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

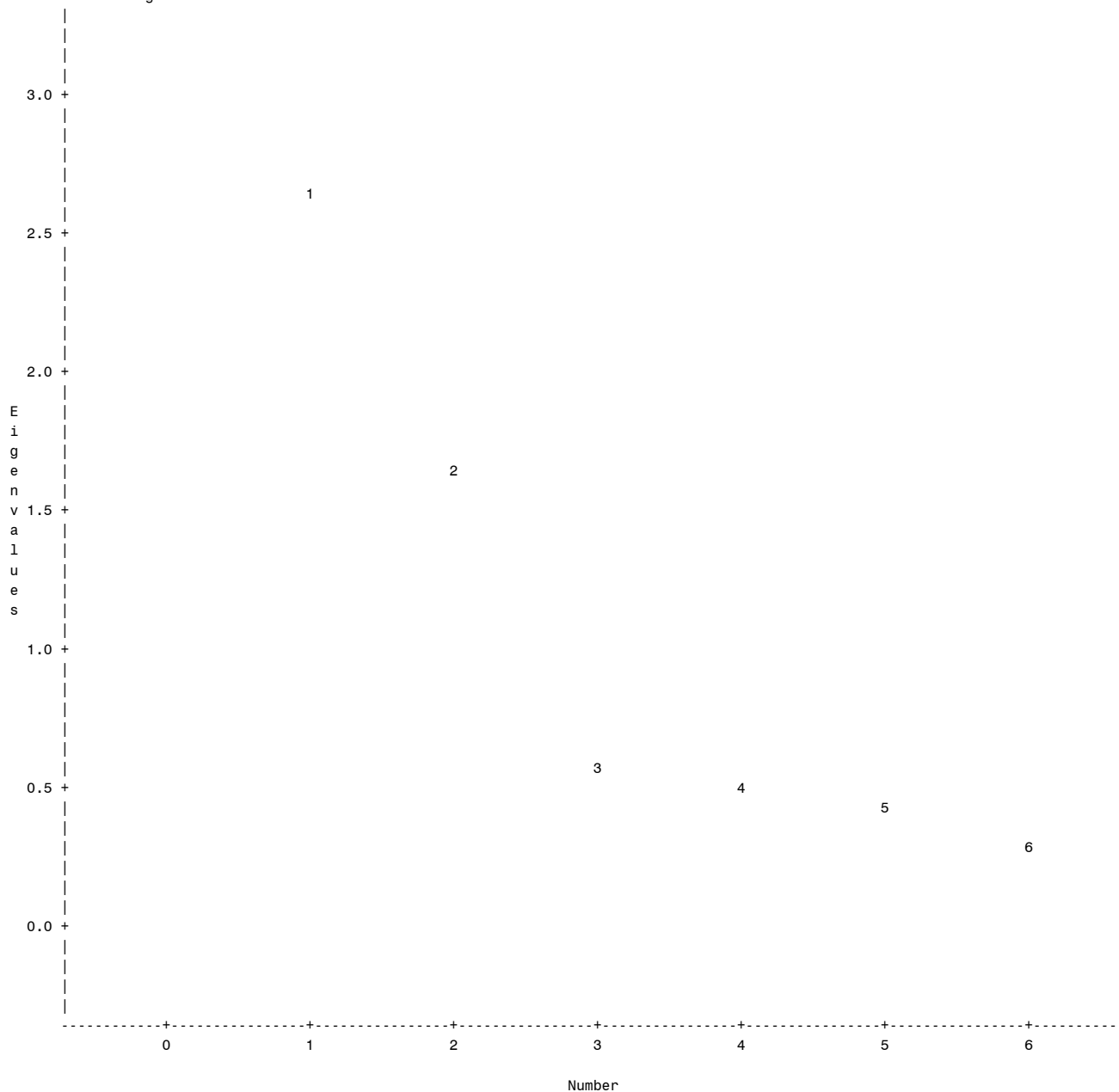| Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.71751044					
buy_online	more_shopping_internet	internet_chnge_shop	buy_friend_rec_prod	buy_ad_prod_on_social	trust_prod_info
0.74819939	0.65213468	0.73122776	0.73214165	0.71542581	0.75547946

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
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v 1.5 +
a    |
l    |
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 0.5 +                                                    4
     |                                                          5
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     |                                                                  6
     |
     |
 0.0 +
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     |
     -----------+---------------+---------------+---------------+---------------+---------------+---------------+----------
                0               1               2               3               4               5               6

                                                       Number
```

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 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

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=3 Maxiter=100 Converge=0.02

Initial Seeds					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	1.738805366	-1.658323626	5.000000000	1.000000000	5.000000000
2	-2.006636242	-1.216258146	1.000000000	1.000000000	1.000000000
3	-2.509749643	3.036403941	1.000000000	5.000000000	4.000000000

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

Minimum Distance Between Initial Seeds =	8.549309

Iteration History				
		Relative Change in Cluster Seeds		
Iteration	Criterion	1	2	3
1	1.5678	0.3715	0.4610	0.4960
2	0.9621	0.0467	0.0736	0.1152
3	0.9137	0.0342	0.0337	0.0502
4	0.8998	0.0192	0.0181	0.0204
5	0.8965	0.00646	0.0117	0.00948

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.8958

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	10963	0.8821	5.1917		2	2.3785
2	5623	0.9802	6.2178		1	2.3785
3	8164	0.8863	5.9217		1	2.6740

689 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	0.99426	0.011598	0.011734
socialmedia	1.00000	0.96591	0.067153	0.071987
clothes_last_long_time	0.89256	0.77921	0.237912	0.312184
buy_clothes_dont_need	1.30910	0.69778	0.715908	2.519987
attractive_to_others	1.07783	0.99112	0.154490	0.182718
disc_clothes_good	1.15034	1.08398	0.112108	0.126263
dress_to_please_myself	0.97247	0.76571	0.380071	0.613089
OVER-ALL	1.07385	0.89573	0.304286	0.437372

Pseudo F Statistic =	5411.82

Approximate Expected Over-All R-Squared =	0.25612

Cubic Clustering Criterion =	53.736

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

Cluster Means					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.004600747	-0.276669106	4.694910540	1.321970054	3.728870922
2	-0.189520576	0.079060659	3.577757685	2.215954728	3.071206865
3	0.107966005	0.302996952	4.406735103	3.864758769	4.224564045

Cluster Means		
Cluster	disc_clothes_good	dress_to_please_myself
1	3.785660801	4.585914179
2	2.858286338	3.118569865
3	3.762085548	4.493584906

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

Cluster Standard Deviations					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	1.074871933	0.959324330	0.571346745	0.486799217	1.089802977
