

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X6 - Product Quality	100	5.0	10.0	7.810	1.3963
X7 - E-Commerce Activities	100	2.2	5.7	3.672	.7005
X8 - Technical Support	100	1.3	8.5	5.365	1.5305
X9 - Complaint Resolution	100	2.6	7.8	5.442	1.2084
X10 - Advertising	100	1.9	6.5	4.010	1.1269
X12 - Salesforce Image	100	2.9	8.2	5.123	1.0723
X13 - Competitive Pricing	100	3.7	9.9	6.974	1.5451
X14 - Warranty & Claims	100	4.1	8.1	6.043	.8197
X16 - Order & Billing	100	2.0	6.7	4.278	.9288
X18 - Delivery Speed	100	1.6	5.5	3.886	.7344
Valid N (listwise)	100				

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
100	100.0	0	.0	100	100.0

a. Squared Euclidean Distance used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	23	29	.719	0	0	7
2	72	76	1.023	0	0	30
3	36	39	1.256	0	0	49
4	41	64	1.414	0	0	9
5	16	19	1.484	0	0	35
6	65	67	1.526	0	0	15
7	23	31	1.574	1	0	25
8	3	17	1.746	0	0	17
9	41	42	1.901	4	0	18
10	89	92	2.179	0	0	36
11	27	35	2.286	0	0	16
12	4	21	2.384	0	0	45
13	90	96	2.526	0	0	36
14	45	59	2.702	0	0	64
15	52	65	2.763	0	6	41
16	27	38	2.773	11	0	54
17	3	15	2.909	8	0	61
18	41	44	2.922	9	0	41
19	61	66	2.928	0	0	53
20	73	74	2.935	0	0	43
21	9	13	2.941	0	0	32
22	54	58	3.030	0	0	40
23	69	71	3.037	0	0	87
24	98	99	3.045	0	0	95
25	23	25	3.173	7	0	58
26	18	20	3.211	0	0	42
27	83	85	3.222	0	0	47
28	24	33	3.242	0	0	49
29	28	34	3.405	0	0	46
30	72	75	3.427	2	0	52
31	56	62	3.506	0	0	53
32	9	10	3.513	21	0	66
33	6	7	3.524	0	0	63

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
34	80	81	3.583	0	0	69
35	2	16	3.642	0	5	45
36	89	90	3.730	10	13	85
37	51	63	3.737	0	0	60
38	26	30	3.861	0	0	72
39	5	22	4.074	0	0	63
40	54	55	4.125	22	0	65
41	41	52	4.152	18	15	57
42	14	18	4.195	0	26	55
43	73	77	4.294	20	0	52
44	47	48	4.387	0	0	64
45	2	4	4.471	35	12	61
46	28	37	4.600	29	0	54
47	82	83	4.605	0	27	59
48	94	95	4.653	0	0	73
49	24	36	4.844	28	3	88
50	40	46	4.922	0	0	65
51	1	11	4.946	0	0	55
52	72	73	5.045	30	43	69
53	56	61	5.367	31	19	62
54	27	28	5.454	16	46	72
55	1	14	5.479	51	42	56
56	1	12	5.757	55	0	75
57	41	49	5.771	41	0	70
58	23	32	5.781	25	0	82
59	82	87	5.808	47	0	67
60	43	51	5.951	0	37	71
61	2	3	6.066	45	17	66
62	56	60	6.121	53	0	79
63	5	6	6.219	39	33	78
64	45	47	6.268	14	44	83
65	40	54	6.768	50	40	74
66	2	9	7.487	61	32	75
67	82	86	7.522	59	0	84
68	93	97	7.687	0	0	85
69	72	80	7.977	52	34	81
70	41	68	8.018	57	0	76
71	43	57	8.038	60	0	80
72	26	27	8.227	38	54	82
73	91	94	8.296	0	48	90
74	40	50	8.782	65	0	80
75	1	2	8.985	56	66	78
76	41	53	10.140	70	0	79
77	78	79	10.289	0	0	81
78	1	5	10.592	75	63	86
79	41	56	10.690	76	62	83
80	40	43	11.010	74	71	89
81	72	78	11.044	69	77	92

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
82	23	26	11.303	58	72	88
83	41	45	11.360	79	64	89
84	82	84	11.585	67	0	92
85	89	93	12.099	36	68	90
86	1	8	12.439	78	0	91
87	69	70	12.547	23	0	96
88	23	24	13.389	82	49	93
89	40	41	13.759	80	83	91
90	89	91	14.877	85	73	94
91	1	40	15.068	86	89	94
92	72	82	16.451	81	84	95
93	23	88	17.273	88	0	97
94	1	89	18.210	91	90	97
95	72	98	18.911	92	24	98
96	69	100	19.529	87	0	99
97	1	23	19.849	94	93	98
98	1	72	24.823	97	95	99
99	1	69	36.208	98	96	0

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Cluster Membership

Case	10 Clusters	9 Clusters	8 Clusters	7 Clusters	6 Clusters	5 Clusters	4 Clusters
1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1
4	1	1	1	1	1	1	1
5	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1
8	1	1	1	1	1	1	1
9	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1
11	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1
18	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1
20	1	1	1	1	1	1	1
21	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1
23	2	2	2	2	2	2	2
24	2	2	2	2	2	2	2
25	2	2	2	2	2	2	2
26	2	2	2	2	2	2	2
27	2	2	2	2	2	2	2
28	2	2	2	2	2	2	2
29	2	2	2	2	2	2	2
30	2	2	2	2	2	2	2
31	2	2	2	2	2	2	2
32	2	2	2	2	2	2	2
33	2	2	2	2	2	2	2
34	2	2	2	2	2	2	2
35	2	2	2	2	2	2	2
36	2	2	2	2	2	2	2
37	2	2	2	2	2	2	2
38	2	2	2	2	2	2	2
39	2	2	2	2	2	2	2
40	3	1	1	1	1	1	1
41	3	1	1	1	1	1	1
42	3	1	1	1	1	1	1
43	3	1	1	1	1	1	1
44	3	1	1	1	1	1	1
45	3	1	1	1	1	1	1
46	3	1	1	1	1	1	1
47	3	1	1	1	1	1	1
48	3	1	1	1	1	1	1
49	3	1	1	1	1	1	1
50	3	1	1	1	1	1	1

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Cluster Membership

Case	10 Clusters	9 Clusters	8 Clusters	7 Clusters	6 Clusters	5 Clusters	4 Clusters
51	3	1	1	1	1	1	1
52	3	1	1	1	1	1	1
53	3	1	1	1	1	1	1
54	3	1	1	1	1	1	1
55	3	1	1	1	1	1	1
56	3	1	1	1	1	1	1
57	3	1	1	1	1	1	1
58	3	1	1	1	1	1	1
59	3	1	1	1	1	1	1
60	3	1	1	1	1	1	1
61	3	1	1	1	1	1	1
62	3	1	1	1	1	1	1
63	3	1	1	1	1	1	1
64	3	1	1	1	1	1	1
65	3	1	1	1	1	1	1
66	3	1	1	1	1	1	1
67	3	1	1	1	1	1	1
68	3	1	1	1	1	1	1
69	4	3	3	3	3	3	3
70	4	3	3	3	3	3	3
71	4	3	3	3	3	3	3
72	5	4	4	4	4	4	4
73	5	4	4	4	4	4	4
74	5	4	4	4	4	4	4
75	5	4	4	4	4	4	4
76	5	4	4	4	4	4	4
77	5	4	4	4	4	4	4
78	5	4	4	4	4	4	4
79	5	4	4	4	4	4	4
80	5	4	4	4	4	4	4
81	5	4	4	4	4	4	4
82	6	5	4	4	4	4	4
83	6	5	4	4	4	4	4
84	6	5	4	4	4	4	4
85	6	5	4	4	4	4	4
86	6	5	4	4	4	4	4
87	6	5	4	4	4	4	4
88	7	6	5	2	2	2	2
89	8	7	6	5	1	1	1
90	8	7	6	5	1	1	1
91	8	7	6	5	1	1	1
92	8	7	6	5	1	1	1
93	8	7	6	5	1	1	1
94	8	7	6	5	1	1	1
95	8	7	6	5	1	1	1
96	8	7	6	5	1	1	1
97	8	7	6	5	1	1	1
98	9	8	7	6	5	4	4
99	9	8	7	6	5	4	4
100	10	9	8	7	6	5	3

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Cluster Membership

Case	3 Clusters	2 Clusters
1	1	1
2	1	1
3	1	1
4	1	1
5	1	1
6	1	1
7	1	1
8	1	1
9	1	1
10	1	1
11	1	1
12	1	1
13	1	1
14	1	1
15	1	1
16	1	1
17	1	1
18	1	1
19	1	1
20	1	1
21	1	1
22	1	1
23	1	1
24	1	1
25	1	1
26	1	1
27	1	1
28	1	1
29	1	1
30	1	1
31	1	1
32	1	1
33	1	1
34	1	1
35	1	1
36	1	1
37	1	1
38	1	1
39	1	1
40	1	1
41	1	1
42	1	1
43	1	1
44	1	1
45	1	1
46	1	1
47	1	1
48	1	1
49	1	1
50	1	1

