

The FACTOR Procedure

| | |
|---------------------------------|----------|
| Input Data Type | Raw Data |
| Number of Records Read | 25439 |
| Number of Records Used | 13318 |
| N for Significance Tests | 13318 |

The FACTOR Procedure
Initial Factor Method: Principal Components

| Partial Correlations Controlling all other Variables | | | | |
|--|------------|------------------------|---------------------|---------------------|
| | buy_online | more_shopping_internet | internet_chnge_shop | buy_friend_rec_prod |
| buy_online | 1.00000 | 0.46582 | 0.11691 | 0.00814 |
| more_shopping_internet | 0.46582 | 1.00000 | 0.48979 | 0.03233 |
| internet_chnge_shop | 0.11691 | 0.48979 | 1.00000 | 0.09289 |
| buy_friend_rec_prod | 0.00814 | 0.03233 | 0.09289 | 1.00000 |
| buy_ad_prod_on_social | 0.05369 | -0.01159 | 0.01039 | 0.41697 |
| trust_prod_info | 0.05237 | -0.01444 | -0.01474 | 0.29923 |

| Partial Correlations Controlling all other Variables | | |
|--|-----------------------|-----------------|
| | buy_ad_prod_on_social | trust_prod_info |
| buy_online | 0.05369 | 0.05237 |
| more_shopping_internet | -0.01159 | -0.01444 |
| internet_chnge_shop | 0.01039 | -0.01474 |
| buy_friend_rec_prod | 0.41697 | 0.29923 |
| buy_ad_prod_on_social | 1.00000 | 0.32784 |
| trust_prod_info | 0.32784 | 1.00000 |

| Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.71751044 | | | | | |
|---|------------------------|---------------------|---------------------|-----------------------|-----------------|
| buy_online | more_shopping_internet | internet_chnge_shop | buy_friend_rec_prod | buy_ad_prod_on_social | trust_prod_info |
| 0.74819939 | 0.65213468 | 0.73122776 | 0.73214165 | 0.71542581 | 0.75547946 |