2	0.883090987	0.901871418	1.046838007	0.946006815	0.984562111
3	0.950022867	1.010379232	0.804979934	0.734822998	0.846872641

Cluster Standard Deviations		
Cluster	disc_clothes_good	dress_to_please_myself
1	1.111206909	0.620488046
2	1.010552497	1.072872069
3	1.095994989	0.684384791

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					
		Relative Change in Cluster Seeds			
Iteration	Criterion	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.

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

Initial Seeds					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	-0.637028839	2.815371200	5.000000000	1.000000000	5.000000000
2	1.738805366	-1.658323626	1.000000000	1.000000000	5.000000000
3	1.738805366	-1.658323626	5.000000000	1.000000000	1.000000000
4	-0.354212007	0.649844560	1.000000000	5.000000000	1.000000000
5	-2.052933665	-0.855261677	5.000000000	5.000000000	5.000000000

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	1.000000000	1.000000000
5	5.000000000	5.000000000

Minimum Distance Between Initial Seeds =	7.264261

Iteration History						
		Relative Change in Cluster Seeds				
Iteration	Criterion	1	2	3	4	5
1	1.6164	0.5489	0.5170	0.5184	0.5255	0.4426
2	0.8844	0.0389	0.0850	0.0826	0.0745	0.0515
3	0.8524	0.0353	0.0489	0.0507	0.0350	0.0516
4	0.8359	0.0360	0.0275	0.0287	0.0165	0.0286
5	0.8295	0.0306	0.0247	0.0210	0.0113	0.0134
6	0.8257	0.0286	0.0182	0.0145	0.00948	0.00774
7	0.8237	0.0249	0.0136	0.00696	0.00703	0.00250
8	0.8226	0.0253	0.0104	0.00437	0.00505	0.00112
9	0.8218	0.0231	0.00913	0.00456	0.00342	0.000622
10	0.8211	0.0210	0.00532	0.00593	0.00346	0.00102
11	0.8204	0.0215	0.00483	0.00677	0.00249	0.000449
12	0.8198	0.0260	0.00463	0.00726	0.00302	0.00267
13	0.8191	0.0199	0.00226	0.00583	0.00287	0.000920

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.8188

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 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	2384	0.9078	5.6415		4	2.5035
2	4936	0.8127	4.7529		3	2.2752
3	7065	0.8186	4.7649		2	2.2752
4	3887	0.8716	5.9220		1	2.5035
5	6478	0.8365	4.8544		4	2.6343

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	0.99304	0.014159	0.014362
socialmedia	1.00000	0.94937	0.098968	0.109839
clothes_last_long_time	0.89256	0.68280	0.414884	0.709061
buy_clothes_dont_need	1.30910	0.73228	0.687154	2.196464
attractive_to_others	1.07783	0.98535	0.164381	0.196718
disc_clothes_good	1.15034	0.80808	0.506610	1.026792
dress_to_please_myself	0.97247	0.65278	0.549481	1.219662
OVER-ALL	1.07385	0.81885	0.418654	0.720145

Pseudo F Statistic =	4455.00

Approximate Expected Over-All R-Squared =	0.36786

Cubic Clustering Criterion =	61.678

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	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.123213450	-0.141366966	4.506388416	1.638169257	3.414907368
2	0.036555095	-0.404731064	4.602186018	1.577532305	3.935430464
3	-0.087476409	-0.204107778	4.671029919	1.369016153	3.524438573
4	-0.194490851	0.367009213	3.019685039	2.930888948	3.093989939
5	0.130505654	0.348175911	4.531200756	3.965599618	4.339167455

Cluster Means		
Cluster	disc_clothes_good	dress_to_please_myself
1	3.592433362	2.330025884
2	2.230238394	4.560373444
3	4.441682324	4.676054304
4	2.978627968	3.573844122
5	3.964889882	4.551149881