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

Cluster Membership

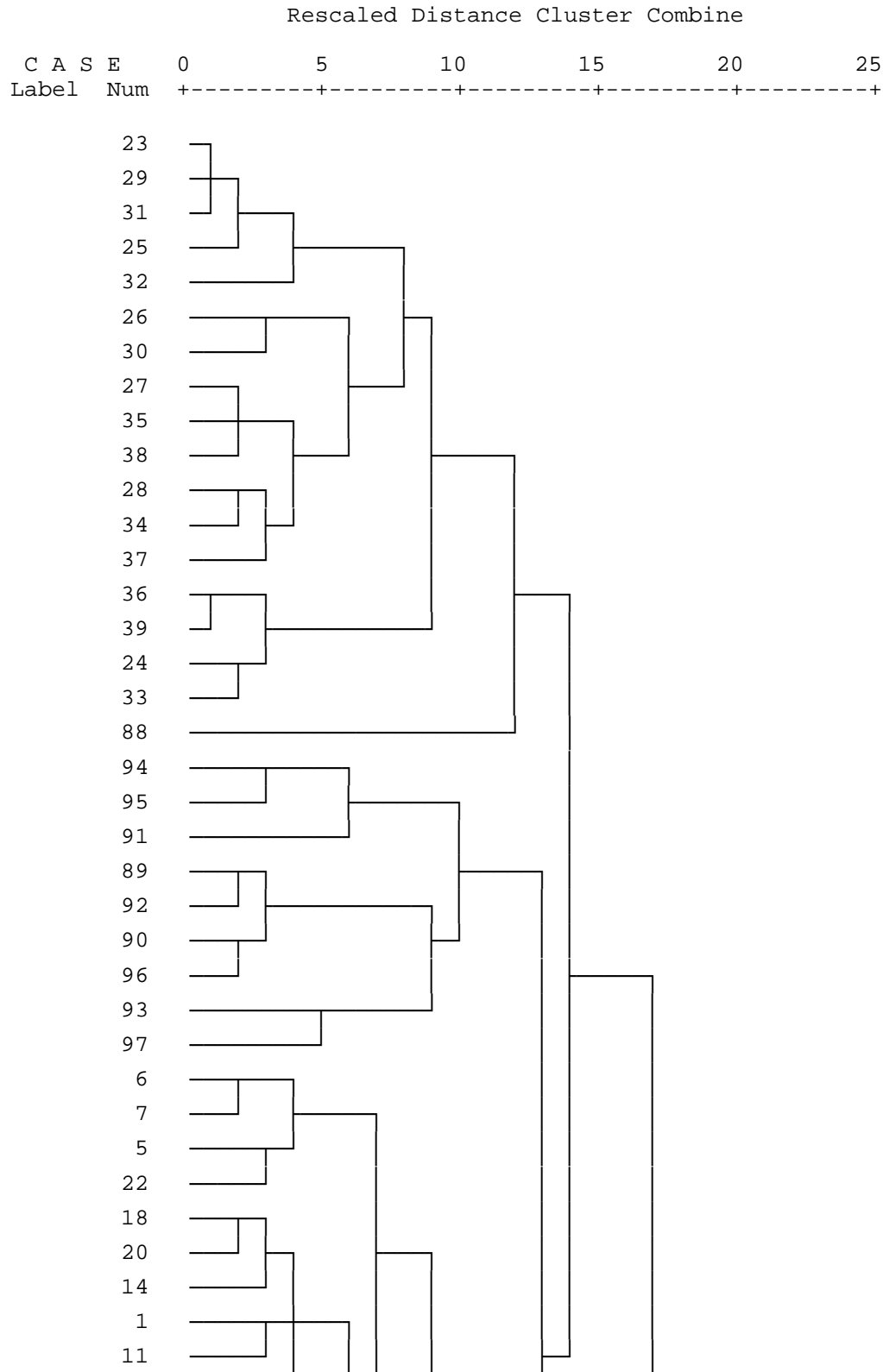
Case	3 Clusters	2 Clusters
51	1	1
52	1	1
53	1	1
54	1	1
55	1	1
56	1	1
57	1	1
58	1	1
59	1	1
60	1	1
61	1	1
62	1	1
63	1	1
64	1	1
65	1	1
66	1	1
67	1	1
68	1	1
69	2	2
70	2	2
71	2	2
72	3	1
73	3	1
74	3	1
75	3	1
76	3	1
77	3	1
78	3	1
79	3	1
80	3	1
81	3	1
82	3	1
83	3	1
84	3	1
85	3	1
86	3	1
87	3	1
88	1	1
89	1	1
90	1	1
91	1	1
92	1	1
93	1	1
94	1	1
95	1	1
96	1	1
97	1	1
98	3	1
99	3	1
100	2	2

INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

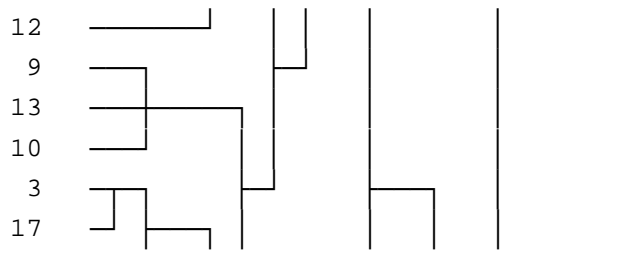
INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *

Dendrogram using Average Linkage (Between Groups)