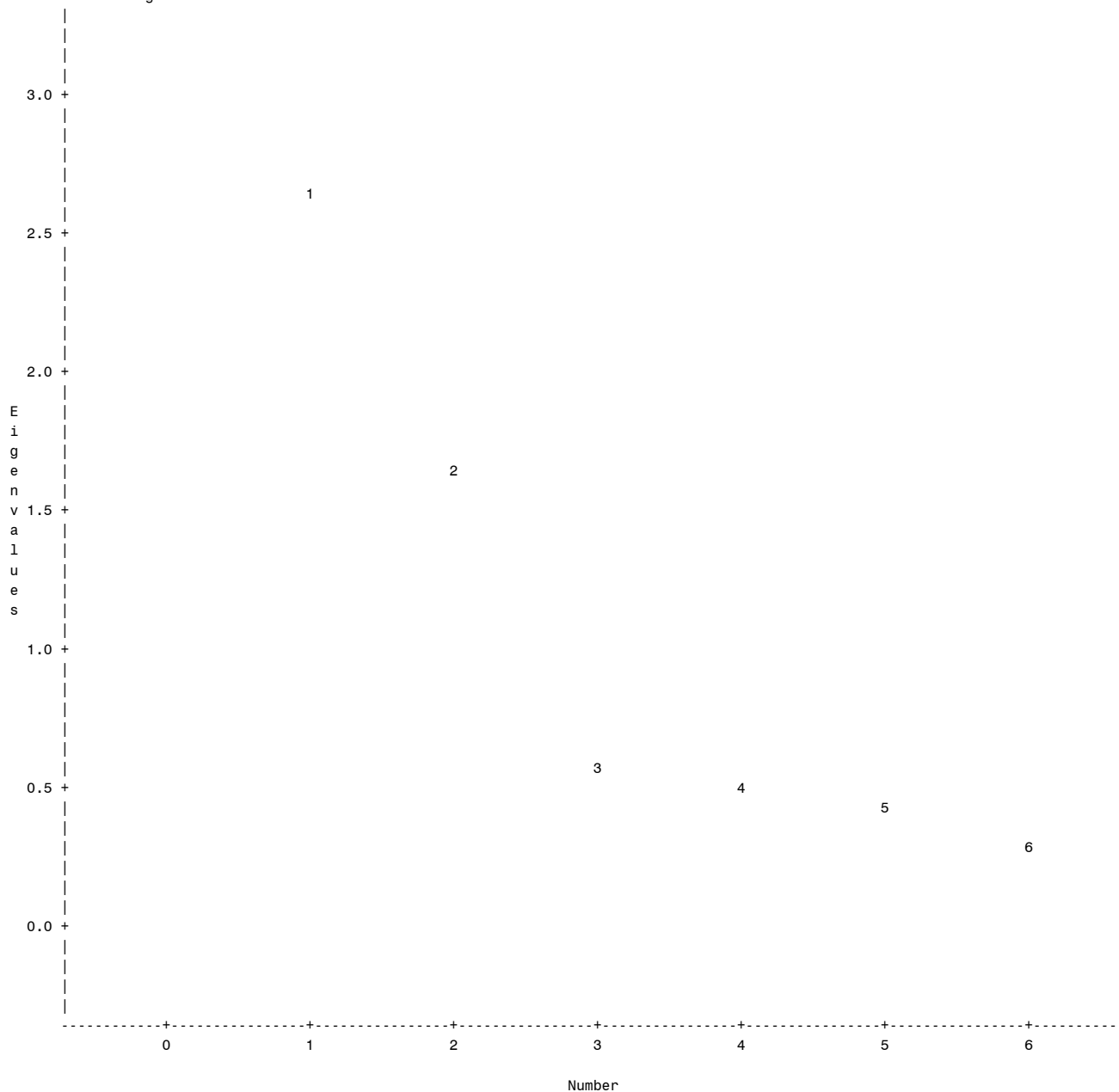
The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

| Eigenvalues of the Correlation Matrix: Total = 6 Average = 1 | | | | |
|---|------------|------------|------------|------------|
| | Eigenvalue | Difference | Proportion | Cumulative |
| 1 | 2.62651745 | 0.99156036 | 0.4378 | 0.4378 |
| 2 | 1.63495708 | 1.09262477 | 0.2725 | 0.7102 |
| 3 | 0.54233231 | 0.06518145 | 0.0904 | 0.8006 |
| 4 | 0.47715086 | 0.07365520 | 0.0795 | 0.8802 |
| 5 | 0.40349566 | 0.08794902 | 0.0672 | 0.9474 |
| 6 | 0.31554664 | | 0.0526 | 1.0000 |

2 factors will be retained by the NFACTOR criterion.

Scree Plot of Eigenvalues



The FACTOR Procedure
Initial Factor Method: Principal Components

| Factor Pattern | | |
|------------------------|---------|----------|
| | Factor1 | Factor2 |
| buy_online | 0.67201 | -0.46201 |
| more_shopping_internet | 0.69775 | -0.56309 |
| internet_chnge_shop | 0.66724 | -0.49047 |
| buy_friend_rec_prod | 0.68152 | 0.49396 |
| buy_ad_prod_on_social | 0.64637 | 0.55329 |
| trust_prod_info | 0.60050 | 0.56013 |

| Variance Explained by Each Factor | |
|-----------------------------------|-----------|
| Factor1 | Factor2 |
| 2.6265174 | 1.6349571 |

| Final Community Estimates: Total = 4.261475 | | | | | |
|---|------------------------|---------------------|---------------------|-----------------------|-----------------|
| buy_online | more_shopping_internet | internet_chnge_shop | buy_friend_rec_prod | buy_ad_prod_on_social | trust_prod_info |
| 0.66504660 | 0.80393017 | 0.68576559 | 0.70846487 | 0.72392008 | 0.67434723 |

