The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	22929
N for Significance Tests	22929

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables					
	purchase_online_safe	buy_online	use_devices_for_deal	hear_products_email	internet_chnge_shop
purchase_online_safe	1.00000	0.21255	0.01640	0.20348	0.27329
buy_online	0.21255	1.00000	0.15065	0.15684	0.34363
use_devices_for_deal	0.01640	0.15065	1.00000	0.28048	0.23677
hear_products_email	0.20348	0.15684	0.28048	1.00000	0.02793
internet_chnge_shop	0.27329	0.34363	0.23677	0.02793	1.00000
environ_friendly	-0.06351	0.05451	0.03867	0.07929	-0.04790
recycle_prods	0.05129	-0.01710	-0.03438	-0.05214	0.06364
environ_good_business	0.03624	-0.01327	-0.02398	-0.03556	0.05845
environ_personal_ob	0.05301	-0.04751	-0.06600	-0.04965	0.03610
comp_help_cons_env	-0.02473	-0.00917	0.05526	0.05325	-0.02702

Partial Correlations Controlling all other Variables					
	environ_friendly	recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
purchase_online_safe	-0.06351	0.05129	0.03624	0.05301	-0.02473
buy_online	0.05451	-0.01710	-0.01327	-0.04751	-0.00917
use_devices_for_deal	0.03867	-0.03438	-0.02398	-0.06600	0.05526
hear_products_email	0.07929	-0.05214	-0.03556	-0.04965	0.05325
internet_chnge_shop	-0.04790	0.06364	0.05845	0.03610	-0.02702
environ_friendly	1.00000	0.08707	0.38374	0.08317	0.22859
recycle_prods	0.08707	1.00000	0.03056	0.30274	0.09075
environ_good_business	0.38374	0.03056	1.00000	0.14621	0.35201
environ_personal_ob	0.08317	0.30274	0.14621	1.00000	0.38434
comp_help_cons_env	0.22859	0.09075	0.35201	0.38434	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.83239405					
purchase_online_safe	buy_online	use_devices_for_deal	hear_products_email	internet_chnge_shop	environ_friendly
0.81779787	0.80885845	0.81068374	0.80979632	0.78375079	0.85984361

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.83239405			
recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
0.88723542	0.84045701	0.84272039	0.83281248

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

	Eigenvalue	Difference	Proportion	Cumulative
Eigenvalues of the Correlation Matrix: **Total = 10 Average = 1**				
1	3.45517407	0.78415722	0.3455	0.3455
2	2.67101685	1.87165778	0.2671	0.6126
3	0.79935906	0.18843607	0.0799	0.6926
4	0.61092299	0.00170677	0.0611	0.7536
5	0.60921622	0.12078275	0.0609	0.8146
6	0.48843347	0.07383804	0.0488	0.8634
7	0.41459543	0.01676978	0.0415	0.9049
8	0.39782565	0.09741683	0.0398	0.9447
9	0.30040882	0.04736139	0.0300	0.9747
10	0.25304743		0.0253	1.0000