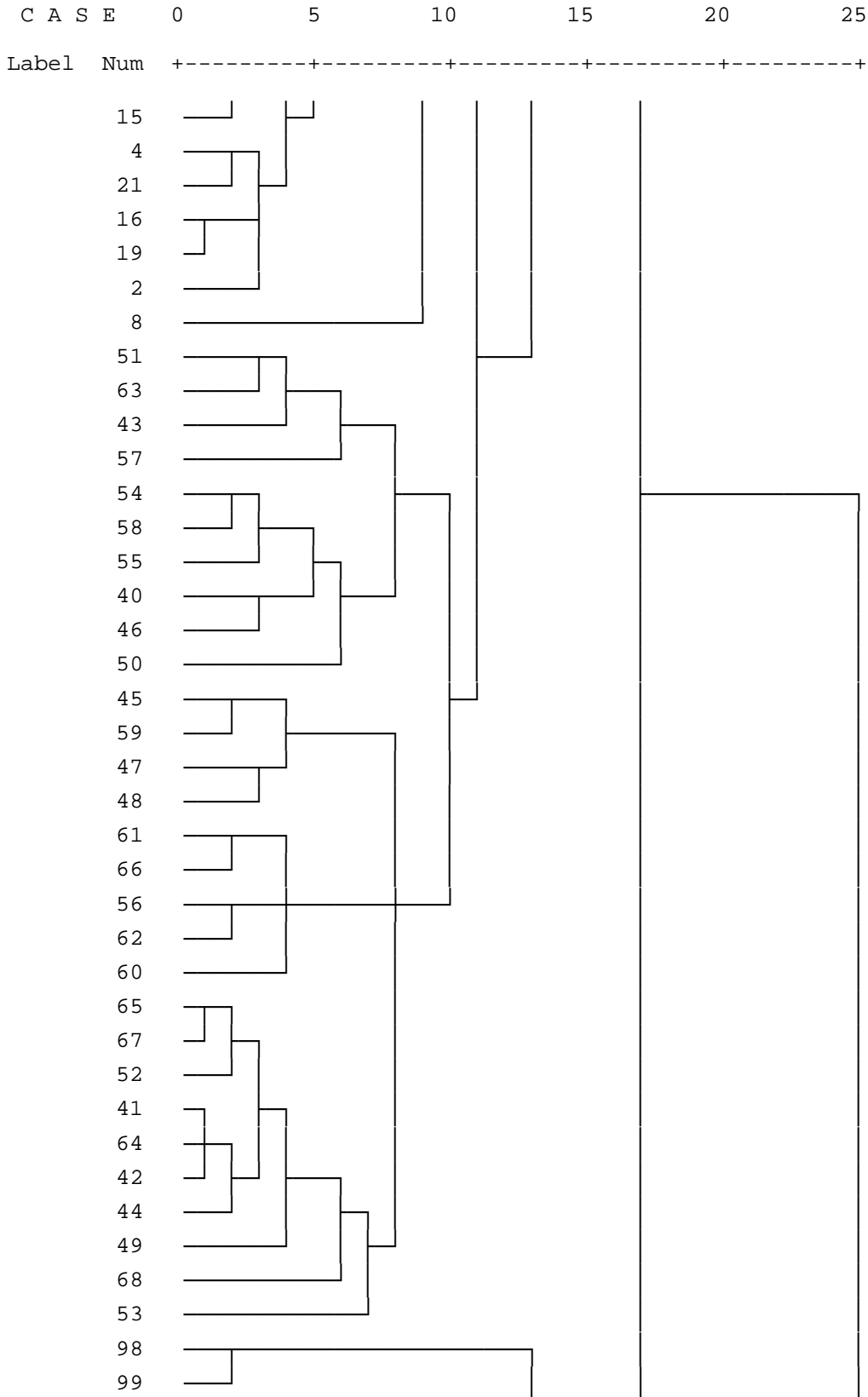


INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

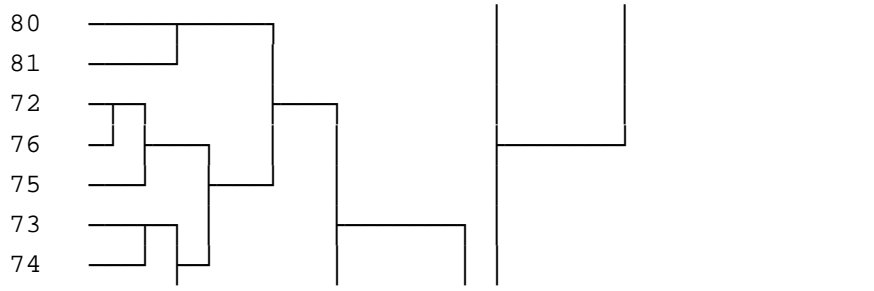


INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *

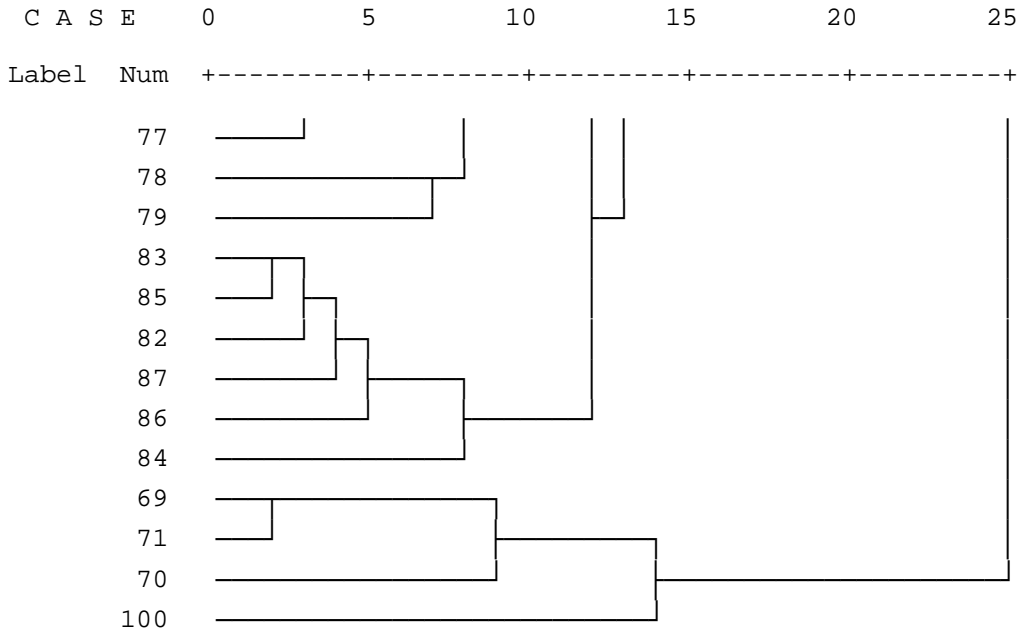


INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA



INITIAL HIERARCHICAL ANALYSIS -- RESORTED DATA

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *



HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Cluster

Case Processing Summary^{a,b}

Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
93	100.0	0	.0	93	100.0

a. Squared Euclidean Distance used

b. Average Linkage (Between Groups)

Average Linkage (Between Groups)

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	23	29	.719	0	0	7
2	72	76	1.023	0	0	28
3	36	39	1.256	0	0	47
4	41	64	1.414	0	0	9
5	16	19	1.484	0	0	33
6	65	67	1.526	0	0	15
7	23	31	1.574	1	0	23
8	3	17	1.746	0	0	17
9	41	42	1.901	4	0	18
10	89	92	2.179	0	0	34
11	27	35	2.286	0	0	16
12	4	21	2.384	0	0	43
13	90	96	2.526	0	0	34
14	45	59	2.702	0	0	62
15	52	65	2.763	0	6	39
16	27	38	2.773	11	0	52
17	3	15	2.909	8	0	59
18	41	44	2.922	9	0	39
19	61	66	2.928	0	0	51
20	73	74	2.935	0	0	41
21	9	13	2.941	0	0	30
22	54	58	3.030	0	0	38
23	23	25	3.173	7	0	56
24	18	20	3.211	0	0	40
25	83	85	3.222	0	0	45
26	24	33	3.242	0	0	47
27	28	34	3.405	0	0	44
28	72	75	3.427	2	0	50
29	56	62	3.506	0	0	51
30	9	10	3.513	21	0	64
31	6	7	3.524	0	0	61
32	80	81	3.583	0	0	67
33	2	16	3.642	0	5	43

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
34	89	90	3.730	10	13	83
35	51	63	3.737	0	0	58
36	26	30	3.861	0	0	70
37	5	22	4.074	0	0	61
38	54	55	4.125	22	0	63
39	41	52	4.152	18	15	55
40	14	18	4.195	0	24	53
41	73	77	4.294	20	0	50
42	47	48	4.387	0	0	62
43	2	4	4.471	33	12	59
44	28	37	4.600	27	0	52
45	82	83	4.605	0	25	57
46	94	95	4.653	0	0	71
47	24	36	4.844	26	3	85
48	40	46	4.922	0	0	63
49	1	11	4.946	0	0	53
50	72	73	5.045	28	41	67
51	56	61	5.367	29	19	60
52	27	28	5.454	16	44	70
53	1	14	5.479	49	40	54
54	1	12	5.757	53	0	73
55	41	49	5.771	39	0	68
56	23	32	5.781	23	0	80
57	82	87	5.808	45	0	65
58	43	51	5.951	0	35	69
59	2	3	6.066	43	17	64
60	56	60	6.121	51	0	77
61	5	6	6.219	37	31	76
62	45	47	6.268	14	42	81
63	40	54	6.768	48	38	72
64	2	9	7.487	59	30	73
65	82	86	7.522	57	0	82
66	93	97	7.687	0	0	83
67	72	80	7.977	50	32	79
68	41	68	8.018	55	0	74
69	43	57	8.038	58	0	78
70	26	27	8.227	36	52	80
71	91	94	8.296	0	46	87
72	40	50	8.782	63	0	78
73	1	2	8.985	54	64	76
74	41	53	10.140	68	0	77
75	78	79	10.289	0	0	79
76	1	5	10.592	73	61	84
77	41	56	10.690	74	60	81
78	40	43	11.010	72	69	86
79	72	78	11.044	67	75	89
80	23	26	11.303	56	70	85
81	41	45	11.360	77	62	86

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
82	82	84	11.585	65	0	89
83	89	93	12.099	34	66	87
84	1	8	12.439	76	0	88
85	23	24	13.389	80	47	91
86	40	41	13.759	78	81	88
87	89	91	14.877	83	71	90
88	1	40	15.068	84	86	90
89	72	82	16.451	79	82	92
90	1	89	18.210	88	87	91
91	1	23	19.209	90	85	92
92	1	72	23.098	91	89	0

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Cluster Membership

Case	10 Clusters	9 Clusters	8 Clusters	7 Clusters	6 Clusters	5 Clusters	4 Clusters
1	1	1	1	1	1	1	1
2	1	1	1	1	1	1	1
3	1	1	1	1	1	1	1
4	1	1	1	1	1	1	1
5	1	1	1	1	1	1	1
6	1	1	1	1	1	1	1
7	1	1	1	1	1	1	1
8	2	1	1	1	1	1	1
9	1	1	1	1	1	1	1
10	1	1	1	1	1	1	1
11	1	1	1	1	1	1	1
12	1	1	1	1	1	1	1
13	1	1	1	1	1	1	1
14	1	1	1	1	1	1	1
15	1	1	1	1	1	1	1
16	1	1	1	1	1	1	1
17	1	1	1	1	1	1	1
18	1	1	1	1	1	1	1
19	1	1	1	1	1	1	1
20	1	1	1	1	1	1	1
21	1	1	1	1	1	1	1
22	1	1	1	1	1	1	1
23	3	2	2	2	2	2	2
24	4	3	2	2	2	2	2
25	3	2	2	2	2	2	2
26	3	2	2	2	2	2	2
27	3	2	2	2	2	2	2
28	3	2	2	2	2	2	2
29	3	2	2	2	2	2	2
30	3	2	2	2	2	2	2
31	3	2	2	2	2	2	2
32	3	2	2	2	2	2	2
33	4	3	2	2	2	2	2
34	3	2	2	2	2	2	2
35	3	2	2	2	2	2	2
36	4	3	2	2	2	2	2
37	3	2	2	2	2	2	2
38	3	2	2	2	2	2	2
39	4	3	2	2	2	2	2
40	5	4	3	3	3	1	1
41	6	5	4	3	3	1	1
42	6	5	4	3	3	1	1
43	5	4	3	3	3	1	1
44	6	5	4	3	3	1	1
45	6	5	4	3	3	1	1
46	5	4	3	3	3	1	1
47	6	5	4	3	3	1	1
48	6	5	4	3	3	1	1
49	6	5	4	3	3	1	1
50	5	4	3	3	3	1	1

