Descriptives

[DataSet1]

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age (young) + Price Range (Low price)	56	0	1	.55	.502
High Usage + Ownership	56	0	1	.45	.502
High price Purchasing range	56	0	1	.04	.187
Never Owned	56	0	1	.13	.334
Gender (num)	56	0	1	.63	.489
Valid N (listwise)	56				

Quick Cluster

Initial Cluster Centers

	Cluster	
	1	2
Zscore: Age (young) + Price Range (Low price)	-1.10357	.88997
Zscore: High Usage + Ownership	1.10357	-.88997
Zscore: High price Purchasing range	5.14955	-.19072
Zscore: Never Owned	-.37457	2.62202
Zscore: Gender (num)	.76765	-1.27942

Iteration History[a]

	Change in Cluster Centers	
Iteration	1	2
1	.000	3.132
2	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers ...

Final Cluster Centers

	Cluster	
	1	2
Zscore: Age (young) + Price Range (Low price)	-1.10357	.04087
Zscore: High Usage + Ownership	1.10357	-.04087
Zscore: High price Purchasing range	5.14955	-.19072
Zscore: Never Owned	-.37457	.01387
Zscore: Gender (num)	.76765	-.02843

Number of Cases in each Cluster

Cluster	1	2.000
	2	54.000
Valid		56.000
Missing		.000

Quick Cluster

Initial Cluster Centers

	Cluster		
	1	2	3
Zscore: Age (young) + Price Range (Low price)	-1.10357	.88997	-1.10357
Zscore: High Usage + Ownership	1.10357	-.88997	1.10357
Zscore: High price Purchasing range	5.14955	-.19072	-.19072
Zscore: Never Owned	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.76765	-1.27942

Iteration History[a]

Iteration	Change in Cluster Centers		
	1	2	3
1	.000	1.336	1.750
2	.000	1.294	.186
3	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 3. The minimum distance between initial centers is 4.595.

Final Cluster Centers

	Cluster		
	1	2	3
Zscore: Age (young) + Price Range (Low price)	-1.10357	.32039	-.00076
Zscore: High Usage + Ownership	1.10357	-.88997	.08559
Zscore: High price Purchasing range	5.14955	-.19072	-.19072
Zscore: Never Owned	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.18277	-.05989

Number of Cases in each Cluster

Cluster	1	2.000
	2	7.000
	3	47.000
Valid		56.000
Missing		.000

Quick Cluster

Initial Cluster Centers

	Cluster					
	1	2	3	4	5	6
Zscore: Age (young) + Price Range (Low price)	-1.10357	-1.10357	-1.10357	.88997	.88997	.88997
Zscore: High Usage + Ownership	1.10357	-.88997	1.10357	1.10357	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	2.62202	-.37457	-.37457	-.37457	2.62202
Zscore: Gender (num)	.76765	-1.27942	-1.27942	.76765	-1.27942	.76765

Iteration History[a]