2 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components

```
Scree Plot of Eigenvalues
       |
   3.5 +
       |                    1
       |
       |
       |
       |
       |
   3.0 +
       |
       |
       |
       |
       |                2
       |
   2.5 +
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 E     |
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 g 2.0 +
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 l     |
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 e 1.5 +
 s     |
       |
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       |
       |
   1.0 +
       |
       |
       |                  3
       |
       |                      4           5
   0.5 +
       |                                       6
       |                                          7           8
       |                                                          9           0
       |
       |
   0.0 +
       ---------+----------+----------+----------+----------+----------+----------+----------+----------+----------+----------+-------
                0          1          2          3          4          5          6          7          8          9          10

                                                    Number
```
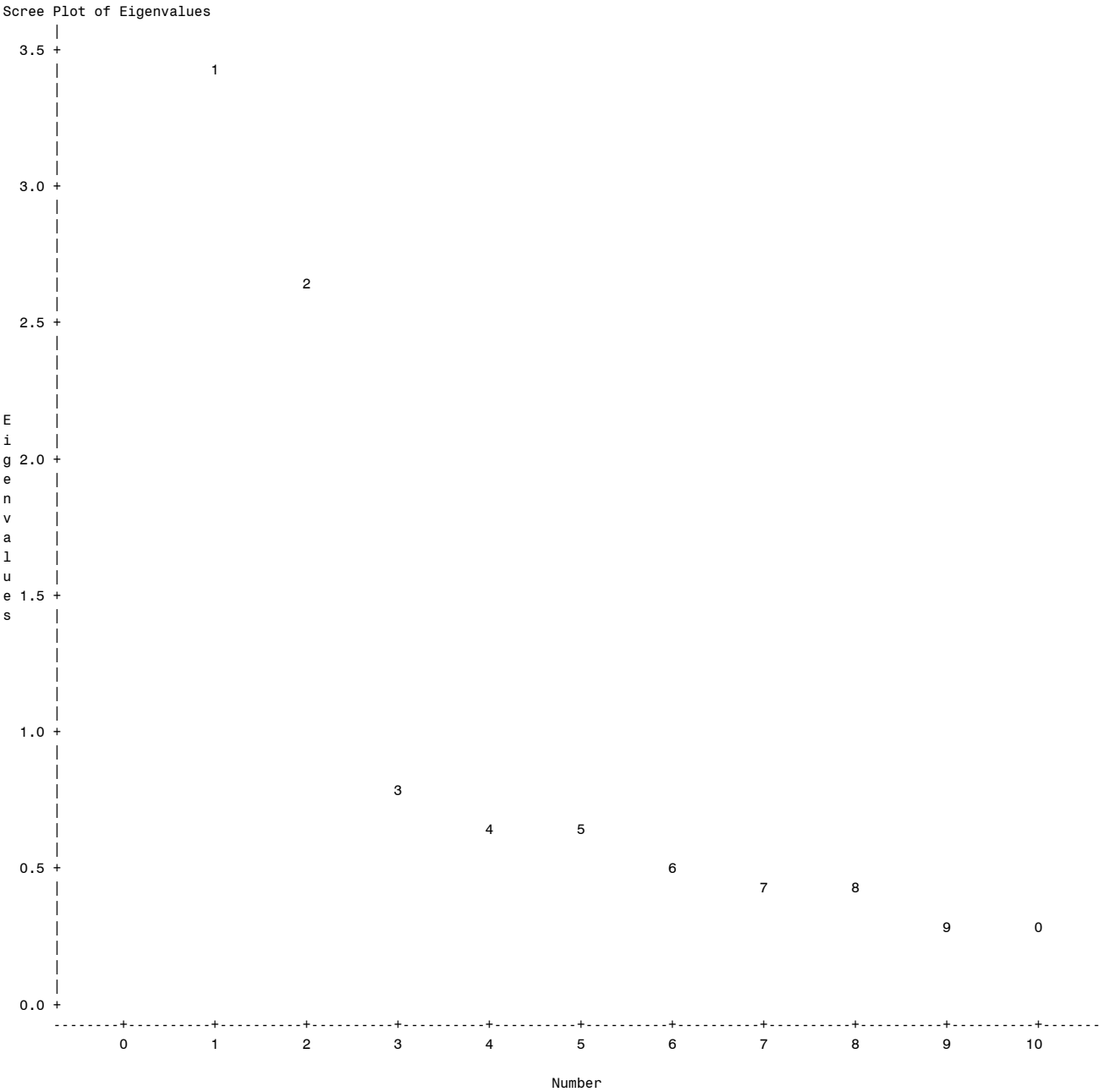
Factor Pattern		
	Factor1	Factor2
purchase_online_safe	0.31510	0.65442
buy_online	0.27438	0.74129
use_devices_for_deal	0.24727	0.67148
hear_products_email	0.26205	0.64603
internet_chnge_shop	0.34809	0.70449
environ_friendly	0.78513	-0.21973
recycle_prods	0.65161	-0.22603
environ_good_business	0.81797	-0.24676

The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern		
	Factor1	**Factor2**
environ_personal_ob	0.78561	-0.31219
comp_help_cons_env	0.83806	-0.26640

Variance Explained by Each Factor	
Factor1	**Factor2**
3.4551741	2.6710168

Final Communality Estimates: Total = 6.126191					
purchase_online_safe	**buy_online**	**use_devices_for_deal**	**hear_products_email**	**internet_chnge_shop**	**environ_friendly**
0.52755619	0.62479218	0.51203046	0.48602250	0.61747373	0.66471290

recycle_prods	environ_good_business	environ_personal_ob	comp_help_cons_env
0.47568317	0.72996849	0.71464082	0.77331048

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	**2**
1	0.93644	0.35083
2	-0.35083	0.93644

Rotated Factor Pattern		
	Factor1	**Factor2**
purchase_online_safe	0.06548	0.72337
buy_online	-0.00312	0.79043
use_devices_for_deal	-0.00402	0.71555
hear_products_email	0.01875	0.69690
internet_chnge_shop	0.07881	0.78183
environ_friendly	0.81232	0.06968
recycle_prods	0.68949	0.01694
environ_good_business	0.85255	0.05589
environ_personal_ob	0.84520	-0.01674
comp_help_cons_env	0.87825	0.04455

Variance Explained by Each Factor	
Factor1	**Factor2**
3.3586613	2.7675296

Final Communality Estimates: Total = 6.126191					
purchase_online_safe	**buy_online**	**use_devices_for_deal**	**hear_products_email**	**internet_chnge_shop**	**environ_friendly**
0.52755619	0.62479218	0.51203046	0.48602250	0.61747373	0.66471290

recycle_prods	**environ_good_business**	**environ_personal_ob**	**comp_help_cons_env**
0.47568317	0.72996849	0.71464082	0.77331048