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Cluster Membership

Case	10 Clusters	9 Clusters	8 Clusters	7 Clusters	6 Clusters	5 Clusters	4 Clusters
51	5	4	3	3	3	1	1
52	6	5	4	3	3	1	1
53	6	5	4	3	3	1	1
54	5	4	3	3	3	1	1
55	5	4	3	3	3	1	1
56	6	5	4	3	3	1	1
57	5	4	3	3	3	1	1
58	5	4	3	3	3	1	1
59	6	5	4	3	3	1	1
60	6	5	4	3	3	1	1
61	6	5	4	3	3	1	1
62	6	5	4	3	3	1	1
63	5	4	3	3	3	1	1
64	6	5	4	3	3	1	1
65	6	5	4	3	3	1	1
66	6	5	4	3	3	1	1
67	6	5	4	3	3	1	1
68	6	5	4	3	3	1	1
72	7	6	5	4	4	3	3
73	7	6	5	4	4	3	3
74	7	6	5	4	4	3	3
75	7	6	5	4	4	3	3
76	7	6	5	4	4	3	3
77	7	6	5	4	4	3	3
78	7	6	5	4	4	3	3
79	7	6	5	4	4	3	3
80	7	6	5	4	4	3	3
81	7	6	5	4	4	3	3
82	8	7	6	5	5	4	3
83	8	7	6	5	5	4	3
84	8	7	6	5	5	4	3
85	8	7	6	5	5	4	3
86	8	7	6	5	5	4	3
87	8	7	6	5	5	4	3
89	9	8	7	6	6	5	4
90	9	8	7	6	6	5	4
91	10	9	8	7	6	5	4
92	9	8	7	6	6	5	4
93	9	8	7	6	6	5	4
94	10	9	8	7	6	5	4
95	10	9	8	7	6	5	4
96	9	8	7	6	6	5	4
97	9	8	7	6	6	5	4

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Cluster Membership

Case	3 Clusters	2 Clusters
1	1	1
2	1	1
3	1	1
4	1	1
5	1	1
6	1	1
7	1	1
8	1	1
9	1	1
10	1	1
11	1	1
12	1	1
13	1	1
14	1	1
15	1	1
16	1	1
17	1	1
18	1	1
19	1	1
20	1	1
21	1	1
22	1	1
23	2	1
24	2	1
25	2	1
26	2	1
27	2	1
28	2	1
29	2	1
30	2	1
31	2	1
32	2	1
33	2	1
34	2	1
35	2	1
36	2	1
37	2	1
38	2	1
39	2	1
40	1	1
41	1	1
42	1	1
43	1	1
44	1	1
45	1	1
46	1	1
47	1	1
48	1	1
49	1	1
50	1	1

HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

Cluster Membership

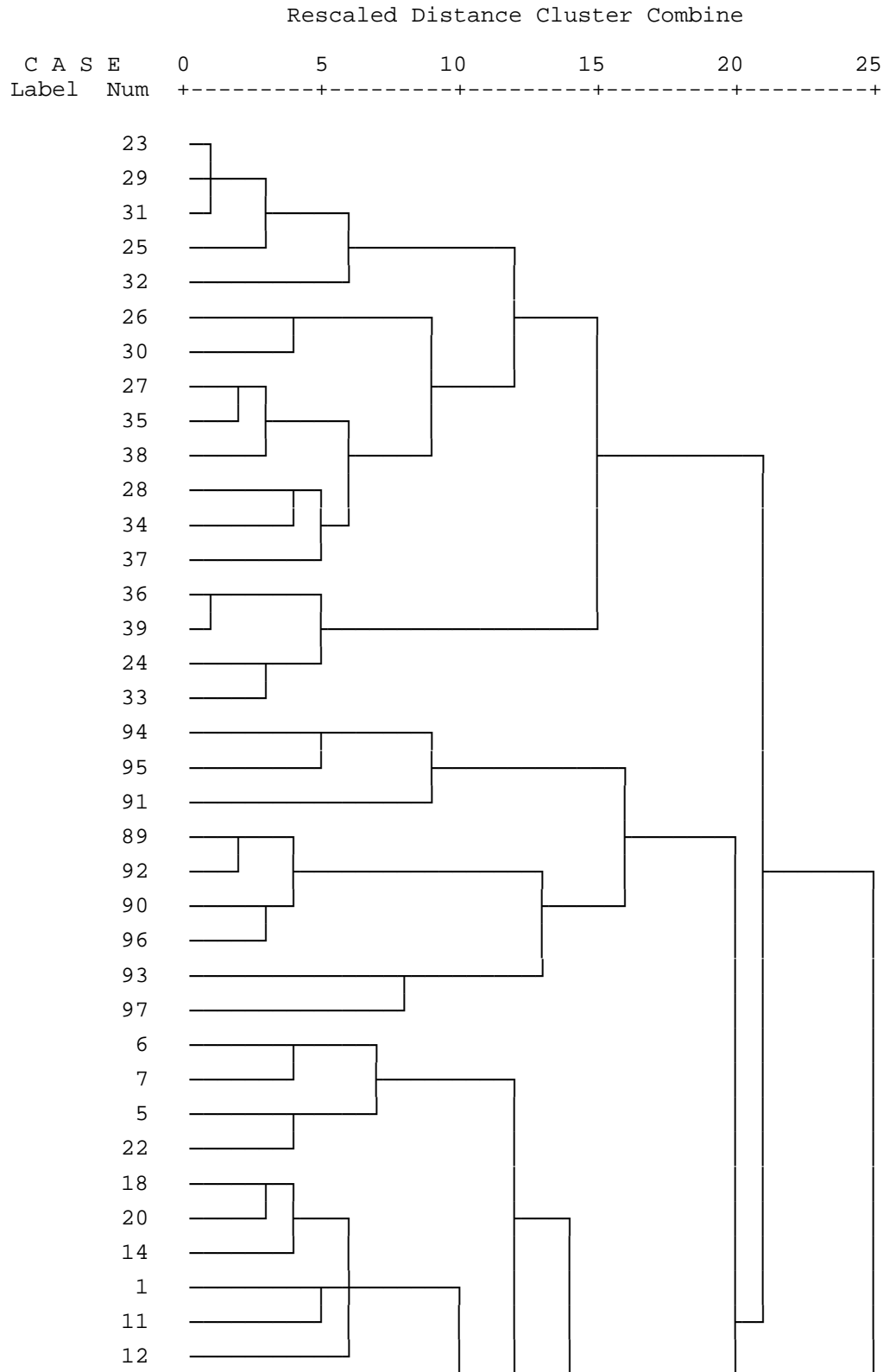
Case	3 Clusters	2 Clusters
51	1	1
52	1	1
53	1	1
54	1	1
55	1	1
56	1	1
57	1	1
58	1	1
59	1	1
60	1	1
61	1	1
62	1	1
63	1	1
64	1	1
65	1	1
66	1	1
67	1	1
68	1	1
72	3	2
73	3	2
74	3	2
75	3	2
76	3	2
77	3	2
78	3	2
79	3	2
80	3	2
81	3	2
82	3	2
83	3	2
84	3	2
85	3	2
86	3	2
87	3	2
89	1	1
90	1	1
91	1	1
92	1	1
93	1	1
94	1	1
95	1	1
96	1	1
97	1	1

Dendrogram

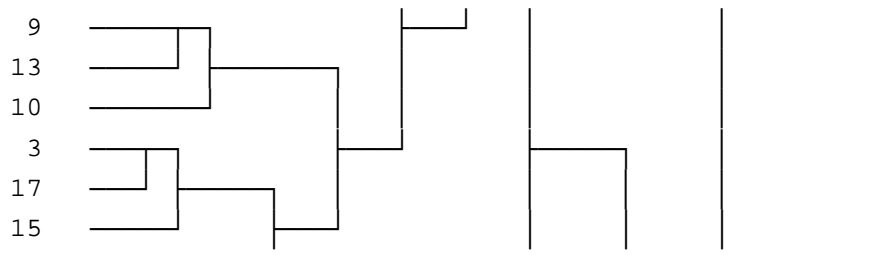
HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *

Dendrogram using Average Linkage (Between Groups)

