RESEARCH ARTICLE

Clusters Among the Working Women Regarding Their Outfits

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ABSTRACT

Consumption perspective or consumer psychology is a very important and huge area if it is to be researched in a marketing perspective, Consumption perspective may be numerous but for this research study the boundary has been set up with three consumption perspectives. Hence the study is to analyse three different consumption perspectives such as Role Relaxed (Functional or utilitarian perspective), Status Seeking (Symbolic perspective) and Hedonic (Emotional) consumption perspectives and to test all these three different consumption perspectives with the post purchase dissonance experienced by the working women.
Key words: *Clusters, Working Women, consumer psychology*

INTRODUCTION

The post purchase behaviour of the consumers are also different ranging from consumer satisfaction to consumer loyalty, complaint behaviour etc., but the boundary is being set up with post purchase dissonance experience of the respondents. Working women who belong to the organised sector of Tamil Nadu are the respondents and their consumption perspectives and post purchase dissonance regarding their outfits is the subject content of the research. 425 respondents working in different cities of Tamil Nadu are taken into consideration for the study.

ANALYSIS

Two step Cluster analysis is carried out to indentify the clusters present among the respondents.
Cluster Analysis is carried out with three inputs as Hedonic consumption perspective, Role Relaxed consumption perspective and status seeking consumption perspective and one evaluating field as post purchase dissonance. The option was given to determine the clusters automatically. Out of which two clusters were formed. The following figure shows it.
Fig. 1 shows the cluster quality, Silhouette measure of cohesion and separation is used here in determining the cluster quality, In a good cluster solution, the elements within a cluster are similar to one (cohesive) while the clusters themselves are quite different (separated). A popular measure is the silhouette coefficient, which is a measure of both cohesion and separation. The blue bar in the above figure tells the extent of the quality present in the cluster, the cluster is said to be a qualitative cluster if the blue bar is either in yellow or green line. If the blue ends in the pink line the cluster is said to be of a poor quality. Here the blue bar touches the green line by being in yellow. Hence the cluster is said to be a qualitative one.
Fig. 2 displays the cluster size of the divided two clusters, out of the total sample size of 425, the first cluster is formed with 123 (28.9%) samples react in a similar way and the rest 302 (71.1%) samples are grouped under second cluster. The Ratio of sizes of the sizes of the cluster largest to smallest cluster is 2.46. It is said that the cluster ratio

should not exceed 3. That means the ratio of the division of clusters should not be more than 3 times bigger than the other. Hence the cluster is divided in a good ratio.