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
purchase_online_safe	-0.00056	0.26143
buy_online	-0.02300	0.28775
use_devices_for_deal	-0.02118	0.26052
hear_products_email	-0.01383	0.25310
internet_chnge_shop	0.00181	0.28233
environ_friendly	0.24165	0.00268
recycle_prods	0.20629	-0.01308
environ_good_business	0.25410	-0.00346
environ_personal_ob	0.25392	-0.02969
comp_help_cons_env	0.26213	-0.00830

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=3 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-3.722766767	2.026514156	4.000000000	1.000000000
2	1.419208747	-1.929522479	5.000000000	5.000000000
3	1.419208747	-1.929522479	1.000000000	1.000000000

Initial Seeds			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	1.000000000	5.000000000	5.000000000
2	5.000000000	5.000000000	5.000000000
3	1.000000000	1.000000000	1.000000000

Minimum Distance Between Initial Seeds =	8.665457

Iteration History				
		Relative Change in Cluster Seeds		
Iteration	Criterion	1	2	3
1	1.7425	0.4865	0.4229	0.4703
2	0.9722	0.0537	0.0310	0.0916
3	0.9473	0.0514	0.0246	0.0466
4	0.9315	0.0409	0.0278	0.0291
5	0.9188	0.0358	0.0379	0.0147
6	0.9083	0.0208	0.0258	0.0105
7	0.9042	0.0120	0.0146	0.00782

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.9029

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	10895	0.8782	5.1711		3	2.4302
2	7830	0.8738	5.7796		1	2.6946
3	6283	0.9810	6.4705		1	2.4302

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

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=3 Maxiter=100 Converge=0.02

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.93058	0.134101	0.154869
environconscious	1.00000	0.97563	0.048230	0.050674
clothes_last_long_time	0.89256	0.78050	0.235393	0.307861
buy_clothes_dont_need	1.30910	0.71435	0.702255	2.358582
attractive_to_others	1.07783	1.00364	0.132992	0.153392
disc_clothes_good	1.15034	1.07174	0.132047	0.152137
dress_to_please_myself	0.97247	0.78772	0.343924	0.524213
OVER-ALL	1.06558	0.90265	0.282494	0.393717

Pseudo F Statistic =	4922.45

Approximate Expected Over-All R-Squared =	0.25612

Cubic Clustering Criterion =	29.128

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

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.208512071	-0.236012431	4.692725909	1.309904762
2	0.217165938	0.266521276	4.439246178	3.878351341
3	-0.632186607	0.083959301	3.617622748	2.312322828

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	3.672462942	3.809889173	4.570740916
2	4.259362181	3.804478209	4.521376572
3	3.218187875	2.842437324	3.231422859

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=3 Maxiter=100 Converge=0.02

Cluster Standard Deviations				
Cluster	**onlineshopper**	**environconscious**	**clothes_last_long_time**	**buy_clothes_dont_need**
1	0.922282027	1.022422577	0.587418120	0.491044662
2	0.899908651	1.003651524	0.790162302	0.746841126
3	0.980844012	0.848552387	1.027608422	0.960356573

Cluster Standard Deviations			
Cluster	**attractive_to_others**	**disc_clothes_good**	**dress_to_please_myself**
1	1.119912118	1.104155555	0.665765919
2	0.840325799	1.086266363	0.677887209
3	0.976499977	0.992957017	1.065865656

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

Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
			Initial Seeds	
1	1.257778891	2.001402325	5.000000000	5.000000000
2	1.419208747	-1.929522479	1.000000000	1.000000000
3	-3.565773342	-1.706841487	5.000000000	1.000000000
4	-2.859522693	2.377288541	1.000000000	1.000000000

Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
		Initial Seeds	
1	5.000000000	5.000000000	1.000000000
2	1.000000000	1.000000000	1.000000000
3	1.000000000	5.000000000	4.000000000
4	5.000000000	1.000000000	5.000000000

Minimum Distance Between Initial Seeds =	8.117859

Iteration History

		Relative Change in Cluster Seeds			
Iteration	Criterion	1	2	3	4
1	1.8836	0.5321	0.5258	0.5292	0.5721
2	0.9187	0.0536	0.1111	0.0591	0.0526
3	0.8813	0.0314	0.0706	0.0350	0.0400
4	0.8660	0.0137	0.0388	0.0168	0.0311
5	0.8608	0.00939	0.0185	0.00778	0.0259
6	0.8588	0.00513	0.00875	0.00649	0.0143

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.8581

Cluster Summary

Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	7233	0.8509	5.7017		3	2.8010
2	4922	0.9442	6.2316		4	2.6577
3	7953	0.8323	5.1631		4	2.3147
4	4900	0.8280	5.2038		3	2.3147