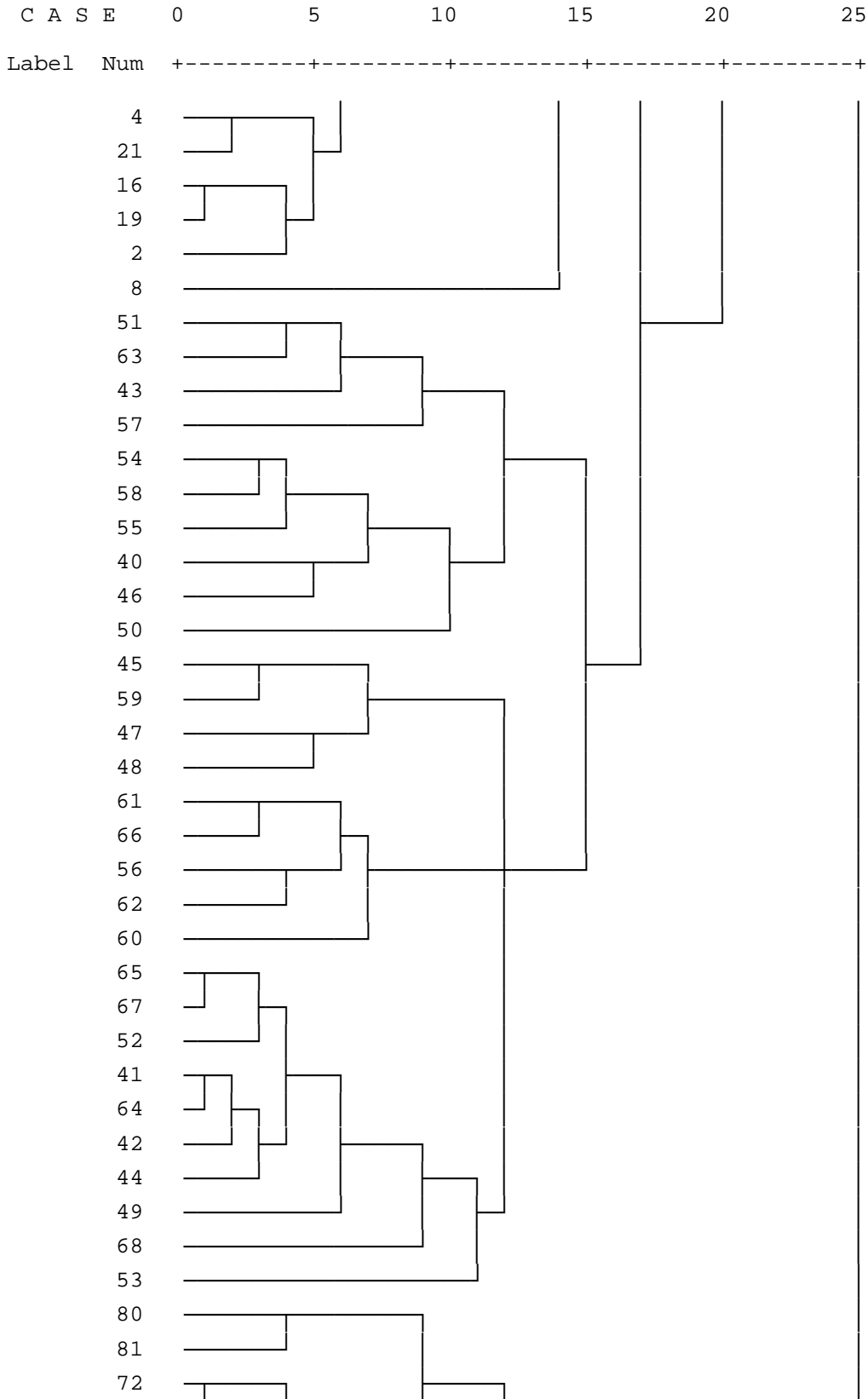


HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

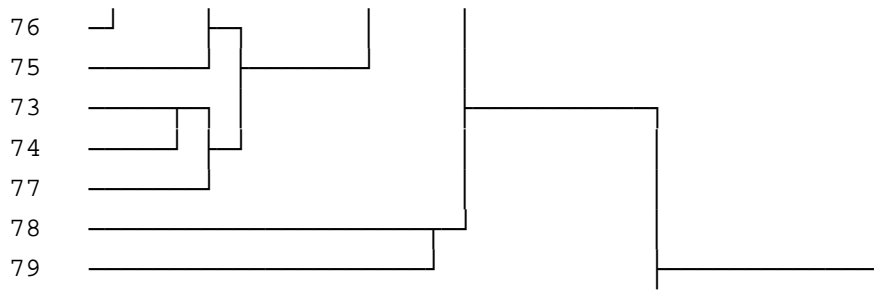


HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *

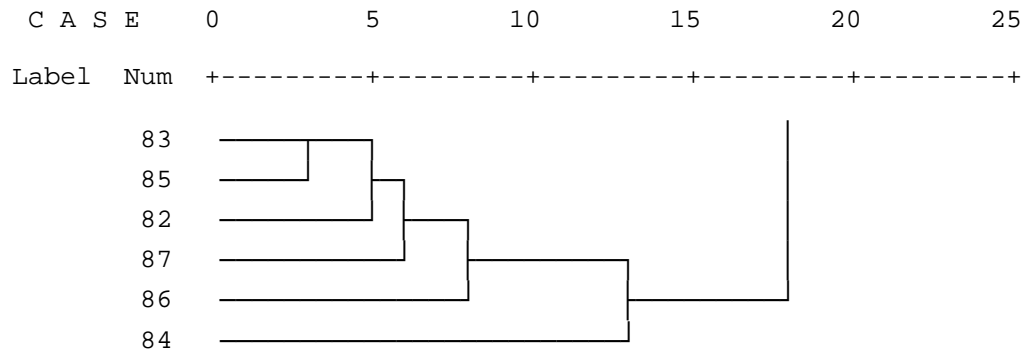


HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES



HIERARCHICAL CLUSTER OMITTING SEVEN OUTLIER CASES

* * * * * H I E R A R C H I C A L C L U S T E R A N A L Y S I S * * * * *



PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Zscore: X6 - Product Quality * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X7 - E-Commerce Activities * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X8 - Technical Support * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X9 - Complaint Resolution * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X10 - Advertising * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X12 - Salesforce Image * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X13 - Competitive Pricing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X14 - Warranty & Claims * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X16 - Order & Billing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X18 - Delivery Speed * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Report

Average Linkage (Between Groups)		Zscore: X6 - Product Quality	Zscore: X7 - E-Commerce Activities	Zscore: X8 - Technical Support	Zscore: X9 - Complaint Resolution	Zscore: X10 - Advertising
1	Mean	-.0559930	-.0833152	-.9156506	-.2378797	.3743031
	N	22	22	22	22	22
	Std. Deviation	.82087307	.58493499	.68367131	.57884166	.74864525
2	Mean	.6205568	-.8165405	.4341264	.8950070	-.3846951
	N	17	17	17	17	17
	Std. Deviation	.53326602	.71554133	.90736867	.62787301	.99186128
3	Mean	-.0565542	.0891953	.5748791	-.3800398	-.2842601
	N	29	29	29	29	29
	Std. Deviation	1.02544518	.58145982	.65772262	.71669275	.81201080
4	Mean	-1.2103595	.6395282	-.3038309	1.0989709	.7010116
	N	10	10	10	10	10
	Std. Deviation	.39343349	.71787126	.74115997	.47626411	.90492963
5	Mean	.9000109	1.9671202	-.0751410	.6272741	1.3221612
	N	6	6	6	6	6
	Std. Deviation	.46781274	.74313264	.77283679	.50743690	.41997375
6	Mean	.6374083	-.8799857	.2116289	-1.0461923	-.3440971
	N	9	9	9	9	9
	Std. Deviation	.79831794	.82657844	1.03540890	.48743655	.94512610
Total	Mean	.0721580	-.0306379	.0249767	.0462176	.0569626
	N	93	93	93	93	93
	Std. Deviation	.96188117	.95334836	.95634864	.90947231	.96390731

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Report

Average Linkage (Between Groups)		Zscore: X12 - Salesforce Image	Zscore: X13 - Competitive Pricing	Zscore: X14 - Warranty & Claims	Zscore: X16 - Order & Billing	Zscore: X18 - Delivery Speed
1	Mean	.0039846	.4286990	-1.0283771	-.0154641	-.2099319
	N	22	22	22	22	22
	Std. Deviation	.65004515	.80679074	.54814835	.53112727	.56435522
2	Mean	-.7674949	-1.3042746	.3135147	.6696526	.6918463
	N	17	17	17	17	17
	Std. Deviation	.91192980	.45251400	.71782689	.53830594	.48730399
3	Mean	.0332183	.1976048	.5995606	-.2213366	-.2908162
	N	29	29	29	29	29
	Std. Deviation	.62434480	.61239722	.82304683	.82440263	.72861395
4	Mean	.7152717	1.1235844	-.2476400	.8526766	1.3534173
	N	10	10	10	10	10
	Std. Deviation	.37931654	.31330909	.73239268	.77643881	.50458382
5	Mean	1.7504107	.2541441	.1305295	.4543302	.5410038
	N	6	6	6	6	6
	Std. Deviation	.47915679	.94651503	.83364907	.48626639	.26425544
6	Mean	-1.0887092	-.9971595	.0966433	-1.2443241	-1.0853360
	N	9	9	9	9	9
	Std. Deviation	.70577905	.56885975	.90012249	.29863988	.70238762
Total	Mean	-.0445121	-.0346718	-.0078572	.0503113	.0615203
	N	93	93	93	93	93
	Std. Deviation	.95297765	.99641733	.95815474	.86080020	.89577659

Means

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Zscore: X6 - Product Quality * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X7 - E-Commerce Activities * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X8 - Technical Support * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X9 - Complaint Resolution * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X10 - Advertising * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X12 - Salesforce Image * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X13 - Competitive Pricing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X14 - Warranty & Claims * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X16 - Order & Billing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X18 - Delivery Speed * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Report

