
comfort_important	Comfort is an important factor in clothes I buy	-0.43407	0.68692

Variance Explained by Each Factor	
Factor1	Factor2
2.5710559	1.5455141

Final Communalities Estimates: Total = 4.116570							
often_buy_clothes	fashion_mags	experiment_new_styles	buy_celebrity_products	designer_label_image	functionality_important	make_clothes_last	comfort_important
0.43166876	0.58180290	0.47015609	0.42480401	0.48511225	0.49547681	0.56727159	0.66027757

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The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	2
1	0.90421	-0.42708
2	0.42708	0.90421

Rotated Factor Pattern			
		Factor1	Factor2
often_buy_clothes	Often buy clothes I dont really need	0.64604	-0.11959
fashion_mags	Fashion mags help determine clothes I buy	0.75838	-0.08160
experiment_new_styles	I like to experiment with new styles	0.68550	-0.01556
buy_celebrity_products	Buy same products that celebrities use	0.64264	-0.10870
designer_label_image	Designer label improves a person's image	0.69647	-0.00653
functionality_important	Functionality is an important factor in clothes I buy	-0.00708	0.70387
make_clothes_last	I make my clothes last a long time	-0.11679	0.74406
comfort_important	Comfort is an important factor in clothes I buy	-0.09912	0.80651

Variance Explained by Each Factor	
Factor1	Factor2
2.3839971	1.7325729

Final Communality Estimates: Total = 4.116570							
often_buy_clothes	fashion_mags	experiment_new_styles	buy_celebrity_products	designer_label_image	functionality_important	make_clothes_last	comfort_important
0.43166876	0.58180290	0.47015609	0.42480401	0.48511225	0.49547681	0.56727159	0.66027757

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor	
Factor1	Factor2
1.0000000	1.0000000

Standardized Scoring Coefficients			
		Factor1	Factor2
often_buy_clothes	Often buy clothes I dont really need	0.26977	-0.00736
fashion_mags	Fashion mags help determine clothes I buy	0.32254	0.02663
experiment_new_styles	I like to experiment with new styles	0.29734	0.05899
buy_celebrity_products	Buy same products that celebrities use	0.26937	-0.00117
designer_label_image	Designer label improves a person's image	0.30302	0.06550
functionality_important	Functionality is an important factor in clothes I buy	0.06706	0.42158
make_clothes_last	I make my clothes last a long time	0.02324	0.43477
comfort_important	Comfort is an important factor in clothes I buy	0.03716	0.47399

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=4 Maxiter=100 Converge=0.02

Initial Seeds						
Cluster	fashion_orient	practical_orient	classic_styles	latest_fashion_trends	loyal_to_brands	prefer_high_quality
1	2.798231270	1.484734025	1.000000000	4.000000000	1.000000000	1.000000000
2	2.081632056	-3.689010930	1.000000000	5.000000000	5.000000000	5.000000000
3	-1.934946454	-4.812552264	1.000000000	1.000000000	1.000000000	1.000000000
4	-1.396151167	1.003470772	5.000000000	1.000000000	5.000000000	4.000000000

Minimum Distance Between Initial Seeds = 7.764094

Iteration History					
Iteration	Criterion	Relative Change in Cluster Seeds			
		1	2	3	4
1	1.6018	0.4977	0.5065	0.4636	0.3599
2	0.9603	0.0556	0.1051	0.1726	0.0502
3	0.8925	0.0453	0.0584	0.0825	0.0413
4	0.8611	0.0593	0.0644	0.0320	0.0256
5	0.8401	0.0316	0.0385	0.0165	0.0185
6	0.8326	0.0201	0.0216	0.0103	0.0125
7	0.8299	0.0116	0.0122	0.00512	0.00828

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.8289

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	6655	0.8406	6.4167		2	2.5001
2	6336	0.8160	4.7473		1	2.5001
3	4478	0.8955	5.8705		4	2.8442
4	7188	0.7818	4.5662		1	2.7105

782 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
fashion_orient	1.00000	0.73822	0.455102	0.835206
practical_orient	1.00000	0.84916	0.279020	0.387001
classic_styles	1.04815	0.85704	0.331487	0.495857
latest_fashion_trends	1.27939	0.77024	0.637598	1.759367
loyal_to_brands	1.26127	0.75571	0.641040	1.785824
prefer_high_quality	1.14165	0.97309	0.273589	0.376631
OVER-ALL	1.13029	0.82869	0.462535	0.860586

Pseudo F Statistic = 7072.01

Approximate Expected Over-All R-Squared = 0.35951

Cubic Clustering Criterion = 114.725

WARNING: The two values above are invalid for correlated variables.