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

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

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.92248	0.149144	0.175288
environconscious	1.00000	0.97492	0.049655	0.052249
clothes_last_long_time	0.89256	0.78595	0.224706	0.289834
buy_clothes_dont_need	1.30910	0.74797	0.673585	2.063587
attractive_to_others	1.07783	0.97245	0.186088	0.228634
disc_clothes_good	1.15034	0.81254	0.501137	1.004559
dress_to_please_myself	0.97247	0.76544	0.380546	0.614324
OVER-ALL	1.06558	0.85805	0.351669	0.542423

Pseudo F Statistic =	4520.92

Approximate Expected Over-All R-Squared =	0.32182

Cubic Clustering Criterion =	33.858

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

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.185590299	0.306985545	4.414112616	3.934607646
2	-0.768484691	0.085361026	3.508381074	2.426863122
3	0.125241339	-0.183218986	4.673064619	1.337077184
4	0.299246933	-0.232060550	4.538009240	1.643313458

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	4.259227468	3.900100908	4.510961456
2	3.023081855	3.130685458	3.000000000
3	3.511388780	4.375771605	4.556885457
4	4.070145785	2.164284190	4.455487418

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

Cluster Standard Deviations				
Cluster	**onlineshopper**	**environconscious**	**clothes_last_long_time**	**buy_clothes_dont_need**
1	0.907917249	0.981937153	0.804889787	0.729986333
2	0.952448487	0.823946390	1.017245080	0.976190345
3	0.954829600	1.037423551	0.628403719	0.530053401
4	0.856630145	0.999111121	0.725451764	0.812777361

Cluster Standard Deviations			
Cluster	**attractive_to_others**	**disc_clothes_good**	**dress_to_please_myself**
1	0.832715643	0.978559802	0.669731218
2	0.912305683	0.889208704	1.021489620
3	1.163297607	0.606502320	0.681037557
4	0.876661760	0.758154021	0.732794771

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	**onlineshopper**	**environconscious**	**clothes_last_long_time**	**buy_clothes_dont_need**
1	1.419208747	-1.929522479	1.000000000	1.000000000
2	1.246361465	2.210353896	5.000000000	1.000000000
3	-3.565773342	-1.706841487	5.000000000	1.000000000
4	1.419208747	-1.929522479	5.000000000	5.000000000
5	-2.859522693	2.377288541	1.000000000	1.000000000

Initial Seeds			
Cluster	**attractive_to_others**	**disc_clothes_good**	**dress_to_please_myself**
1	1.000000000	1.000000000	1.000000000
2	1.000000000	5.000000000	5.000000000
3	5.000000000	5.000000000	1.000000000
4	5.000000000	1.000000000	5.000000000
5	5.000000000	1.000000000	5.000000000

Minimum Distance Between Initial Seeds =	8

Iteration History						
		Relative Change in Cluster Seeds				
Iteration	**Criterion**	**1**	**2**	**3**	**4**	**5**
1	1.6556	0.4673	0.4421	0.4795	0.4411	0.5444
2	0.9083	0.0660	0.0569	0.0434	0.0568	0.0562
3	0.8821	0.0509	0.0340	0.0296	0.0446	0.0303
4	0.8689	0.0427	0.0208	0.0246	0.0306	0.0207
5	0.8627	0.0384	0.0115	0.0188	0.0156	0.0151
6	0.8594	0.0400	0.0105	0.0167	0.00521	0.0109
7	0.8558	0.0512	0.0154	0.0202	0.00210	0.00912
8	0.8498	0.0522	0.0146	0.0250	0.00187	0.0121
9	0.8439	0.0354	0.00805	0.0236	0.00364	0.0143
10	0.8404	0.0269	0.00883	0.0234	0.00428	0.0117
11	0.8377	0.0185	0.00990	0.0242	0.00424	0.00867
12	0.8357	0.0112	0.0105	0.0240	0.00382	0.00712
13	0.8340	0.00585	0.0126	0.0262	0.00280	0.00774
14	0.8323	0.00410	0.0125	0.0251	0.00197	0.00725
15	0.8306	0.00259	0.0124	0.0232	0.00154	0.00801
16	0.8293	0.00110	0.00995	0.0205	0.00115	0.00802
17	0.8283	0.00153	0.00761	0.0161	0.00181	0.00843

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Convergence criterion is satisfied.

| **Criterion Based on Final Seeds =** | 0.8277 |

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	4841	0.8217	5.1786		2	2.3019
2	5091	0.7230	4.9698		3	2.1963
3	3909	0.8766	6.2528		2	2.1963
4	6709	0.8319	5.3655		2	2.6677
5	4458	0.9013	5.8031		1	2.6870