The FACTOR Procedure
Rotation Method: Varimax

| Orthogonal Transformation Matrix | | |
|-------------------------------------|----------|---------|
| | 1 | 2 |
| 1 | 0.72738 | 0.68623 |
| 2 | -0.68623 | 0.72738 |

| Rotated Factor Pattern | | |
|------------------------|---------|---------|
| | Factor1 | Factor2 |
| buy_online | 0.80585 | 0.12510 |
| more_shopping_internet | 0.89394 | 0.06924 |
| internet_chnge_shop | 0.82191 | 0.10113 |
| buy_friend_rec_prod | 0.15675 | 0.82698 |
| buy_ad_prod_on_social | 0.09047 | 0.84601 |
| trust_prod_info | 0.05241 | 0.81951 |

| Variance Explained by Each Factor | |
|--------------------------------------|-----------|
| Factor1 | Factor2 |
| 2.1595748 | 2.1018997 |

| Final Communality Estimates: Total = 4.261475 | | | | | |
|---|------------------------|---------------------|---------------------|-----------------------|-----------------|
| buy_online | more_shopping_internet | internet_chnge_shop | buy_friend_rec_prod | buy_ad_prod_on_social | trust_prod_info |
| 0.66504660 | 0.80393017 | 0.68576559 | 0.70846487 | 0.72392008 | 0.67434723 |

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 |
| buy_online | 0.38002 | -0.02997 |
| more_shopping_internet | 0.42958 | -0.06821 |
| internet_chnge_shop | 0.39065 | -0.04387 |
| buy_friend_rec_prod | -0.01859 | 0.39782 |
| buy_ad_prod_on_social | -0.05323 | 0.41503 |
| trust_prod_info | -0.06880 | 0.40609 |

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

| Initial Seeds | | | | | |
|---------------|---------------|--------------|------------------------|-----------------------|----------------------|
| Cluster | onlineshopper | socialmedia | clothes_last_long_time | buy_clothes_dont_need | attractive_to_others |
| 1 | -1.355152051 | -1.319705192 | 1.000000000 | 1.000000000 | 1.000000000 |
| 2 | 1.493466508 | 1.072865737 | 1.000000000 | 5.000000000 | 5.000000000 |
| 3 | 1.738805366 | -1.658323626 | 5.000000000 | 1.000000000 | 5.000000000 |
| 4 | -2.191825934 | 0.227727730 | 5.000000000 | 5.000000000 | 1.000000000 |

| Initial Seeds | | |
|---------------|-------------------|------------------------|
| Cluster | disc_clothes_good | dress_to_please_myself |
| 1 | 1.000000000 | 1.000000000 |
| 2 | 1.000000000 | 5.000000000 |
| 3 | 5.000000000 | 1.000000000 |
| 4 | 5.000000000 | 5.000000000 |

| | |
|--|----------|
| Minimum Distance Between Initial Seeds = | 7.595211 |
|--|----------|

| Iteration History | | | | | |
|-------------------|-----------|----------------------------------|--------|---------|---------|
| Iteration | Criterion | Relative Change in Cluster Seeds | | | |
| | | 1 | 2 | 3 | 4 |
| 1 | 1.7585 | 0.5237 | 0.5188 | 0.5217 | 0.4791 |
| 2 | 0.9075 | 0.0650 | 0.0443 | 0.0523 | 0.0623 |
| 3 | 0.8819 | 0.0297 | 0.0197 | 0.0327 | 0.0692 |
| 4 | 0.8676 | 0.0194 | 0.0310 | 0.0182 | 0.0430 |
| 5 | 0.8613 | 0.0164 | 0.0322 | 0.0130 | 0.0199 |
| 6 | 0.8579 | 0.0138 | 0.0334 | 0.0119 | 0.0109 |
| 7 | 0.8547 | 0.0129 | 0.0340 | 0.0115 | 0.00839 |
| 8 | 0.8515 | 0.0124 | 0.0301 | 0.00759 | 0.00986 |
| 9 | 0.8493 | 0.0106 | 0.0198 | 0.00379 | 0.00899 |

| |
|-------------------------------------|
| Convergence criterion is satisfied. |
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| | |
|----------------------------------|--------|
| Criterion Based on Final Seeds = | 0.8483 |
|----------------------------------|--------|