Average Linkage (Between Groups)		Zscore: X6 - Product Quality	Zscore: X7 - E-Commerce Activities	Zscore: X8 - Technical Support	Zscore: X9 - Complaint Resolution	Zscore: X10 - Advertising
1	Mean	-.0563121	.0147790	-.0680945	-.3187158	-.0001740
	N	51	51	51	51	51
	Std. Deviation	.93374030	.58350822	.99720683	.65834924	.84448277
2	Mean	.6205568	-.8165405	.4341264	.8950070	-.3846951
	N	17	17	17	17	17
	Std. Deviation	.53326602	.71554133	.90736867	.62787301	.99186128
3	Mean	-1.2103595	.6395282	-.3038309	1.0989709	.7010116
	N	10	10	10	10	10
	Std. Deviation	.39343349	.71787126	.74115997	.47626411	.90492963
4	Mean	.9000109	1.9671202	-.0751410	.6272741	1.3221612
	N	6	6	6	6	6
	Std. Deviation	.46781274	.74313264	.77283679	.50743690	.41997375
5	Mean	.6374083	-.8799857	.2116289	-1.0461923	-.3440971
	N	9	9	9	9	9
	Std. Deviation	.79831794	.82657844	1.03540890	.48743655	.94512610
Total	Mean	.0721580	-.0306379	.0249767	.0462176	.0569626
	N	93	93	93	93	93
	Std. Deviation	.96188117	.95334836	.95634864	.90947231	.96390731

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Report

Average Linkage (Between Groups)		Zscore: X12 - Salesforce Image	Zscore: X13 - Competitive Pricing	Zscore: X14 - Warranty & Claims	Zscore: X16 - Order & Billing	Zscore: X18 - Delivery Speed
1	Mean	.0206077	.2972925	-.1026870	-.1325288	-.2559249
	N	51	51	51	51	51
	Std. Deviation	.62926948	.70481298	1.08102191	.71392072	.65779735
2	Mean	-.7674949	-1.3042746	.3135147	.6696526	.6918463
	N	17	17	17	17	17
	Std. Deviation	.91192980	.45251400	.71782689	.53830594	.48730399
3	Mean	.7152717	1.1235844	-.2476400	.8526766	1.3534173
	N	10	10	10	10	10
	Std. Deviation	.37931654	.31330909	.73239268	.77643881	.50458382
4	Mean	1.7504107	.2541441	.1305295	.4543302	.5410038
	N	6	6	6	6	6
	Std. Deviation	.47915679	.94651503	.83364907	.48626639	.26425544
5	Mean	-1.0887092	-.9971595	.0966433	-1.2443241	-1.0853360
	N	9	9	9	9	9
	Std. Deviation	.70577905	.56885975	.90012249	.29863988	.70238762
Total	Mean	-.0445121	-.0346718	-.0078572	.0503113	.0615203
	N	93	93	93	93	93
	Std. Deviation	.95297765	.99641733	.95815474	.86080020	.89577659

Means

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Zscore: X6 - Product Quality * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X7 - E-Commerce Activities * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X8 - Technical Support * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X9 - Complaint Resolution * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X10 - Advertising * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X12 - Salesforce Image * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X13 - Competitive Pricing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X14 - Warranty & Claims * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X16 - Order & Billing * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%
Zscore: X18 - Delivery Speed * Average Linkage (Between Groups)	93	100.0%	0	.0%	93	100.0%

Report

Average Linkage (Between Groups)		Zscore: X6 - Product Quality	Zscore: X7 - E-Commerce Activities	Zscore: X8 - Technical Support	Zscore: X9 - Complaint Resolution	Zscore: X10 - Advertising
1	Mean	.0477459	-.1194357	-.0261360	-.4278373	-.0517625
	N	60	60	60	60	60
	Std. Deviation	.94217191	.69641416	.99912013	.68421042	.86071049
2	Mean	.6205568	-.8165405	.4341264	.8950070	-.3846951
	N	17	17	17	17	17
	Std. Deviation	.53326602	.71554133	.90736867	.62787301	.99186128
3	Mean	-.4189706	1.1373752	-.2180721	.9220846	.9339427
	N	16	16	16	16	16
	Std. Deviation	1.13103467	.96639054	.73604202	.52683177	.80410691
Total	Mean	.0721580	-.0306379	.0249767	.0462176	.0569626
	N	93	93	93	93	93
	Std. Deviation	.96188117	.95334836	.95634864	.90947231	.96390731

PROFILING CLUSTER CENTROIDS FOR SEED POINTS

Report

Average Linkage (Between Groups)		Zscore: X12 - Salesforce Image	Zscore: X13 - Competitive Pricing	Zscore: X14 - Warranty & Claims	Zscore: X16 - Order & Billing	Zscore: X18 - Delivery Speed
1	Mean	-.1457898	.1031247	-.0727875	-.2992981	-.3803366
	N	60	60	60	60	60
	Std. Deviation	.75011823	.82590746	1.05136019	.77736741	.72303812
2	Mean	-.7674949	-1.3042746	.3135147	.6696526	.6918463
	N	17	17	17	17	17
	Std. Deviation	.91192980	.45251400	.71782689	.53830594	.48730399
3	Mean	1.1034488	.7975443	-.1058265	.7032967	1.0487623
	N	16	16	16	16	16
	Std. Deviation	.65630573	.73926273	.76762582	.69296654	.58398955
Total	Mean	-.0445121	-.0346718	-.0078572	.0503113	.0615203
	N	93	93	93	93	93
	Std. Deviation	.95297765	.99641733	.95815474	.86080020	.89577659

NONHIERARCHICAL CLUSTER (6 CLUSTERS) WITH SEED POINTS

Quick Cluster

Initial Cluster Centers

	Cluster					
	1	2	3	4	5	6
Zscore: X6 - Product Quality	-.056	.621	-.057	-1.210	.900	.637
Zscore: X7 - E-Commerce Activities	-.083	-.817	.089	.640	1.967	-.880
Zscore: X8 - Technical Support	-.916	.434	.575	-.304	-.075	.212
Zscore: X9 - Complaint Resolution	-.238	.895	-.380	1.099	.627	-1.046
Zscore: X10 - Advertising	.374	-.385	-.284	.701	1.322	-.344
Zscore: X12 - Salesforce Image	.004	-.767	.033	.715	1.750	-1.089
Zscore: X13 - Competitive Pricing	.429	-1.304	.198	1.124	.254	-.997
Zscore: X14 - Warranty & Claims	-1.028	.314	.600	-.248	.131	.097
Zscore: X16 - Order & Billing	-.015	.670	-.221	.853	.454	-1.244
Zscore: X18 - Delivery Speed	-.210	.692	-.291	1.353	.541	-1.085

Input from INITIAL Subcommand

Iteration History^a

Iteration	Change in Cluster Centers					
	1	2	3	4	5	6
1	.384	.180	.762	.391	.555	1.170
2	.275	.009	.389	.303	.427	.065
3	.134	.143	.024	.020	.427	.004
4	.007	.008	.002	.001	.033	.000
5	.000	.000	9.491E-05	8.990E-05	.003	1.114E-05
6	1.948E-05	2.455E-05	5.932E-06	5.994E-06	.000	6.191E-07
7	1.025E-06	1.364E-06	3.707E-07	3.996E-07	1.494E-05	3.440E-08
8	5.395E-08	7.578E-08	2.317E-08	2.664E-08	1.150E-06	1.911E-09
9	2.839E-09	4.210E-09	1.448E-09	1.776E-09	8.842E-08	1.062E-10
10	1.494E-10	2.339E-10	9.051E-11	1.184E-10	6.802E-09	5.898E-12
11	7.866E-12	1.299E-11	5.657E-12	7.893E-12	5.232E-10	3.277E-13
12	4.139E-13	7.218E-13	3.535E-13	5.263E-13	4.025E-11	1.816E-14
13	2.195E-14	4.001E-14	2.218E-14	3.499E-14	3.096E-12	1.040E-15
14	1.131E-15	2.199E-15	1.445E-15	2.489E-15	2.382E-13	1.241E-16
15	1.144E-16	1.110E-16	8.327E-17	2.001E-16	1.832E-14	.000
16	.000	1.110E-16	.000	.000	1.503E-15	.000
17	.000	.000	.000	.000	9.021E-17	.000
18	.000	.000	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 18. The minimum distance between initial centers is 2.337.

