

## The SAS System

### The HPCLUS Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	4

Data Access Information			
Data	Engine	Role	Path
WORK.MYGAP	V9	Input	On Client
WORK.MYCLUSTER	V9	Output	On Client

Model Information	
Maximum Iteration	10
Stop Criterion	Cluster Change
Stop Criterion Value	0
Clusters	6
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	25439
Number of Observations Used	23015

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### The HPCLUS Procedure

ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
3	8	30	PCA

ABC Statistics					
Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
3	11.3857	12.5136	1.1279	0.0139	1.1140
4	11.3315	12.3116	0.9802	0.0156	0.9645
5	11.2593	12.1324	0.8731	0.0107	0.8625
6	11.1612	12.1045	0.9433	0.00953	0.9337
7	11.1023	12.0207	0.9184	0.00950	0.9089
8	11.0473	11.9137	0.8664	0.0115	0.8549

Estimated Number of Clusters	
Criterion	Number of Clusters
FIRSTPEAK	6

Cluster Summary								
Cluster	Frequency	Distance from Cluster Centroid to Observation			SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
		Maximum	Minimum	Average				
1	4756	4.7327	0.7877	1.7821	18201.6	1.9563	6	2.3212
2	4778	4.2577	0.6785	1.3904	10859.5	1.5076	5	2.2986
3	3206	4.1816	0.6931	1.3843	7065.4	1.4845	4	1.6012
4	3504	3.8270	0.6518	1.6205	10043.8	1.6930	3	1.6012
5	3787	4.3767	0.3748	1.8146	13838.1	1.9116	2	2.2986
6	2984	4.6249	0.6620	1.7717	10338.5	1.8614	4	2.1777

### Iteration Statistics

Iteration Number	SSE
0	105990
1	74066
2	72506
3	71837
4	71368
5	71110
6	70863
7	70679
8	70470
9	70379
10	70347

Descriptive Statistics		
Variable	Mean	Standard Deviation
BUY_SAME_PRODUCTS_THAT_Celebrity	1.969411	1.060531
DESIGNER_LABEL_IMPROVES_PERSON_S	2.182663	1.186708
ECO_FRIENDLY_PRODS_HIGHER_QUALITY	3.156985	0.986610
I_AM_FRST_AMNG_MY_FRIENDS_TRY_NEW	2.114708	1.136185
I_ENJOY_TAKING_RISKS	2.847491	1.232238

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
BUY_SAME_PRODUCTS_THAT_Celebrity	1	3.1596	6.4795
	2	1.3707	4.2683
	3	1.4049	6.4745
	4	1.8644	6.8427
	5	1.9842	3.7862
DESIGNER_LABEL_IMPROVES_PERSON_S	6	1.7423	3.7634
	1	3.4863	6.8860
	2	1.2237	4.1554
	3	1.2604	6.7268
	4	1.8062	7.0107
	5	3.2419	5.0691

	<b>6</b>	1.7289	4.3779
<b>ECO_FRIENDLY_PRODS_HIGHER_QUALIT</b>	<b>1</b>	3.5715	8.8088
	<b>2</b>	2.8307	7.9475
	<b>3</b>	3.7171	9.5302
	<b>4</b>	2.3148	8.5852
	<b>5</b>	3.2514	5.9894
	<b>6</b>	3.2862	5.5275
<b>I_AM_FRST_AMNG_MY_FRIENDS_TRY_NE</b>	<b>1</b>	3.2496	6.4011
	<b>2</b>	1.2972	4.3847
	<b>3</b>	1.2498	6.6178
	<b>4</b>	1.5417	7.1516
	<b>5</b>	1.9570	4.9632
	<b>6</b>	3.4172	4.4661
<b>I_ENJOY_TAKING_RISKS</b>	<b>1</b>	3.6423	6.8452
	<b>2</b>	1.4018	7.3684
	<b>3</b>	3.6700	9.9176
	<b>4</b>	3.7263	8.6946
	<b>5</b>	1.8730	5.8317
	<b>6</b>	3.2165	5.4704