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=4 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 | 4581 | 0.9374 | 6.2240 | | 2 | 2.4883 |
| 2 | 5032 | 0.8797 | 5.4214 | | 3 | 2.4393 |
| 3 | 8844 | 0.8333 | 5.0347 | | 2 | 2.4393 |
| 4 | 6293 | 0.8423 | 5.7740 | | 2 | 2.7792 |

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

| Statistics for Variables | | | | |
|--------------------------|-----------|------------|----------|-------------|
| Variable | Total STD | Within STD | R-Square | RSQ/(1-RSQ) |
| onlineshopper | 1.00000 | 0.99331 | 0.013567 | 0.013754 |
| socialmedia | 1.00000 | 0.96359 | 0.071704 | 0.077243 |
| clothes_last_long_time | 0.89256 | 0.78806 | 0.220537 | 0.282935 |
| buy_clothes_dont_need | 1.30910 | 0.79850 | 0.627998 | 1.688156 |
| attractive_to_others | 1.07783 | 0.97737 | 0.177829 | 0.216291 |
| disc_clothes_good | 1.15034 | 0.76636 | 0.556223 | 1.253384 |
| dress_to_please_myself | 0.97247 | 0.73015 | 0.436346 | 0.774138 |
| OVER-ALL | 1.07385 | 0.84813 | 0.376292 | 0.603315 |

| | |
|----------------------|---------|
| Pseudo F Statistic = | 4976.54 |
|----------------------|---------|

| | |
|---|---------|
| Approximate Expected Over-All R-Squared = | 0.32182 |
|---|---------|

| | |
|------------------------------|--------|
| Cubic Clustering Criterion = | 62.655 |
|------------------------------|--------|

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

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

| Cluster Means | | | | | |
|---------------|---------------|--------------|------------------------|-----------------------|----------------------|
| Cluster | onlineshopper | socialmedia | clothes_last_long_time | buy_clothes_dont_need | attractive_to_others |
| 1 | -0.206676860 | 0.193749512 | 3.500222025 | 2.315482859 | 2.974657995 |
| 2 | 0.116958284 | -0.180639811 | 4.449152542 | 2.276331842 | 4.124570273 |
| 3 | -0.047981664 | -0.258468313 | 4.679793341 | 1.288688736 | 3.581824553 |
| 4 | 0.102813417 | 0.357916882 | 4.409779951 | 3.982684697 | 4.221405229 |

| Cluster Means | | |
|---------------|-------------------|------------------------|
| Cluster | disc_clothes_good | dress_to_please_myself |
| 1 | 3.154793907 | 2.877683363 |
| 2 | 2.062297078 | 4.467869451 |
| 3 | 4.202789076 | 4.576802871 |
| 4 | 4.185836346 | 4.507694826 |

| Cluster Standard Deviations | | | | | |
|-----------------------------|---------------|-------------|------------------------|-----------------------|----------------------|
| Cluster | onlineshopper | socialmedia | clothes_last_long_time | buy_clothes_dont_need | attractive_to_others |
| 1 | 0.838983954 | 0.885210505 | 1.042085724 | 0.973862832 | 0.925213391 |
| 2 | 1.000986625 | 0.940156477 | 0.780460994 | 1.096657245 | 0.856309241 |
| 3 | 1.081077695 | 0.957669790 | 0.604072339 | 0.476337145 | 1.131687388 |
| 4 | 0.952430228 | 1.032121921 | 0.808115545 | 0.727760817 | 0.866944479 |

| Cluster Standard Deviations | | |
|-----------------------------|-------------------|------------------------|
| Cluster | disc_clothes_good | dress_to_please_myself |
| 1 | 0.886075898 | 0.993840660 |
| 2 | 0.723054601 | 0.680834448 |
| 3 | 0.719581748 | 0.619845384 |
| 4 | 0.769895691 | 0.683454170 |