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

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.89548	0.198254	0.247278
environconscious	1.00000	0.96550	0.067965	0.072921
clothes_last_long_time	0.89256	0.75464	0.285278	0.399146
buy_clothes_dont_need	1.30910	0.73991	0.680594	2.130812
attractive_to_others	1.07783	0.79974	0.449536	0.816651
disc_clothes_good	1.15034	0.80563	0.509605	1.039174
dress_to_please_myself	0.97247	0.82025	0.288686	0.405849
OVER-ALL	1.06558	0.82760	0.396900	0.658100

| **Pseudo F Statistic =** | 4113.62 |

| **Approximate Expected Over-All R-Squared =** | 0.36786 |

| **Cubic Clustering Criterion =** | 34.811 |

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

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.337482050	-0.253188904	4.572244553	1.586900685
2	0.389611742	-0.024204402	4.692461909	1.385046729
3	-0.454034760	-0.389484760	4.554210526	1.405773857
4	0.223226695	0.303710022	4.463879496	3.959741856
5	-0.746473325	0.198675940	3.329365079	2.720760921

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	4.048095339	2.196428571	4.405877342
2	4.275297009	4.460958206	4.498676441
3	2.313595327	4.159501062	4.357559682
4	4.289745567	3.914622788	4.537256107
5	3.229014813	2.997654784	3.102906704

Cluster Standard Deviations				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	0.833628392	0.995879911	0.688008418	0.775993686
2	0.834932606	1.038819989	0.603152697	0.524854494
3	1.039517867	0.992075469	0.728979828	0.706356791
4	0.882313537	0.982285736	0.755813918	0.722155088
5	0.909593209	0.776870650	0.972691070	0.936682897

Cluster Standard Deviations			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	0.847846853	0.762241510	0.814981890
2	0.638195703	0.500972443	0.765304327
3	0.875313477	0.806981065	0.930884194
4	0.790966120	0.976119339	0.655248701
5	0.853157983	0.849166023	0.991384216

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=6 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-2.686675411	-1.762587834	5.000000000	5.000000000
2	1.095571866	1.361242212	5.000000000	1.000000000
3	-3.721374403	2.217272820	1.000000000	2.000000000
4	1.257778891	2.001402325	5.000000000	5.000000000
5	1.419208747	-1.929522479	2.000000000	1.000000000
6	0.172963225	-1.873852231	1.000000000	4.000000000

Initial Seeds			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	1.000000000	5.000000000	5.000000000
2	1.000000000	1.000000000	5.000000000
3	5.000000000	1.000000000	5.000000000
4	5.000000000	5.000000000	1.000000000
5	5.000000000	5.000000000	5.000000000
6	1.000000000	1.000000000	1.000000000

Minimum Distance Between Initial Seeds =	7.206516

Iteration History							
		Relative Change in Cluster Seeds					
Iteration	Criterion	1	2	3	4	5	6
1	1.6006	0.4891	0.4712	0.5501	0.5044	0.4687	0.5760
2	0.8713	0.0346	0.0464	0.0834	0.0820	0.0697	0.0699
3	0.8425	0.0350	0.0369	0.0544	0.0329	0.0350	0.0409
4	0.8315	0.0413	0.0422	0.0401	0.0192	0.0230	0.0217
5	0.8235	0.0488	0.0289	0.0391	0.0192	0.0156	0.0124
6	0.8170	0.0589	0.0126	0.0344	0.0196	0.0165	0.00989
7	0.8108	0.0550	0.00811	0.0229	0.0156	0.0131	0.00800
8	0.8068	0.0342	0.00480	0.0162	0.0109	0.00967	0.00866
9	0.8049	0.0214	0.00305	0.0158	0.00844	0.00789	0.00824
10	0.8039	0.0143	0.00244	0.0137	0.00831	0.00507	0.00601

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.8032

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=6 Maxiter=100 Converge=0.02

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	3246	0.8468	5.6464		5	2.2699
2	4358	0.7807	5.1280		5	2.1914
3	3327	0.8190	6.0753		4	2.0635
4	4988	0.7873	5.6987		3	2.0635
5	5074	0.7179	4.8486		2	2.1914
6	4015	0.9076	6.2924		3	2.7093

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

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.91863	0.156296	0.185249
environconscious	1.00000	0.96135	0.076016	0.082270
clothes_last_long_time	0.89256	0.79956	0.197683	0.246390
buy_clothes_dont_need	1.30910	0.69384	0.719142	2.560517
attractive_to_others	1.07783	0.80021	0.448911	0.814589
disc_clothes_good	1.15034	0.68138	0.649219	1.850780
dress_to_please_myself	0.97247	0.73788	0.424392	0.737293
OVER-ALL	1.06558	0.80314	0.432042	0.760694

Pseudo F Statistic =	3803.78

Approximate Expected Over-All R-Squared =	0.40759

Cubic Clustering Criterion =	30.854

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

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=6 Maxiter=100 Converge=0.02

