

Chapter 5 SPSS Data Set

Observation Research

Day of week

Time of day

Time from entering door until greeted by employee

First rack/display approached

(Display table, sales rack, featured brand rack, regular jean racks)

Price of jeans on display table.

Brand of jeans on display table.

Did customer stop at display table?

How much time at display table?

Number of jeans examined?

Number of jeans tried on?

Number of jeans purchased?

Price of jeans on sales rack?

Did customer stop at sales rack?

How much time at sales rack?

Number of jeans examined?

Number of jeans tried on?

Number of jeans purchased?

Featured brand.

Did customer stop at featured brand rack?

How much time at featured brand rack?

Number of jeans examined?

Number of jeans tried on?

Number of jeans purchased?

Did customer stop at regular jean racks?

How much time at regular jean racks?

Number of jeans examined?

Number of jeans tried on?

Number of jeans purchased?

Gender

Age (15-24, 25-34, 35-44)

Income (0-19,999, 20,000-39,999, 40,000-59,999, 60,000-79,999, 80,000-89,999, 100,000+)