Cluster Means						
Cluster	fashion_orient	practical_orient	classic_styles	latest_fashion_trends	loyal_to_brands	prefer_high_quality
1	0.306343816	-0.829424819	3.060133293	3.213247667	3.418290625	2.669661895
2	0.930801053	0.403201524	4.439632968	3.901312591	4.335273198	3.729843270
3	-0.751057453	0.007545312	3.785183517	1.378997505	1.550045086	2.015593220

4	-0.608875849	0.416954639	4.485810150	1.698229077	4.200967145	2.545919818
Cluster Standard Deviations						
Cluster	fashion_orient	practical_orient	classic_styles	latest_fashion_trends	loyal_to_brands	prefer_high_quality
1	0.709447956	0.952397543	0.858150818	0.785300692	0.843104752	0.875014669
2	0.927828269	0.751498345	0.732479283	0.790635976	0.760232636	0.910888840
3	0.645283433	1.065053368	1.144420963	0.668465068	0.686787859	1.016358522
4	0.627956465	0.653194268	0.740035382	0.797202476	0.705902107	1.079366339

The SAS System

The MEANS Procedure

Cluster=.

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
age_group	Age Group	782	3.2928389	1.0221240	1.0000000	4.0000000
income_level	Individual Employment Income	370	1.9162162	1.2840513	1.0000000	5.0000000
gender_resp	Gender	782	0.5038363	0.5003053	0	1.0000000
gap	Prefer to buy Gap Clothes	782	0.0230179	0.1500562	0	1.0000000
wrangler	wrangler Jeans Bought	782	0.0933504	0.2911090	0	1.0000000
levi	Levi's Jeans Bought	782	0.1304348	0.3369967	0	1.0000000
Calvin_klein	Calvin Klein Jeans Bought	782	0.0396419	0.1952414	0	1.0000000
read_cosmopolitan	Read cosmopolitan Magazine	782	0.0639386	0.2448001	0	1.0000000
watch_shark_tank	Watch Shark Tank	782	0.0524297	0.2230345	0	1.0000000
tv_reliance_scale	Reliance on TV	447	3.3109620	1.2844153	1.0000000	5.0000000
eco_friendly_companies_scale	Environmental Friendliness of Companies	486	3.6234568	1.1997359	1.0000000	5.0000000
special_offers_scale	Look for Special Offers	451	3.4767184	1.1357871	1.0000000	5.0000000

Cluster=1

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
age_group	Age Group	6655	2.9618332	1.0749145	1.0000000	4.0000000
income_level	Individual Employment Income	4199	2.2419624	1.4035759	1.0000000	5.0000000
gender_resp	Gender	6655	0.6016529	0.4895944	0	1.0000000
gap	Prefer to buy Gap Clothes	6655	0.0398197	0.1955501	0	1.0000000
wrangler	wrangler Jeans Bought	6655	0.0679189	0.2516255	0	1.0000000
levi	Levi's Jeans Bought	6655	0.1930879	0.3947510	0	1.0000000
Calvin_klein	Calvin Klein Jeans Bought	6655	0.0444778	0.2061697	0	1.0000000
read_cosmopolitan	Read cosmopolitan Magazine	6655	0.0981217	0.2975015	0	1.0000000
watch_shark_tank	Watch Shark Tank	6655	0.1060856	0.3079704	0	1.0000000
tv_reliance_scale	Reliance on TV	6362	3.1057843	1.1043501	1.0000000	5.0000000
eco_friendly_companies_scale	Environmental Friendliness of Companies	6461	3.4830522	0.9681774	1.0000000	5.0000000
special_offers_scale	Look for Special Offers	6345	3.5527187	0.9657286	1.0000000	5.0000000