Cluster Standard Deviations					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.926430761	0.939175493	0.694154844	0.834148558	1.050337426
2	1.045774746	0.898447052	0.625967375	0.771692473	0.915364188
3	1.088370571	0.967483663	0.587924012	0.548922817	1.186708353
4	0.815451550	0.837068796	0.879079751	0.888788702	0.922820608
5	0.955960005	1.021241604	0.682128298	0.730547840	0.790601910

Cluster Standard Deviations		
Cluster	disc_clothes_good	dress_to_please_myself
1	1.035213723	0.822254708
2	0.757519307	0.568494137
3	0.535555524	0.477485258
4	0.857683646	0.895668837
5	0.955203816	0.636225855

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

Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
			Initial Seeds		
1	-2.165598097	0.188079960	5.000000000	1.000000000	1.000000000
2	-2.052933665	-0.855261677	1.000000000	4.000000000	5.000000000
3	-0.637028839	2.815371200	5.000000000	1.000000000	5.000000000
4	1.235691965	2.594338460	5.000000000	5.000000000	5.000000000
5	-0.133915438	-1.437290886	1.000000000	1.000000000	1.000000000
6	1.738805366	-1.658323626	5.000000000	5.000000000	1.000000000

Cluster	disc_clothes_good	dress_to_please_myself
	Initial Seeds	
1	5.000000000	5.000000000
2	2.000000000	5.000000000
3	1.000000000	1.000000000
4	5.000000000	5.000000000
5	1.000000000	1.000000000
6	1.000000000	4.000000000

Minimum Distance Between Initial Seeds =	6.675023

Iteration	Criterion	1	2	3	4	5	6
		Relative Change in Cluster Seeds					
1	1.4692	0.4819	0.5081	0.5550	0.4383	0.3948	0.5200
2	0.8472	0.0470	0.0787	0.0716	0.0462	0.1115	0.0488
3	0.8253	0.0213	0.0555	0.0542	0.0276	0.0829	0.0457
4	0.8133	0.0164	0.0303	0.0449	0.0143	0.0683	0.0474
5	0.8053	0.00925	0.0144	0.0383	0.00703	0.0498	0.0461
6	0.7999	0.00899	0.0126	0.0286	0.00876	0.0450	0.0396
7	0.7962	0.00798	0.0124	0.0188	0.00629	0.0324	0.0220
8	0.7946	0.00352	0.0139	0.00851	0.00548	0.0252	0.0146
9	0.7937	0.00261	0.00880	0.00428	0.00681	0.0191	0.0157

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.7932

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	6948	0.8111	4.7627		3	2.1830
2	3410	0.8206	5.9745		6	2.4308
3	4462	0.7939	4.7569		1	2.1830
4	4822	0.7937	4.7167		6	2.1127
5	2109	0.9548	5.5762		2	2.5065
6	2999	0.7982	4.8219		4	2.1127

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	0.99375	0.012837	0.013004
socialmedia	1.00000	0.94948	0.098833	0.109673
clothes_last_long_time	0.89256	0.69282	0.397607	0.660047
buy_clothes_dont_need	1.30910	0.65204	0.751963	3.031650
attractive_to_others	1.07783	0.98556	0.164052	0.196247
disc_clothes_good	1.15034	0.68610	0.644335	1.811636
dress_to_please_myself	0.97247	0.67107	0.523905	1.100422
OVER-ALL	1.07385	0.79313	0.454616	0.833572

Pseudo F Statistic =	4125.18

Approximate Expected Over-All R-Squared =	0.40759

Cubic Clustering Criterion =	60.223

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	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	-0.036941704	-0.212744873	4.690042280	1.341071429	3.576780140
2	-0.235218336	0.467629690	2.962896469	2.902291918	3.084720121
3	-0.013306056	-0.380784318	4.581655993	1.342226311	3.881893382
4	0.098674463	0.357546393	4.560851064	3.928031122	4.284741434
5	0.045400975	-0.251880386	4.308321308	1.504385965	3.117589893
6	0.155587363	0.098122630	4.448018964	3.740361651	4.231997283

Cluster Means		
Cluster	disc_clothes_good	dress_to_please_myself
1	4.453932913	4.632952213