The MEANS Procedure

Cluster=.

| Variable | N | Mean | Std Dev | Minimum | Maximum |
|----------------------|-----|-----------|-----------|---------|-----------|
| age18to34 | 689 | 0.1727141 | 0.3782745 | 0 | 1.0000000 |
| age35to54 | 689 | 0.1582003 | 0.3651938 | 0 | 1.0000000 |
| age55plus | 689 | 0.5370102 | 0.4989906 | 0 | 1.0000000 |
| male | 689 | 0.6647315 | 0.4724272 | 0 | 1.0000000 |
| adidas | 689 | 0.1161103 | 0.3205899 | 0 | 1.0000000 |
| nike | 689 | 0.1582003 | 0.3651938 | 0 | 1.0000000 |
| new_balance | 689 | 0.0464441 | 0.2105978 | 0 | 1.0000000 |
| amazon | 689 | 0.0449927 | 0.2074388 | 0 | 1.0000000 |
| facebook | 689 | 0.2162554 | 0.4119895 | 0 | 1.0000000 |
| twitter | 689 | 0.0333817 | 0.1797617 | 0 | 1.0000000 |
| instagram | 689 | 0.0304790 | 0.1720260 | 0 | 1.0000000 |
| onlinepurchaselast30 | 689 | 0.0798258 | 0.2712203 | 0 | 1.0000000 |
| purchase_in_dept | 689 | 0.4325109 | 0.4957842 | 0 | 1.0000000 |
| purch_footwear | 689 | 0.5674891 | 0.4957842 | 0 | 1.0000000 |

Cluster=1

| Variable | N | Mean | Std Dev | Minimum | Maximum |
|----------------------|------|-----------|-----------|---------|-----------|
| age18to34 | 4581 | 0.2962235 | 0.4566406 | 0 | 1.0000000 |
| age35to54 | 4581 | 0.1894783 | 0.3919309 | 0 | 1.0000000 |
| age55plus | 4581 | 0.3259114 | 0.4687655 | 0 | 1.0000000 |
| male | 4581 | 0.6708142 | 0.4699688 | 0 | 1.0000000 |
| adidas | 4581 | 0.0962672 | 0.2949895 | 0 | 1.0000000 |
| nike | 4581 | 0.2209125 | 0.4149069 | 0 | 1.0000000 |
| new_balance | 4581 | 0.0855708 | 0.2797598 | 0 | 1.0000000 |
| amazon | 4581 | 0.1790002 | 0.3833943 | 0 | 1.0000000 |
| facebook | 4581 | 0.4479371 | 0.4973364 | 0 | 1.0000000 |
| twitter | 4581 | 0.0698537 | 0.2549282 | 0 | 1.0000000 |
| instagram | 4581 | 0.0774940 | 0.2674029 | 0 | 1.0000000 |
| onlinepurchaselast30 | 4581 | 0.2401222 | 0.4272042 | 0 | 1.0000000 |
| purchase_in_dept | 4581 | 0.6507313 | 0.4767910 | 0 | 1.0000000 |
| purch_footwear | 4581 | 0.6893691 | 0.4628024 | 0 | 1.0000000 |