NONHIERARCHICAL CLUSTER (6 CLUSTERS) WITH SEED POINTS

Final Cluster Centers

	Cluster					
	1	2	3	4	5	6
Zscore: X6 - Product Quality	-.06684	.54051	.77587	-1.25538	.40465	-.01137
Zscore: X7 - E-Commerce Activities	-.27726	-.78295	.03045	.52941	1.32474	-.48905
Zscore: X8 - Technical Support	-.99353	.53790	.48025	-.13115	-.27661	.53021
Zscore: X9 - Complaint Resolution	-.38876	.92421	-.17268	.81051	.26178	-.95965
Zscore: X10 - Advertising	.35100	-.53607	-.42889	.44114	1.00419	-.21766
Zscore: X12 - Salesforce Image	-.24423	-.78395	-.09605	.51810	1.33853	-.48773
Zscore: X13 - Competitive Pricing	.53820	-1.23574	.25414	.77501	-.02093	-.37151
Zscore: X14 - Warranty & Claims	-1.13004	.37092	.68762	-.11345	-.12362	.35657
Zscore: X16 - Order & Billing	-.13781	.69498	.11699	.75424	.17621	-1.12259
Zscore: X18 - Delivery Speed	-.31377	.73189	-.01725	1.07915	.15522	-1.04618

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Zscore: X6 - Product Quality	7.525	5	.546	87	13.783	.000
Zscore: X7 - E-Commerce Activities	8.156	5	.492	87	16.565	.000
Zscore: X8 - Technical Support	6.405	5	.599	87	10.692	.000
Zscore: X9 - Complaint Resolution	8.633	5	.379	87	22.807	.000
Zscore: X10 - Advertising	5.038	5	.693	87	7.271	.000
Zscore: X12 - Salesforce Image	8.156	5	.492	87	16.588	.000
Zscore: X13 - Competitive Pricing	8.558	5	.558	87	15.336	.000
Zscore: X14 - Warranty & Claims	6.987	5	.569	87	12.274	.000
Zscore: X16 - Order & Billing	7.657	5	.344	87	22.289	.000
Zscore: X18 - Delivery Speed	9.146	5	.323	87	28.325	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

NONHIERARCHICAL CLUSTER (6 CLUSTERS) WITH SEED POINTS

Number of Cases in each Cluster

Cluster	1	18.000
	2	17.000
	3	15.000
	4	14.000
	5	12.000
	6	17.000
Valid		93.000
Missing		.000

NONHIERARCHICAL CLUSTER (5 CLUSTERS) WITH SEED POINTS

Quick Cluster

Initial Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: X6 - Product Quality	-.056	.621	-1.210	.900	.637
Zscore: X7 - E-Commerce Activities	.015	-.817	.640	1.967	-.880
Zscore: X8 - Technical Support	-.068	.434	-.304	-.075	.212
Zscore: X9 - Complaint Resolution	-.319	.895	1.099	.627	-1.046
Zscore: X10 - Advertising	.000	-.385	.701	1.322	-.344
Zscore: X12 - Salesforce Image	.021	-.767	.715	1.750	-1.089
Zscore: X13 - Competitive Pricing	.297	-1.304	1.124	.254	-.997
Zscore: X14 - Warranty & Claims	-.103	.314	-.248	.131	.097
Zscore: X16 - Order & Billing	-.133	.670	.853	.454	-1.244
Zscore: X18 - Delivery Speed	-.256	.692	1.353	.541	-1.085

Input from INITIAL Subcommand

Iteration History^a

Iteration	Change in Cluster Centers				
	1	2	3	4	5
1	.666	.275	.510	.533	1.408
2	.631	.137	.365	.790	.581
3	.025	.007	.024	.061	.024
4	.001	.000	.002	.005	.001
5	4.038E-05	1.481E-05	.000	.000	4.206E-05
6	1.615E-06	7.053E-07	7.201E-06	2.766E-05	1.752E-06
7	6.460E-08	3.359E-08	4.801E-07	2.128E-06	7.302E-08
8	2.584E-09	1.599E-09	3.201E-08	1.637E-07	3.042E-09
9	1.034E-10	7.616E-11	2.134E-09	1.259E-08	1.268E-10
10	4.135E-12	3.627E-12	1.422E-10	9.685E-10	5.282E-12
11	1.653E-13	1.724E-13	9.483E-12	7.450E-11	2.200E-13
12	6.585E-15	8.260E-15	6.321E-13	5.731E-12	9.189E-15
13	3.788E-16	4.710E-16	4.217E-14	4.408E-13	5.244E-16
14	.000	.000	3.034E-15	3.380E-14	.000
15	.000	.000	2.483E-16	2.625E-15	.000
16	.000	.000	.000	3.011E-16	.000
17	.000	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 17. The minimum distance between initial centers is 2.622.

NONHIERARCHICAL CLUSTER (5 CLUSTERS) WITH SEED POINTS

Final Cluster Centers

	Cluster				
	1	2	3	4	5
Zscore: X6 - Product Quality	.06757	.56579	-1.25538	.58369	.18382
Zscore: X7 - E-Commerce Activities	-.23933	-.62383	.52941	1.44370	-.40018
Zscore: X8 - Technical Support	-.87200	.49005	-.13115	-.08059	.64088
Zscore: X9 - Complaint Resolution	-.41614	.87967	.81051	.15144	-.70368
Zscore: X10 - Advertising	.23033	-.50579	.44114	.84890	-.26029
Zscore: X12 - Salesforce Image	-.25662	-.65093	.51810	1.43179	-.40224
Zscore: X13 - Competitive Pricing	.30949	-1.10611	.77501	.21639	-.06947
Zscore: X14 - Warranty & Claims	-1.03898	.39891	-.11345	-.01179	.70490
Zscore: X16 - Order & Billing	-.26185	.66965	.75424	.20312	-.65368
Zscore: X18 - Delivery Speed	-.29469	.72028	1.07915	.06445	-.74116

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Zscore: X6 - Product Quality	8.247	4	.592	88	13.920	.000
Zscore: X7 - E-Commerce Activities	10.448	4	.475	88	21.983	.000
Zscore: X8 - Technical Support	8.103	4	.588	88	13.783	.000
Zscore: X9 - Complaint Resolution	10.154	4	.403	88	25.186	.000
Zscore: X10 - Advertising	4.758	4	.755	88	6.302	.000
Zscore: X12 - Salesforce Image	10.511	4	.472	88	22.286	.000
Zscore: X13 - Competitive Pricing	8.912	4	.633	88	14.081	.000
Zscore: X14 - Warranty & Claims	10.028	4	.504	88	19.898	.000
Zscore: X16 - Order & Billing	7.256	4	.445	88	16.312	.000
Zscore: X18 - Delivery Speed	10.390	4	.367	88	28.339	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

NONHIERARCHICAL CLUSTER (5 CLUSTERS) WITH SEED POINTS

Number of Cases in each Cluster

Cluster	1	23.000
	2	20.000
	3	14.000
	4	12.000
	5	24.000
Valid		93.000
Missing		.000

NONHIERARCHICAL CLUSTER (3 CLUSTERS) WITH SEED POINTS

Quick Cluster

Initial Cluster Centers

	Cluster		
	1	2	3
Zscore: X6 - Product Quality	.048	.621	-.419
Zscore: X7 - E-Commerce Activities	-.119	-.817	1.137
Zscore: X8 - Technical Support	-.026	.434	-.218
Zscore: X9 - Complaint Resolution	-.428	.895	.922
Zscore: X10 - Advertising	-.052	-.385	.934
Zscore: X12 - Salesforce Image	-.146	-.767	1.103
Zscore: X13 - Competitive Pricing	.103	-1.304	.798
Zscore: X14 - Warranty & Claims	-.073	.314	-.106
Zscore: X16 - Order & Billing	-.299	.670	.703
Zscore: X18 - Delivery Speed	-.380	.692	1.049

Input from INITIAL Subcommand

Iteration History^a

Iteration	Change in Cluster Centers		
	1	2	3
1	.441	.767	.523
2	.258	.315	.169
3	.199	.572	.364
4	.813	.583	.354
5	.087	.054	.013
6	.003	.001	.000
7	.000	3.348E-05	1.612E-05
8	3.943E-06	8.371E-07	5.757E-07
9	1.408E-07	2.093E-08	2.056E-08
10	5.029E-09	5.232E-10	7.343E-10
11	1.796E-10	1.308E-11	2.622E-11
12	6.415E-12	3.269E-13	9.367E-13
13	2.290E-13	8.104E-15	3.355E-14
14	8.143E-15	4.027E-16	1.160E-15
15	3.522E-16	.000	1.138E-16
16	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 16. The minimum distance between initial centers is 2.737.