	Change in Cluster Centers					
Iteration	1	2	3	4	5	6
1	.000	.997	1.160	1.368	2.789E-16	.399
2	.000	.000	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers is 2.819.
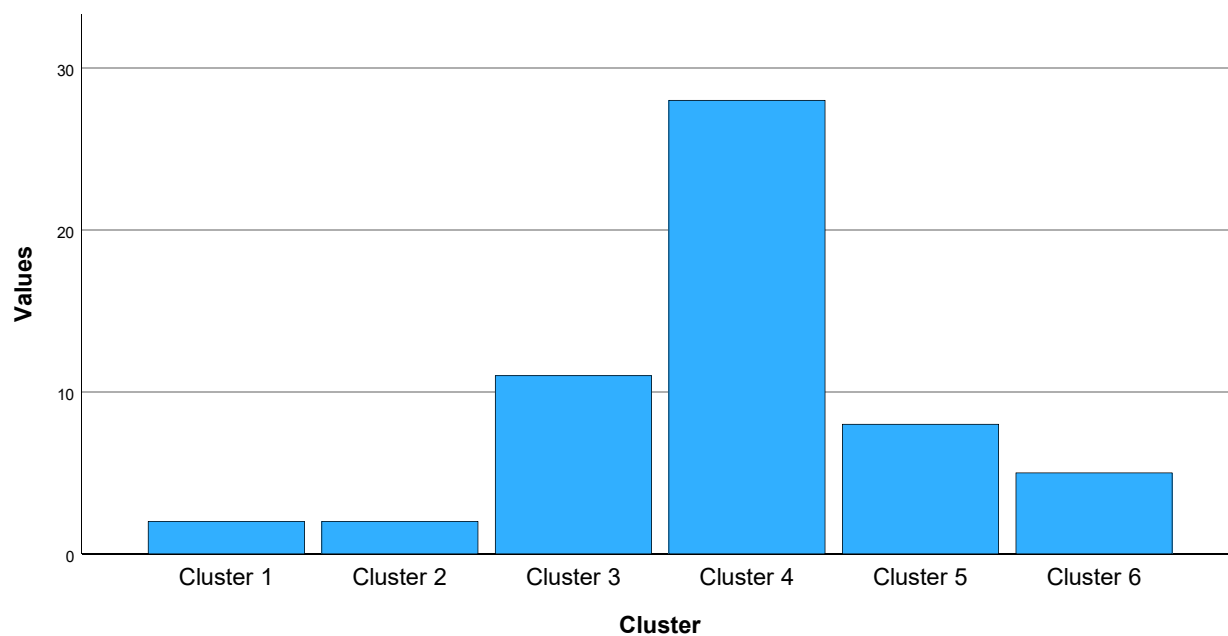
Final Cluster Centers

	Cluster					
	1	2	3	4	5	6
Zscore: Age (young) + Price Range (Low price)	-1.10357	-.10680	-.19741	-.17799	.88997	.49126
Zscore: High Usage + Ownership	1.10357	-.88997	.37864	.24919	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	2.62202	-.37457	-.37457	-.37457	2.62202
Zscore: Gender (num)	.76765	-1.27942	-1.27942	.76765	-1.27942	.76765

Number of Cases in each Cluster

Cluster		
	1	2.000
	2	2.000
	3	11.000
	4	28.000
	5	8.000
	6	5.000
Valid		56.000
Missing		.000

Number of Cases in each Cluster

Quick Cluster

Initial Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: Age (young) + Price Range (Low price)	-1.10357	.88997	-1.10357	.88997	-1.10357
Zscore: High Usage + Ownership	1.10357	1.10357	1.10357	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	-.37457	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.76765	-1.27942	-1.27942	.76765

Iteration History[a]

	Change in Cluster Centers				
Iteration	1	2	3	4	5
1	.000	.896	1.856	1.569	1.272E-16
2	.000	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers is 2.819.
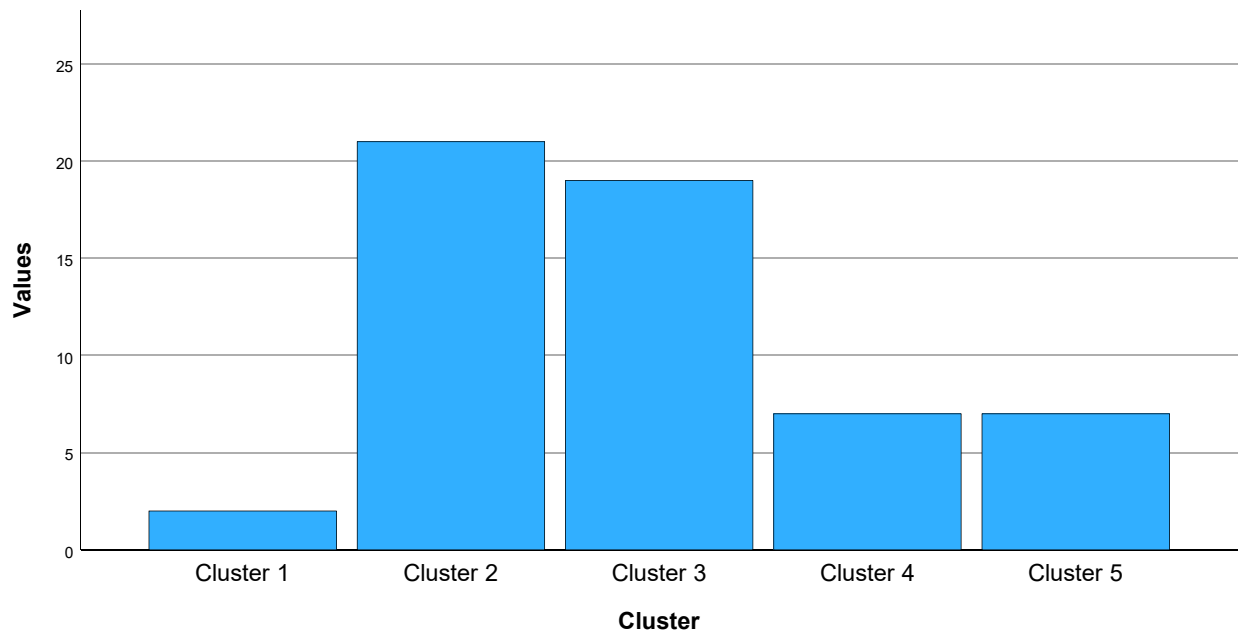
Final Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: Age (young) + Price Range (Low price)	-1.10357	.13053	.26043	.32039	-1.10357
Zscore: High Usage + Ownership	1.10357	.62891	-.15551	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	-.37457	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.76765	-1.27942	.18277	.76765