Cluster=2

| Variable | N | Mean | Std Dev | Minimum | Maximum |
|----------------------|------|-----------|-----------|---------|-----------|
| age18to34 | 5032 | 0.1607711 | 0.3673562 | 0 | 1.0000000 |
| age35to54 | 5032 | 0.1891892 | 0.3916978 | 0 | 1.0000000 |
| age55plus | 5032 | 0.5331876 | 0.4989469 | 0 | 1.0000000 |
| male | 5032 | 0.5294118 | 0.4991838 | 0 | 1.0000000 |
| adidas | 5032 | 0.0745231 | 0.2626463 | 0 | 1.0000000 |
| nike | 5032 | 0.1979332 | 0.3984811 | 0 | 1.0000000 |
| new_balance | 5032 | 0.1224165 | 0.3277988 | 0 | 1.0000000 |
| amazon | 5032 | 0.3090223 | 0.4621363 | 0 | 1.0000000 |
| facebook | 5032 | 0.5007949 | 0.5000491 | 0 | 1.0000000 |
| twitter | 5032 | 0.0745231 | 0.2626463 | 0 | 1.0000000 |
| instagram | 5032 | 0.0761129 | 0.2652050 | 0 | 1.0000000 |
| onlinepurchaselast30 | 5032 | 0.3716216 | 0.4832861 | 0 | 1.0000000 |
| purchase_in_dept | 5032 | 0.8002782 | 0.3998309 | 0 | 1.0000000 |
| purch_footwear | 5032 | 0.8054452 | 0.3958970 | 0 | 1.0000000 |

The MEANS Procedure

Cluster=3

| Variable | N | Mean | Std Dev | Minimum | Maximum |
|----------------------|------|-----------|-----------|---------|-----------|
| age18to34 | 8844 | 0.1967436 | 0.3975593 | 0 | 1.0000000 |
| age35to54 | 8844 | 0.1961782 | 0.3971274 | 0 | 1.0000000 |
| age55plus | 8844 | 0.4600859 | 0.4984325 | 0 | 1.0000000 |
| male | 8844 | 0.6106965 | 0.4876199 | 0 | 1.0000000 |
| adidas | 8844 | 0.0747399 | 0.2629861 | 0 | 1.0000000 |
| nike | 8844 | 0.1801221 | 0.3843109 | 0 | 1.0000000 |
| new_balance | 8844 | 0.0971280 | 0.2961487 | 0 | 1.0000000 |
| amazon | 8844 | 0.2561058 | 0.4365056 | 0 | 1.0000000 |
| facebook | 8844 | 0.4911805 | 0.4999505 | 0 | 1.0000000 |
| twitter | 8844 | 0.0660335 | 0.2483546 | 0 | 1.0000000 |
| instagram | 8844 | 0.0727047 | 0.2596658 | 0 | 1.0000000 |
| onlinepurchaselast30 | 8844 | 0.2908186 | 0.4541657 | 0 | 1.0000000 |
| purchase_in_dept | 8844 | 0.7762325 | 0.4167916 | 0 | 1.0000000 |
| purch_footwear | 8844 | 0.7475124 | 0.4344640 | 0 | 1.0000000 |

Cluster=4

| Variable | N | Mean | Std Dev | Minimum | Maximum |
|----------------------|------|-----------|-----------|---------|-----------|
| age18to34 | 6293 | 0.2780868 | 0.4480920 | 0 | 1.0000000 |
| age35to54 | 6293 | 0.1689178 | 0.3747091 | 0 | 1.0000000 |
| age55plus | 6293 | 0.4039409 | 0.4907249 | 0 | 1.0000000 |
| male | 6293 | 0.4538376 | 0.4979040 | 0 | 1.0000000 |
| adidas | 6293 | 0.1245829 | 0.3302716 | 0 | 1.0000000 |
| nike | 6293 | 0.2698236 | 0.4439033 | 0 | 1.0000000 |
| new_balance | 6293 | 0.1153663 | 0.3194888 | 0 | 1.0000000 |
| amazon | 6293 | 0.2680756 | 0.4429924 | 0 | 1.0000000 |
| facebook | 6293 | 0.5380582 | 0.4985891 | 0 | 1.0000000 |
| twitter | 6293 | 0.1044017 | 0.3058053 | 0 | 1.0000000 |
| instagram | 6293 | 0.1315748 | 0.3380547 | 0 | 1.0000000 |
| onlinepurchaselast30 | 6293 | 0.3677102 | 0.4822202 | 0 | 1.0000000 |
| purchase_in_dept | 6293 | 0.8120133 | 0.3907326 | 0 | 1.0000000 |
| purch_footwear | 6293 | 0.8460194 | 0.3609588 | 0 | 1.0000000 |