NONHIERARCHICAL CLUSTER (3 CLUSTERS) WITH SEED POINTS

Final Cluster Centers

	Cluster		
	1	2	3
Zscore: X6 - Product Quality	-.22458	.38215	-.07327
Zscore: X7 - E-Commerce Activities	-.03141	-.56032	.76471
Zscore: X8 - Technical Support	-.75654	.65114	-.07263
Zscore: X9 - Complaint Resolution	-.55788	-.02203	.79915
Zscore: X10 - Advertising	.21613	-.46620	.67030
Zscore: X12 - Salesforce Image	-.04143	-.66228	.87883
Zscore: X13 - Competitive Pricing	.31501	-.56568	.38525
Zscore: X14 - Warranty & Claims	-.89332	.64195	-.02900
Zscore: X16 - Order & Billing	-.41849	-.05085	.70692
Zscore: X18 - Delivery Speed	-.49153	-.03680	.80459

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Zscore: X6 - Product Quality	3.382	2	.871	90	3.884	.024
Zscore: X7 - E-Commerce Activities	13.695	2	.625	90	21.920	.000
Zscore: X8 - Technical Support	16.320	2	.572	90	28.519	.000
Zscore: X9 - Complaint Resolution	12.570	2	.566	90	22.200	.000
Zscore: X10 - Advertising	10.582	2	.715	90	14.808	.000
Zscore: X12 - Salesforce Image	18.525	2	.517	90	35.855	.000
Zscore: X13 - Competitive Pricing	9.503	2	.804	90	11.823	.000
Zscore: X14 - Warranty & Claims	19.216	2	.511	90	37.573	.000
Zscore: X16 - Order & Billing	8.881	2	.560	90	15.857	.000
Zscore: X18 - Delivery Speed	11.649	2	.561	90	20.750	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

NONHIERARCHICAL CLUSTER (3 CLUSTERS) WITH SEED POINTS

Number of Cases in each Cluster

Cluster	1	28.000
	2	39.000
	3	26.000
Valid		93.000
Missing		.000

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
X19 - Satisfaction * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X20 - Likely to Recommend * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X21 - Likely to Purchase * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X22 - Purchase Level * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X19 - Satisfaction * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X20 - Likely to Recommend * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X21 - Likely to Purchase * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X22 - Purchase Level * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%

X19 - Satisfaction X20 - Likely to Recommend X21 - Likely to Purchase X22 - Purchase Level * Cluster Number of Case

Report

Mean

Cluster Number of Case	X19 - Satisfaction	X20 - Likely to Recommend	X21 - Likely to Purchase	X22 - Purchase Level
1	6.665	6.826	7.683	56.796
2	7.370	7.410	7.900	65.700
3	7.007	6.993	7.643	58.600
4	7.800	7.725	8.042	62.517
5	6.429	6.633	7.550	53.850
Total	6.954	7.043	7.735	58.960

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

ANOVA Table

			Sum of Squares	df	Mean Square
X19 - Satisfaction * Cluster Number of Case	Between Groups (Combined)		20.618	4	5.155
	Within Groups		102.353	88	1.163
	Total		122.971	92	
X20 - Likely to Recommend * Cluster Number of Case	Between Groups (Combined)		13.420	4	3.355
	Within Groups		81.327	88	.924
	Total		94.748	92	
X21 - Likely to Purchase * Cluster Number of Case	Between Groups (Combined)		2.676	4	.669
	Within Groups		74.816	88	.850
	Total		77.493	92	
X22 - Purchase Level * Cluster Number of Case	Between Groups (Combined)		1796.597	4	449.149
	Within Groups		4978.586	88	56.575
	Total		6775.183	92	

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

ANOVA Table

			F	Sig.
X19 - Satisfaction * Cluster Number of Case	Between Groups	(Combined)	4.432	.003
	Within Groups			
	Total			
X20 - Likely to Recommend * Cluster Number of Case	Between Groups	(Combined)	3.630	.009
	Within Groups			
	Total			
X21 - Likely to Purchase * Cluster Number of Case	Between Groups	(Combined)	.787	.537
	Within Groups			
	Total			
X22 - Purchase Level * Cluster Number of Case	Between Groups	(Combined)	7.939	.000
	Within Groups			
	Total			

Measures of Association

	Eta	Eta Squared
X19 - Satisfaction * Cluster Number of Case	.409	.168
X20 - Likely to Recommend * Cluster Number of Case	.376	.142
X21 - Likely to Purchase * Cluster Number of Case	.186	.035
X22 - Purchase Level * Cluster Number of Case	.515	.265

**X19 - Satisfaction X20 - Likely to Recommend X21 - Likely to Purchase X22 -
Purchase Level * Cluster Number of Case**

Report

Mean

Cluster Number of Case	X19 - Satisfaction	X20 - Likely to Recommend	X21 - Likely to Purchase	X22 - Purchase Level
1	6.411	6.693	7.446	54.457
2	6.818	6.941	7.695	59.049
3	7.742	7.573	8.108	63.677
Total	6.954	7.043	7.735	58.960

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

ANOVA Table

			Sum of Squares	df	Mean Square
X19 - Satisfaction * Cluster Number of Case	Between Groups (Combined)		25.143	2	12.572
	Within Groups		97.828	90	1.087
	Total		122.971	92	
X20 - Likely to Recommend * Cluster Number of Case	Between Groups (Combined)		11.144	2	5.572
	Within Groups		83.604	90	.929
	Total		94.748	92	
X21 - Likely to Purchase * Cluster Number of Case	Between Groups (Combined)		6.006	2	3.003
	Within Groups		71.487	90	.794
	Total		77.493	92	
X22 - Purchase Level * Cluster Number of Case	Between Groups (Combined)		1146.511	2	573.255
	Within Groups		5628.672	90	62.541
	Total		6775.183	92	

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

ANOVA Table

			F	Sig.
X19 - Satisfaction * Cluster Number of Case	Between Groups	(Combined)	11.566	.000
	Within Groups			
	Total			
X20 - Likely to Recommend * Cluster Number of Case	Between Groups	(Combined)	5.998	.004
	Within Groups			
	Total			
X21 - Likely to Purchase * Cluster Number of Case	Between Groups	(Combined)	3.781	.027
	Within Groups			
	Total			
X22 - Purchase Level * Cluster Number of Case	Between Groups	(Combined)	9.166	.000
	Within Groups			
	Total			

Measures of Association

	Eta	Eta Squared
X19 - Satisfaction * Cluster Number of Case	.452	.204
X20 - Likely to Recommend * Cluster Number of Case	.343	.118
X21 - Likely to Purchase * Cluster Number of Case	.278	.078
X22 - Purchase Level * Cluster Number of Case	.411	.169

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
X1 - Customer Type * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X2 - Industry Type * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X3 - Firm Size * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X4 - Region * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%
X5 - Distribution System * Cluster Number of Case	93	100.0%	0	.0%	93	100.0%

X1 - Customer Type * Cluster Number of Case

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

Crosstab

			Cluster Number of Case			Total
			1	2	3	
X1 - Customer Type	Less than 1 year	Count	15	9	4	28
		% within Cluster Number of Case	53.6%	23.1%	15.4%	30.1%
	1 to 5 years	Count	10	10	13	33
		% within Cluster Number of Case	35.7%	25.6%	50.0%	35.5%
	Over 5 years	Count	3	20	9	32
		% within Cluster Number of Case	10.7%	51.3%	34.6%	34.4%
Total	Count	28	39	26	93	
	% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.038 ^a	4	.001
Likelihood Ratio	18.746	4	.001
Linear-by-Linear Association	8.320	1	.004
N of Valid Cases	93		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.83.

X2 - Industry Type * Cluster Number of Case

Crosstab

			Cluster Number of Case			Total
			1	2	3	
X2 - Industry Type	Magazine industry	Count	12	21	17	50
		% within Cluster Number of Case	42.9%	53.8%	65.4%	53.8%
	Newsprint industry	Count	16	18	9	43
		% within Cluster Number of Case	57.1%	46.2%	34.6%	46.2%
Total	Count	28	39	26	93	
	% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%	

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.752 ^a	2	.253
Likelihood Ratio	2.779	2	.249
Linear-by-Linear Association	2.722	1	.099
N of Valid Cases	93		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.02.

X3 - Firm Size * Cluster Number of Case

Crosstab

			Cluster Number of Case			Total
			1	2	3	
X3 - Firm Size	Small (0 to 499)	Count	8	30	7	45
		% within Cluster Number of Case	28.6%	76.9%	26.9%	48.4%
	Large (500+)	Count	20	9	19	48
		% within Cluster Number of Case	71.4%	23.1%	73.1%	51.6%
Total		Count	28	39	26	93
		% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.915 ^a	2	.000
Likelihood Ratio	22.900	2	.000
Linear-by-Linear Association	.000	1	.993
N of Valid Cases	93		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.58.

X4 - Region * Cluster Number of Case

Crosstab

			Cluster Number of Case			Total
			1	2	3	
X4 - Region	USA/North America	Count	7	28	4	39
		% within Cluster Number of Case	25.0%	71.8%	15.4%	41.9%
	Outside North America	Count	21	11	22	54
		% within Cluster Number of Case	75.0%	28.2%	84.6%	58.1%
Total		Count	28	39	26	93
		% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%

PROFILING 5 AND 3 CLUSTERS FROM NONHIERARCHICAL ANALYSIS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.106 ^a	2	.000
Likelihood Ratio	26.279	2	.000
Linear-by-Linear Association	.352	1	.553
N of Valid Cases	93		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.90.

X5 - Distribution System * Cluster Number of Case

Crosstab

			Cluster Number of Case			Total
			1	2	3	
X5 - Distribution System	Indirect through broker	Count	18	22	13	53
		% within Cluster Number of Case	64.3%	56.4%	50.0%	57.0%
	Direct to customer	Count	10	17	13	40
		% within Cluster Number of Case	35.7%	43.6%	50.0%	43.0%
Total		Count	28	39	26	93
		% within Cluster Number of Case	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.132 ^a	2	.568
Likelihood Ratio	1.137	2	.566
Linear-by-Linear Association	1.115	1	.291
N of Valid Cases	93		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.18.