Number of Cases in each Cluster

Cluster		
	1	2.000
	2	21.000
	3	19.000
	4	7.000
	5	7.000
Valid		56.000
Missing		.000

Number of Cases in each Cluster

Quick Cluster

Initial Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: Age (young) + Price Range (Low price)	-1.10357	.88997	-1.10357	.88997	-1.10357
Zscore: High Usage + Ownership	1.10357	1.10357	1.10357	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	-.37457	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.76765	-1.27942	-1.27942	.76765

Iteration History[a]

Iteration	Change in Cluster Centers				
	1	2	3	4	5
1	.000	.896	1.856	1.569	1.272E-16
2	.000	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 2. The minimum distance between initial centers is 2.819.

Final Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: Age (young) + Price Range (Low price)	-1.10357	.13053	.26043	.32039	-1.10357
Zscore: High Usage + Ownership	1.10357	.62891	-.15551	-.88997	-.88997
Zscore: High price Purchasing range	5.14955	-.19072	-.19072	-.19072	-.19072
Zscore: Never Owned	-.37457	-.37457	-.37457	2.62202	-.37457
Zscore: Gender (num)	.76765	.76765	-1.27942	.18277	.76765

Number of Cases in each Cluster

Cluster	1	2.000
	2	21.000
	3	19.000
	4	7.000
	5	7.000
Valid		56.000
Missing		.000

Number of Cases in each Cluster

Data written to C:\Users\ashup\Desktop\Cluster.xlsx.
20 variables and 56 cases written to range: SPSS.
Variable: SrNo   Type: Number Width: 3   Dec: 0
Variable: DailyorWeeklyusers Type: Number Width: 2   Dec: 0
Variable: Ocassionallyorrarelyusers Type: Number Width: 2   Dec: 0
Variable: age_young   Type: Number Width: 2   Dec: 0
Variable: Age_midage   Type: Number Width: 2   Dec: 0
Variable: Gendernum   Type: Number Width: 2   Dec: 0
Variable: Occupationnum   Type: Number Width: 2   Dec: 0
Variable: Lowpricepurchasingrange Type: Number Width: 2   Dec: 0
Variable: HighpricePurchasingrange Type: Number Width: 2   Dec: 0
Variable: CurrentOwners   Type: Number Width: 2   Dec: 0
Variable: NeverOwned   Type: Number Width: 2   Dec: 0
Variable: HighUsageOwnership Type: Number Width: 2   Dec: 0
Variable: AgeyoungPriceRangeLowprice Type: Number Width: 2   Dec: 0
Variable: V14   Type: Number Width: 8   Dec: 2
Variable: ZAgeyoungPriceRangeLowprice Type: Number Width: 11   Dec: 5
Variable: ZHighUsageOwnership Type: Number Width: 11   Dec: 5
Variable: ZHighpricePurchasingrange Type: Number Width: 11   Dec: 5
Variable: ZNeverOwned   Type: Number Width: 11   Dec: 5
Variable: ZGendernum   Type: Number Width: 11   Dec: 5
Variable: QCL_1   Type: Number Width: 8   Dec: 0