Fig. 3 depicts mean values of the two clusters across the hedonic consumption perspective, role relaxed consumption perspective, status seeking consumption perspective and the reaction of post purchase dissonance across these consumption perspectives. Cluster one depicts a higher mean values for all the consumption perspectives and the post purchase dissonance is also closer to the mean value. The second clusters show lower mean values compared to first cluster and the mean value for post purchase dissonance fall in the median over here. But the important factor that should be considered is most of the samples falls in this cluster. So this second cluster should be analyzed with great care. The figure below depicts the mean values for both the cluster across all the input variables.
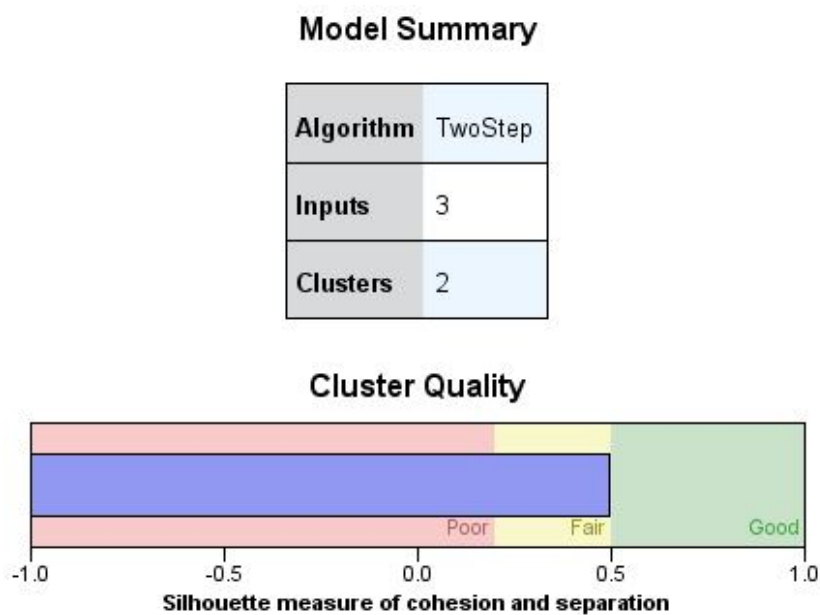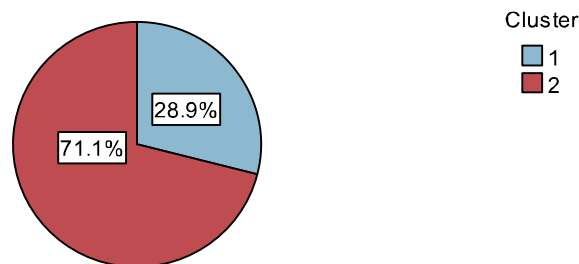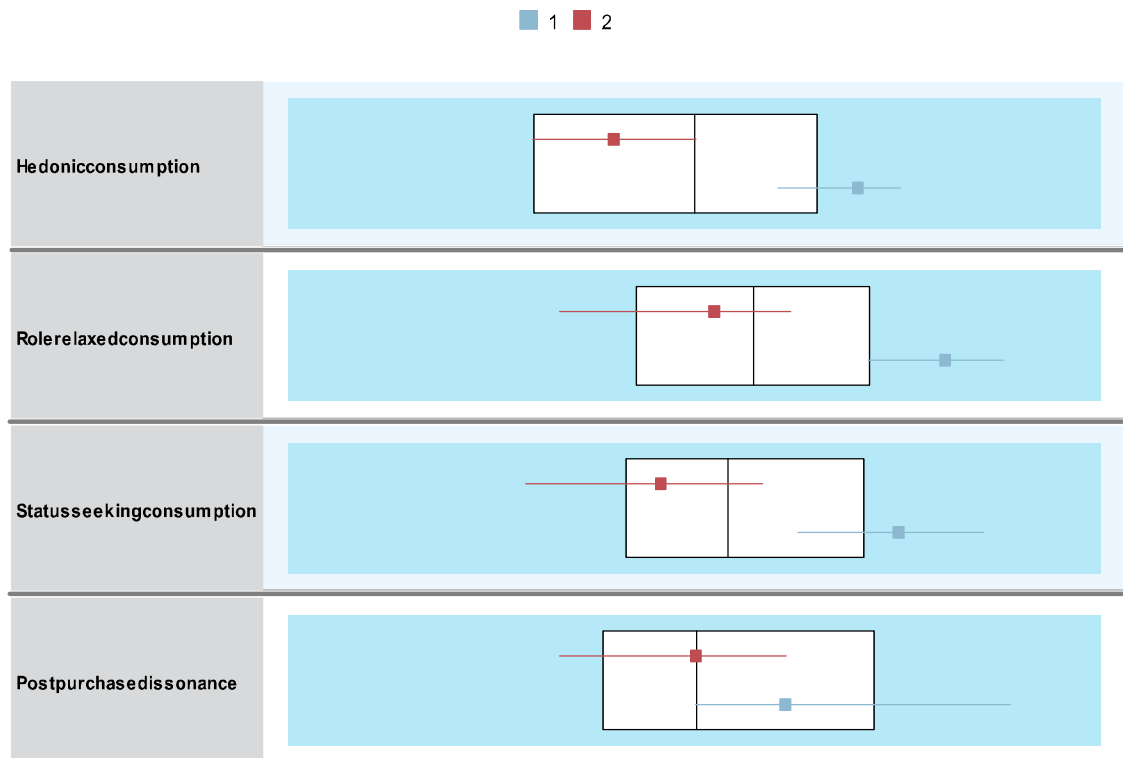
Fig. 1: Cluster Summary and Cluster Quality

Model Summary

Algorithm	TwoStep
Inputs	3
Clusters	2

Cluster Quality

Fig. 2: Cluster Sizes

Size of Smallest Cluster	123 (28.9%)
Size of Largest Cluster	302 (71.1%)
Ratio of Sizes: Largest Cluster to Smallest Cluster	2.46

Fig. 3: Cluster Comparison

Table 1: Cluster Mean Values

	Cluster 1	Cluster 2	Total
Cluster size	**123 (28.9%)**	**302 (71.1%)**	**425 (100%)**
Hedonic consumption perspective	23.98	17.77	41.75
Role Relaxed consumption perspective	25.57	19.23	44.8
Status seeking consumption perspective	23.65	16.69	40.34
Post purchase dissonance	18.48	16.18	34.66

Table 1 indicates various mean scores for the variables. From the first cluster it can be understood that the mean scores revolve around the same range (hedonic consumption perspective with 23.98, Role relaxed consumption perspective with 25.57, status seeking consumption perspective with 23.65 and post purchase dissonance with 18.48) for the variables. The same is the condition for the second cluster, (hedonic consumption perspective with 17.77, Role relaxed consumption perspective with 19.23, status seeking consumption perspective with 16.69 and post purchase dissonance with 16.18). The total mean value for Role Relaxed consumption perspective is higher with the mean value of 44.8; it is followed by Hedonic consumption perspective with the mean value of 41.75. The least mean value is for Status seeking consumption perspective with 40.34. Post purchase dissonance is with the combined mean value of 34.66.

CONCLUSION

Cluster Analysis indicated that all the three variables hedonic consumption perspective, Role relaxed consumption perspective, status seeking consumption perspective and post purchase dissonance are very much important for this research study, hence after this "classification" kind of analysis the research study can be preceded further with confidence.

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