Cluster=2

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
age_group	Age Group	6336	3.2001263	1.0197915	1.0000000	4.0000000
income_level	Individual Employment Income	3712	2.4550108	1.5013231	1.0000000	5.0000000
gender_resp	Gender	6336	0.6440972	0.4788237	0	1.0000000
gap	Prefer to buy Gap Clothes	6336	0.0494003	0.2167194	0	1.0000000
wrangler	wrangler Jeans Bought	6336	0.0800189	0.2713439	0	1.0000000
levi	Levi's Jeans Bought	6336	0.2113321	0.4082856	0	1.0000000
Calvin_klein	Calvin Klein Jeans Bought	6336	0.0727588	0.2597607	0	1.0000000
read_cosmopolitan	Read cosmopolitan Magazine	6336	0.1115846	0.3148795	0	1.0000000
watch_shark_tank	Watch Shark Tank	6336	0.1292614	0.3355155	0	1.0000000
tv_reliance_scale	Reliance on TV	6002	3.4156948	1.2312815	1.0000000	5.0000000
eco_friendly_companies_scale	Environmental Friendliness of Companies	6101	3.9486969	1.0113246	1.0000000	5.0000000
special_offers_scale	Look for Special Offers	5966	3.8746229	1.0185388	1.0000000	5.0000000

Cluster=3

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
age_group	Age Group	4478	3.3338544	0.9454507	1.0000000	4.0000000
income_level	Individual Employment Income	2439	2.3866339	1.4649871	1.0000000	5.0000000
gender_resp	Gender	4478	0.5011166	0.5000546	0	1.0000000
gap	Prefer to buy Gap Clothes	4478	0.0145154	0.1196157	0	1.0000000
wrangler	wrangler Jeans Bought	4478	0.0877624	0.2829806	0	1.0000000
levi	Levi's Jeans Bought	4478	0.1176865	0.3222725	0	1.0000000
Calvin_klein	Calvin Klein Jeans Bought	4478	0.0174185	0.1308393	0	1.0000000
read_cosmopolitan	Read cosmopolitan Magazine	4478	0.0500223	0.2180154	0	1.0000000
watch_shark_tank	Watch Shark Tank	4478	0.0915587	0.2884342	0	1.0000000
tv_reliance_scale	Reliance on TV	4282	3.0140121	1.4033663	1.0000000	5.0000000
eco_friendly_companies_scale	Environmental Friendliness of Companies	4356	3.4499541	1.1929847	1.0000000	5.0000000
special_offers_scale	Look for Special Offers	4271	3.5415594	1.1950692	1.0000000	5.0000000

Cluster=4

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
age_group	Age Group	7188	3.4009460	0.8832244	1.0000000	4.0000000
income_level	Individual Employment Income	4177	2.7096002	1.5346216	1.0000000	5.0000000
gender_resp	Gender	7188	0.4913745	0.4999604	0	1.0000000
gap	Prefer to buy Gap Clothes	7188	0.0190595	0.1367438	0	1.0000000
wrangler	wrangler Jeans Bought	7188	0.1206177	0.3257051	0	1.0000000
levi	Levi's Jeans Bought	7188	0.1846132	0.3880105	0	1.0000000
Calvin_klein	Calvin Klein Jeans Bought	7188	0.0201725	0.1405999	0	1.0000000
read_cosmopolitan	Read cosmopolitan Magazine	7188	0.0496661	0.2172693	0	1.0000000
watch_shark_tank	Watch Shark Tank	7188	0.1010017	0.3013519	0	1.0000000
tv_reliance_scale	Reliance on TV	6889	3.1773842	1.3170042	1.0000000	5.0000000
eco_friendly_companies_scale	Environmental Friendliness of Companies	7015	3.5978617	1.1097828	1.0000000	5.0000000
special_offers_scale	Look for Special Offers	6852	3.7132224	1.0778676	1.0000000	5.0000000