Cluster Means				
Cluster	**onlineshopper**	**environconscious**	**clothes_last_long_time**	**buy_clothes_dont_need**
1	-0.332838314	-0.549178187	4.533248082	1.454575163
2	0.302002761	-0.249906335	4.566956931	1.347671103
3	0.052490188	0.151352611	4.229944887	3.719692308
4	0.223862325	0.309462005	4.454507686	3.930761210
5	0.310698659	0.054177316	4.675249501	1.355660571
6	-0.771349406	0.145305456	3.481761334	2.370214997

Cluster Means			
Cluster	**attractive_to_others**	**disc_clothes_good**	**dress_to_please_myself**
1	2.172290720	4.258271764	4.595200000
2	3.965729142	2.279119318	4.453835227
3	4.139913899	2.438737624	4.403131716
4	4.282857738	4.456643793	4.530340815
5	4.247355574	4.427753934	4.496543310
6	3.097554562	3.154249738	2.765461216

Cluster Standard Deviations				
Cluster	**onlineshopper**	**environconscious**	**clothes_last_long_time**	**buy_clothes_dont_need**
1	1.057270978	0.976478527	0.774667305	0.772332526
2	0.842140317	0.984604762	0.706640675	0.492481426
3	0.906813818	0.949963211	0.904017135	0.713420506
4	0.912063054	1.007146614	0.782832787	0.735166583
5	0.882180812	1.015185768	0.625317797	0.478762180
6	0.940727941	0.789583170	1.015930356	0.936378517

Cluster Standard Deviations			
Cluster	**attractive_to_others**	**disc_clothes_good**	**dress_to_please_myself**
1	0.851810152	0.758488701	0.671089469
2	0.868142596	0.753540593	0.723902301
3	0.820631228	0.696160503	0.697417150
4	0.799984270	0.505216184	0.666097106
5	0.647903831	0.502184723	0.712113903
6	0.838137394	0.881796602	0.932180998

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-2.686675411	-1.762587834	1.000000000	5.000000000
2	1.419208747	-1.929522479	1.000000000	5.000000000
3	1.419208747	-1.929522479	5.000000000	1.000000000
4	-2.859522693	2.377288541	1.000000000	1.000000000
5	1.257778891	2.001402325	5.000000000	5.000000000
6	1.293878270	0.505755317	1.000000000	1.000000000
7	-3.709495202	1.791123175	5.000000000	1.000000000

Initial Seeds			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	1.000000000	5.000000000	5.000000000
2	5.000000000	1.000000000	5.000000000
3	3.000000000	5.000000000	5.000000000
4	5.000000000	1.000000000	5.000000000
5	5.000000000	5.000000000	1.000000000
6	1.000000000	1.000000000	1.000000000
7	1.000000000	4.000000000	1.000000000

Minimum Distance Between Initial Seeds =	6.991863

Iteration History								
		Relative Change in Cluster Seeds						
Iteration	Criterion	1	2	3	4	5	6	7
1	1.4930	0.5280	0.5381	0.3970	0.5660	0.5196	0.4943	0.5880
2	0.8654	0.0875	0.0702	0.0661	0.1199	0.0884	0.0741	0.0562
3	0.8279	0.0440	0.0302	0.0369	0.0758	0.0308	0.0365	0.0294
4	0.8161	0.0240	0.0215	0.0196	0.0481	0.0148	0.0277	0.0229
5	0.8111	0.0147	0.0225	0.0138	0.0304	0.0120	0.0261	0.0188
6	0.8082	0.0132	0.0176	0.0107	0.0185	0.0116	0.0262	0.0145
7	0.8065	0.0131	0.00891	0.00884	0.0116	0.00647	0.0255	0.0134
8	0.8053	0.00961	0.00487	0.00845	0.00671	0.00478	0.0262	0.0129
9	0.8044	0.00882	0.00339	0.00628	0.00337	0.00258	0.0235	0.0128
10	0.8037	0.00840	0.00218	0.00472	0.000967	0.00237	0.0253	0.0123
11	0.8029	0.00740	0.00153	0.00758	0.00175	0.00228	0.0292	0.0105
12	0.8019	0.00761	0.00130	0.00853	0.00341	0.00175	0.0344	0.0102
13	0.8005	0.00661	0.00106	0.0130	0.00313	0.00193	0.0437	0.00917

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 Maxiter=100 Converge=0.02

Iteration History								
		Relative Change in Cluster Seeds						
Iteration	Criterion	1	2	3	4	5	6	7
14	0.7981	0.00789	0.00111	0.0141	0.00296	0.00221	0.0484	0.0133
15	0.7953	0.00766	0.00201	0.0110	0.00324	0.00222	0.0439	0.0169
16	0.7929	0.01000	0.00251	0.00896	0.00243	0.00284	0.0333	0.0173
17	0.7913	0.00948	0.00272	0.00780	0.00157	0.00279	0.0253	0.0155
18	0.7902	0.00738	0.00211	0.00661	0.00126	0.00293	0.0202	0.0128
19	0.7895	0.00734	0.00227	0.00466	0.00156	0.00323	0.0114	0.00900