2	3.248493976	3.583358366
3	2.303284416	4.550968635
4	4.480942184	4.546543976
5	3.346510493	2.200973236
6	2.401846785	4.407218250

Cluster Standard Deviations					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	1.079177226	0.962832109	0.563421552	0.507169067	1.175759544
2	0.798187988	0.817010946	0.823080547	0.825378487	0.863273790
3	1.062517707	0.904887593	0.655101378	0.479332997	0.953443143
4	0.958870173	1.049880999	0.653309644	0.749842809	0.839760142
5	0.955883580	0.918258488	0.936215541	0.737304553	1.119835577
6	0.952442908	0.952135973	0.717632860	0.714886854	0.777824199

Cluster Standard Deviations		
Cluster	disc_clothes_good	dress_to_please_myself
1	0.514976681	0.539716045
2	0.780523783	0.834415613
3	0.747958341	0.580087877
4	0.503107468	0.663397022
5	1.098200221	0.863068407
6	0.704035100	0.720696136

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

Initial Seeds					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	1.235691965	2.594338460	5.000000000	4.000000000	5.000000000
2	-1.688619154	-1.251975942	5.000000000	5.000000000	3.000000000
3	1.738805366	-1.658323626	5.000000000	1.000000000	1.000000000
4	-2.006636242	-1.216258146	1.000000000	1.000000000	1.000000000
5	1.738805366	-1.658323626	1.000000000	1.000000000	5.000000000
6	-1.222643998	2.571731885	1.000000000	1.000000000	1.000000000
7	-0.637028839	2.815371200	5.000000000	1.000000000	5.000000000

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

Minimum Distance Between Initial Seeds =	6.659259

Iteration History								
		Relative Change in Cluster Seeds						
Iteration	Criterion	1	2	3	4	5	6	7
1	1.4666	0.4513	0.4788	0.5260	0.3872	0.5125	0.5371	0.5149
2	0.8674	0.0554	0.0813	0.0776	0.0931	0.0935	0.0947	0.0426
3	0.8290	0.0448	0.0739	0.0668	0.0587	0.0523	0.0623	0.0517
4	0.8057	0.0460	0.0364	0.0706	0.0358	0.0354	0.0350	0.0491
5	0.7892	0.0323	0.0189	0.0568	0.0295	0.0303	0.0214	0.0390
6	0.7801	0.0234	0.0113	0.0384	0.0256	0.0128	0.0172	0.0315
7	0.7761	0.0105	0.00906	0.0309	0.0267	0.00779	0.0235	0.0252
8	0.7736	0.00685	0.00930	0.0180	0.0163	0.00535	0.0178	0.0234
9	0.7726	0.00407	0.00442	0.0117	0.0122	0.00325	0.0133	0.0167

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.7721

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=7 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	5226	0.7914	5.3372		2	2.1695
2	4292	0.8194	5.4139		1	2.1695
3	4445	0.7017	4.5524		6	2.2502
4	974	1.0238	6.0059		2	2.6630
5	4067	0.7783	4.7073		3	2.3170
6	3614	0.7915	4.3320		3	2.2502
7	2132	0.8663	4.9317		3	2.5581

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	0.94826	0.101211	0.112608
socialmedia	1.00000	0.94687	0.103835	0.115866
clothes_last_long_time	0.89256	0.69285	0.397582	0.659976
buy_clothes_dont_need	1.30910	0.70037	0.713842	2.494577
attractive_to_others	1.07783	0.79847	0.451330	0.822588
disc_clothes_good	1.15034	0.76922	0.552968	1.236978
dress_to_please_myself	0.97247	0.66913	0.526678	1.112729
OVER-ALL	1.07385	0.77204	0.483268	0.935238

Pseudo F Statistic =	3856.77

Approximate Expected Over-All R-Squared =	0.44005

Cubic Clustering Criterion =	58.447

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

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

Cluster Means					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.067208921	0.405372707	4.619905956	3.962152572	4.375416585
