

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

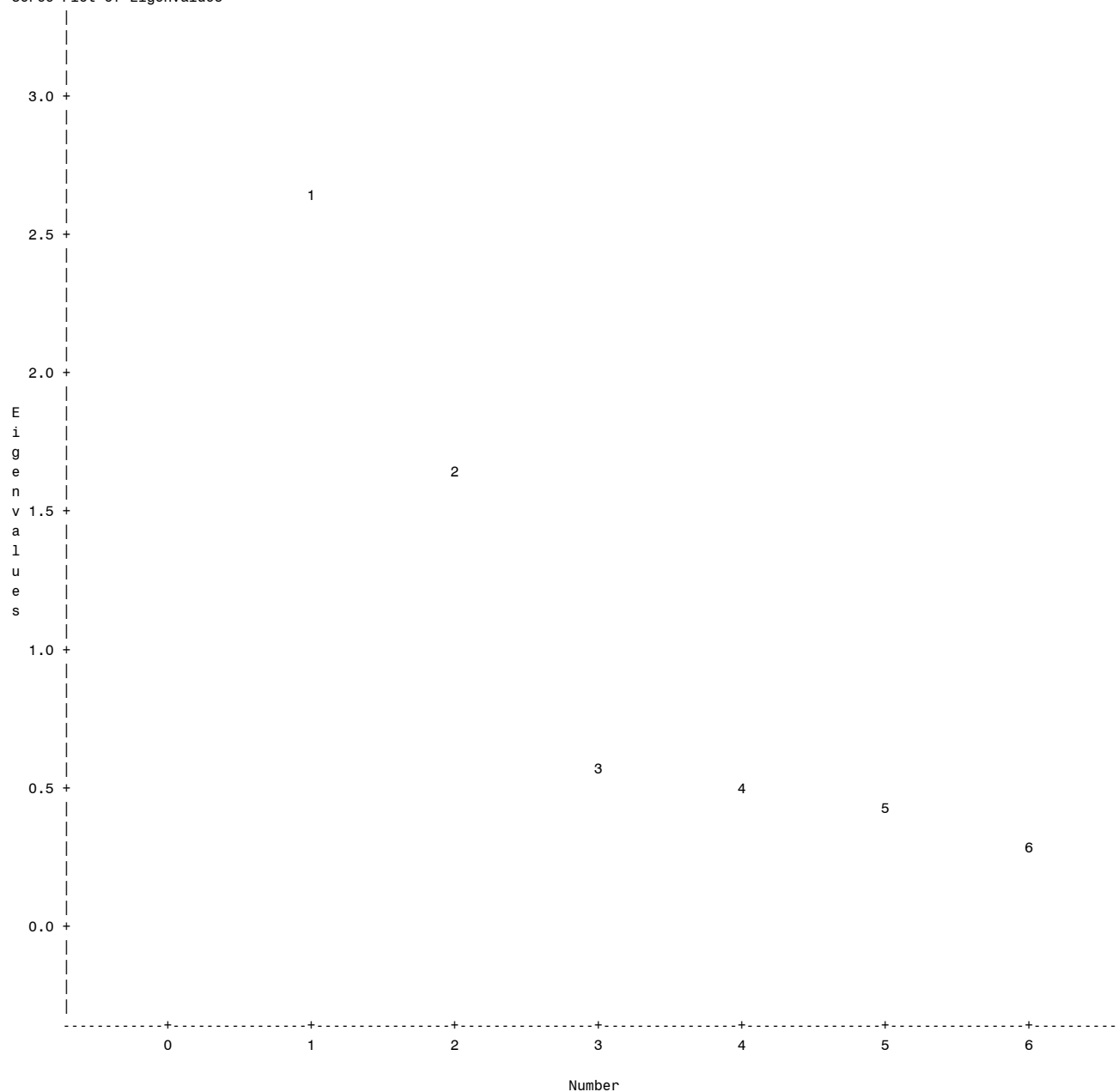
The FACTOR Procedure
Initial Factor Method: Principal Components

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 HPCLUS Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	4

Data Access Information			
Data	Engine	Role	Path
WORK.MYSCORES1	V9	Input	On Client
WORK.MYCLUSTER	V9	Output	On Client

Model Information	
Maximum Iteration	100
Stop Criterion	Cluster Change
Stop Criterion Value	0
Clusters	3
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	25439
Number of Observations Used	12666

The HPCLUS Procedure

ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
2	6	20	PCA

ABC Statistics					
Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
2	11.3361	12.5551	1.2190	0.0106	1.2084
3	11.1520	12.3976	1.2457	0.00681	1.2388
4	11.0706	12.2516	1.1810	0.00728	1.1737
5	11.0019	12.2411	1.2391	0.00538	1.2338
6	10.9519	12.1560	1.2041	0.00493	1.1992

Estimated Number of Clusters	
Criterion	Number of Clusters
FIRSTPEAK	3

Cluster Summary								
Cluster	Frequency	Distance from Cluster Centroid to Observation			SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
		Maximum	Minimum	Average				
1	4070	5.4206	0.5952	2.1990	21527.3	2.2998	3	2.5883
2	4929	5.4890	0.8376	2.1807	25670.7	2.2821	3	2.2096
3	3667	6.5297	0.6065	2.3670	22504.7	2.4773	2	2.2096

The HPCLUS Procedure

Iteration Statistics	
Iteration Number	SSE
0	108600
1	78849
2	74827
3	72123
4	70661
5	70075
6	69843
7	69766
8	69741
9	69730
10	69726
11	69724
12	69722
13	69719
14	69717
15	69713
16	69709
17	69707
18	69705
19	69704
20	69703
21	69703
22	69703
23	69703
24	69703
25	69703
26	69703
27	69703

The HPCLUS Procedure

Descriptive Statistics		
Variable	Mean	Standard Deviation
onlineshopper	0.008428	0.995278
socialmedia	0.000705	0.999703
clothes_last_long_time	4.354571	0.857867
buy_clothes_dont_need	2.415522	1.299036
attractive_to_others	3.785094	1.031866
disc_clothes_good	3.606664	1.125956
dress_to_please_myself	4.235354	0.916464

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
onlineshopper	1	0.1151	2.3584
	2	-0.0325	2.2883
	3	-0.0550	2.0337
socialmedia	1	0.3480	2.5224
	2	-0.2043	2.1379
	3	-0.1092	1.8426
clothes_last_long_time	1	4.3300	10.0798
	2	4.6427	8.8504
	3	3.9945	7.4827
buy_clothes_dont_need	1	3.9147	6.8680
	2	1.3889	3.7889
	3	2.1314	3.5703
attractive_to_others	1	4.1867	9.0796
	2	3.5841	7.3494
	3	3.6095	6.4796
disc_clothes_good	1	3.9349	9.4430
	2	4.2504	7.5734
	3	2.3771	4.7101
dress_to_please_myself	1	4.4258	9.8513
	2	4.4123	8.5559
	3	3.7862	7.2730