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.7892

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2666	0.8168	5.9653		5	1.9252
2	2832	0.7956	5.1338		1	2.1353
3	4978	0.7202	4.8377		4	2.1918
4	4170	0.7753	5.1745		3	2.1918
5	3445	0.7186	4.5484		1	1.9252
6	3140	0.8339	5.1024		3	2.2519
7	3777	0.8969	6.2805		1	2.4887

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

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.89777	0.194213	0.241023
environconscious	1.00000	0.94997	0.097787	0.108386
clothes_last_long_time	0.89256	0.79030	0.216209	0.275850
buy_clothes_dont_need	1.30910	0.64625	0.756360	3.104424
attractive_to_others	1.07783	0.76049	0.502287	1.009190
disc_clothes_good	1.15034	0.69748	0.632460	1.720793
dress_to_please_myself	0.97247	0.75203	0.402131	0.672607
OVER-ALL	1.06558	0.78916	0.451662	0.823692

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 Maxiter=100 Converge=0.02

Pseudo F Statistic =	3432.19

Approximate Expected Over-All R-Squared =	0.44005

Cubic Clustering Criterion =	15.327

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

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-0.385548684	-0.208614981	4.108045977	3.608543689
2	0.161515052	0.206807401	4.293227666	3.756951968
3	0.299380601	0.055073914	4.673692744	1.365708419
4	0.328051006	-0.205149308	4.560658153	1.352678571
5	0.498315255	0.511265893	4.618433180	4.041719343
6	-0.309316784	-0.570179646	4.557194363	1.231536926
7	-0.789088319	0.177638613	3.443859163	2.349636669

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	3.309182487	4.096724470	4.400845503
2	4.312319885	2.357452967	4.402742692
3	4.237079573	4.434979424	4.490659002
4	4.029913473	2.272142504	4.449777338
5	4.628145387	4.523158222	4.594028932
6	2.188804240	4.148612946	4.512050182
7	3.132530120	3.043891529	2.752787068

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 Maxiter=100 Converge=0.02

Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
		Cluster Standard Deviations		
1	0.925560797	0.924512678	0.908950223	0.676332045
2	0.877561035	0.940587766	0.871017357	0.710020321
3	0.884773377	1.015367667	0.622675335	0.482529726
4	0.843147511	0.983098439	0.712215318	0.487117869
5	0.785275627	0.984101030	0.680326309	0.747742529
6	1.039491878	0.974072081	0.756343574	0.456730149
7	0.931589031	0.780631477	1.011084090	0.909614493

Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
		Cluster Standard Deviations	
1	0.874104719	0.670654336	0.678929359
2	0.716904924	0.708981844	0.704943646
3	0.647509788	0.497049019	0.727760620
4	0.827832557	0.750590503	0.732851431
5	0.552942866	0.512446063	0.662954501
6	0.850755245	0.856604219	0.775025071
7	0.844447914	0.854994052	0.927196813

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=8 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-3.565773342	-1.706841487	5.000000000	1.000000000
2	1.246361465	2.210353896	5.000000000	5.000000000
3	-3.721374403	2.217272820	1.000000000	2.000000000
4	-3.565773342	-1.706841487	5.000000000	5.000000000
5	1.299947227	0.694275396	5.000000000	1.000000000
6	-2.686675411	-1.762587834	1.000000000	1.000000000
7	0.725420656	2.217441478	1.000000000	1.000000000
8	1.419208747	-1.929522479	1.000000000	1.000000000

Initial Seeds			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	1.000000000	5.000000000	5.000000000
2	5.000000000	1.000000000	5.000000000
3	5.000000000	1.000000000	5.000000000
4	5.000000000	3.000000000	1.000000000
5	5.000000000	5.000000000	1.000000000
6	1.000000000	1.000000000	1.000000000
7	1.000000000	5.000000000	5.000000000
8	5.000000000	1.000000000	5.000000000

Minimum Distance Between Initial Seeds =	6.679933

Iteration History									
		Relative Change in Cluster Seeds							
Iteration	Criterion	1	2	3	4	5	6	7	8
1	1.5937	0.5458	0.5066	0.5730	0.6382	0.5241	0.4419	0.5344	0.5494
2	0.8335	0.0542	0.0834	0.0663	0.0684	0.0663	0.1086	0.0462	0.0966
3	0.8017	0.0235	0.0353	0.0519	0.0320	0.0381	0.0933	0.0288	0.0371
4	0.7921	0.0147	0.0163	0.0323	0.0167	0.0237	0.0711	0.0235	0.0121
5	0.7879	0.0104	0.0100	0.0259	0.0156	0.0150	0.0531	0.0209	0.00417
6	0.7853	0.00877	0.00716	0.0200	0.0182	0.00958	0.0407	0.0211	0.00423
7	0.7835	0.00925	0.00572	0.0195	0.0170	0.00647	0.0247	0.0186	0.00400
8	0.7822	0.00737	0.00478	0.0214	0.0168	0.00386	0.0163	0.0124	0.00307
9	0.7811	0.00704	0.00495	0.0250	0.0173	0.00308	0.0175	0.0113	0.00422
10	0.7798	0.00901	0.00619	0.0302	0.0186	0.00306	0.0125	0.0123	0.00593
11	0.7783	0.00798	0.0103	0.0333	0.0135	0.00286	0.00952	0.00907	0.00574