2	0.044419075	0.319855208	3.491393539	3.453345900	3.544981061
3	0.345647608	-0.083624096	4.663463738	1.395003535	4.327541676
4	-0.339091731	-0.073817910	2.543546695	1.586096257	2.285407725
5	0.089053944	-0.406095484	4.630157539	1.532151899	4.115181932
6	-0.722758158	-0.392002423	4.595865194	1.378495244	2.390571429
7	0.072819211	-0.058871517	4.601614435	1.781250000	3.617562380

Cluster Means		
Cluster	disc_clothes_good	dress_to_please_myself
1	4.235411273	4.625074038
2	2.872813239	3.837505905
3	4.437615955	4.631164621
4	2.520900322	3.004287245
5	2.173323286	4.550866616
6	4.175548589	4.668650794
7	3.660944206	2.348948375

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

Cluster Standard Deviations					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.956934362	1.016521909	0.622684628	0.740173973	0.759524779
2	0.836139104	0.871804713	0.865471824	0.718720825	0.807473615
3	0.924402216	1.026555265	0.617434561	0.520665369	0.611091963
4	0.891192364	0.956964513	1.093546199	0.781764361	1.012320210
5	1.017841589	0.891067287	0.610481035	0.697536945	0.806930866
6	1.037921475	0.872054017	0.647133499	0.670269047	0.890566748
7	0.920637021	0.935398934	0.591609789	0.876025819	0.914542774

Cluster Standard Deviations		
Cluster	disc_clothes_good	dress_to_please_myself
1	0.762119068	0.584322496
2	0.812175835	0.814208234
3	0.506331678	0.505972949
4	1.100547291	1.258440538
5	0.752951801	0.577411811
6	0.779560380	0.528102449
7	0.956579100	0.813347431

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

Initial Seeds					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	1.738805366	-1.658323626	5.000000000	1.000000000	1.000000000
2	-0.180668211	-1.053559723	5.000000000	5.000000000	5.000000000
3	-2.509749643	3.036403941	1.000000000	5.000000000	4.000000000
4	1.738805366	-1.658323626	5.000000000	1.000000000	5.000000000
5	-1.460461572	-0.894682812	1.000000000	1.000000000	1.000000000
6	1.493466508	1.072865737	1.000000000	5.000000000	5.000000000
7	0.132508695	1.664764360	2.000000000	1.000000000	5.000000000
8	-0.988408065	1.044351388	5.000000000	4.000000000	1.000000000

Initial Seeds		
Cluster	disc_clothes_good	dress_to_please_myself
1	5.000000000	1.000000000
2	5.000000000	5.000000000
3	5.000000000	5.000000000
4	1.000000000	4.000000000
5	5.000000000	5.000000000
6	1.000000000	5.000000000
7	4.000000000	1.000000000
8	1.000000000	5.000000000

Minimum Distance Between Initial Seeds =	6.072991

Iteration History									
		Relative Change in Cluster Seeds							
Iteration	Criterion	1	2	3	4	5	6	7	8
1	1.3536	0.5264	0.4021	0.5293	0.4605	0.5059	0.4370	0.5237	0.4545
2	0.8268	0.0822	0.0440	0.1049	0.0577	0.1001	0.1414	0.0720	0.0500
3	0.7970	0.0446	0.0387	0.0674	0.0282	0.0658	0.0813	0.0413	0.0329
4	0.7851	0.0230	0.0309	0.0431	0.0196	0.0482	0.0448	0.0209	0.0329
5	0.7787	0.0303	0.0254	0.0330	0.0176	0.0478	0.0283	0.0104	0.0416
6	0.7723	0.0263	0.0137	0.0223	0.0236	0.0606	0.0203	0.00964	0.0552
7	0.7654	0.0162	0.00978	0.0183	0.0188	0.0372	0.0166	0.00672	0.0551
8	0.7611	0.0212	0.00522	0.0135	0.0195	0.0451	0.00844	0.00563	0.0387
9	0.7576	0.0164	0.00502	0.0118	0.0159	0.0307	0.00601	0.00711	0.0272
10	0.7560	0.00953	0.00383	0.00936	0.0122	0.0213	0.00478	0.00469	0.0188
11	0.7552	0.00771	0.00304	0.00647	0.00866	0.0194	0.00628	0.00338	0.0167

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

Convergence criterion is satisfied.