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=8 Maxiter=100 Converge=0.02

Iteration History									
		Relative Change in Cluster Seeds							
Iteration	Criterion	1	2	3	4	5	6	7	8
12	0.7766	0.00567	0.00994	0.0384	0.0114	0.00488	0.00648	0.00632	0.00552
13	0.7747	0.00709	0.00977	0.0364	0.0109	0.00478	0.00995	0.00647	0.00702
14	0.7731	0.00925	0.00902	0.0302	0.0107	0.00315	0.0103	0.00837	0.00697
15	0.7718	0.0115	0.00909	0.0254	0.00966	0.00327	0.00744	0.00696	0.00691
16	0.7708	0.0114	0.00602	0.0175	0.00682	0.00294	0.00872	0.00918	0.00726

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.7703

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2475	0.7895	6.0053		7	2.0182
2	4497	0.7651	4.8912		3	2.0997
3	2926	0.7877	4.7487		2	2.0997
4	3220	0.8204	5.8245		6	2.4360
5	4053	0.6727	4.7337		7	2.2376
6	1969	0.9122	5.5429		4	2.4360
7	2475	0.7507	4.6906		1	2.0182
8	3393	0.7479	5.0822		5	2.3407

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

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
onlineshopper	1.00000	0.91650	0.160279	0.190871
environconscious	1.00000	0.85833	0.263486	0.357747
clothes_last_long_time	0.89256	0.71471	0.358992	0.560044
buy_clothes_dont_need	1.30910	0.68734	0.724408	2.628554
attractive_to_others	1.07783	0.79913	0.450447	0.819659
disc_clothes_good	1.15034	0.72474	0.603185	1.520066
dress_to_please_myself	0.97247	0.66983	0.525706	1.108398
OVER-ALL	1.06558	0.77026	0.477643	0.914398

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=8 Maxiter=100 Converge=0.02

Pseudo F Statistic =	3265.71

Approximate Expected Over-All R-Squared =	0.46360

Cubic Clustering Criterion =	19.697

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

Cluster Means				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	-0.316770519	-1.396362777	4.612643190	1.427951389
2	0.253194972	0.286333776	4.514558690	3.976315190
3	0.146898652	0.163523035	4.401530967	3.762836186
4	-0.874176656	0.211256297	2.956635148	2.891980360
5	0.309463683	0.235118816	4.686525892	1.387966805
6	-0.246893208	-0.025896272	4.440519481	1.604626709
7	0.028114621	0.475231566	4.552686381	1.487701442
8	0.362163931	-0.306071903	4.557605080	1.355895865

Cluster Means			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	2.945713055	4.134245404	4.626378287
2	4.338765205	4.486369832	4.547010497
3	4.241800419	2.412776413	4.425279330
4	3.127218935	3.107948970	3.419745015
5	4.478051256	4.338409912	4.569529652
6	3.375197057	3.347848898	2.192569335
7	2.282452431	4.198656027	4.614640303
8	4.036170213	2.109007634	4.553663728

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=8 Maxiter=100 Converge=0.02

Cluster Standard Deviations				
Cluster	onlineshopper	environconscious	clothes_last_long_time	buy_clothes_dont_need
1	1.100240039	0.501308269	0.674336508	0.724857909
2	0.898193551	0.996137702	0.709446778	0.727202769
3	0.877592288	0.956557072	0.757060573	0.714716466
4	0.879904691	0.713592663	0.839584993	0.834417144
5	0.891282489	0.918400088	0.599659988	0.487350139
6	0.994937314	0.910823618	0.749372392	0.797378426
7	0.920398220	0.686563257	0.699876529	0.735528851
8	0.832196128	0.918710990	0.702983064	0.498910886

Cluster Standard Deviations			
Cluster	attractive_to_others	disc_clothes_good	dress_to_please_myself
1	0.974935861	0.794508242	0.582534392
2	0.768404808	0.499870965	0.652601039
3	0.769722035	0.697249547	0.704263196
4	0.813759968	0.804189138	0.847233678
5	0.499581407	0.592871111	0.575891677
6	0.992640983	1.052525068	0.845417114
7	0.824057113	0.767796065	0.571860672
8	0.858611475	0.748462948	0.581752730