Criterion Based on Final Seeds =	0.7547

Cluster Summary

Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	3037	0.7714	4.6813		5	2.2791
2	3740	0.7503	4.5741		3	2.0349
3	2613	0.8252	6.2136		2	2.0349
4	3331	0.7090	4.8732		5	2.2852
5	3943	0.7049	4.5790		1	2.2791
6	2760	0.7842	4.8112		3	2.1199
7	3147	0.8889	5.8373		3	2.3457
8	2179	0.7893	5.4003		4	2.3068

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	0.85476	0.269772	0.369435
socialmedia	1.00000	0.94346	0.110359	0.124049
clothes_last_long_time	0.89256	0.73460	0.322820	0.476712
buy_clothes_dont_need	1.30910	0.69266	0.720122	2.572984
attractive_to_others	1.07783	0.76852	0.491743	0.967508
disc_clothes_good	1.15034	0.71644	0.612222	1.578794
dress_to_please_myself	0.97247	0.67722	0.515188	1.062654
OVER-ALL	1.07385	0.75471	0.506229	1.025229

Pseudo F Statistic =	3623.75

Approximate Expected Over-All R-Squared =	0.46360

Cubic Clustering Criterion =	61.151

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

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

Cluster Means					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.271523664	-0.406410656	4.627209070	1.325329726	2.321501014
2	0.154318358	0.386240998	4.782161712	3.997404096	4.481271283
3	0.069306338	0.434669443	3.289184953	3.487573964	3.502967946
4	0.808324548	-0.359178899	4.619119879	1.397623400	4.331206320
5	-0.687216037	0.008436008	4.703618168	1.389191998	4.343187661
6	0.159079495	0.125137085	4.470371734	3.755252488	4.280559647
7	-0.121527203	0.189748921	3.608429858	2.274083685	3.098568640
8	-0.983417728	-0.512332911	4.320392891	1.397058824	3.015676960

Cluster Means		
Cluster	disc_clothes_good	dress_to_please_myself
1	4.478915663	4.554695389
2	4.555618455	4.654296875
3	3.863261297	4.200630666
4	2.729638702	4.389499389
5	4.405601660	4.574754268
6	2.353509098	4.398818316
7	3.110391713	2.439588689
8	2.237103644	4.547664442

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

Cluster Standard Deviations					
Cluster	onlineshopper	socialmedia	clothes_last_long_time	buy_clothes_dont_need	attractive_to_others
1	0.963485075	0.918750659	0.670850162	0.608641204	0.889432290
2	0.948379478	1.079181118	0.440202712	0.759433201	0.689272223
3	0.818094890	0.900893145	0.911742617	0.816502682	0.903877400
4	0.587905224	0.936732828	0.644201507	0.506616226	0.590447028
5	0.932889704	0.967856508	0.564313239	0.538292129	0.595872594
6	0.924728620	0.938430901	0.711483992	0.719894200	0.735376415
7	0.777540884	0.879963414	1.024398076	0.920845069	0.879519605
8	0.809537432	0.821111305	0.892313894	0.596088247	0.917324454

Cluster Standard Deviations		
Cluster	disc_clothes_good	dress_to_please_myself
1	0.575609511	0.671162116
2	0.498673488	0.618505628
3	0.725331992	0.667189297
4	0.906040808	0.673828931
5	0.555047352	0.632229677
6	0.710633347	0.706525659
7	0.903604689	0.815047071
8	0.814816358	0.612122629