

Bus 273: Statistical Analysis for Business

Fall 2010

An Example of a Questionnaire

I. Questions about clothing in general

1. This is an inquiry about clothing. Do you remember when you last bought clothes? Do you remember what you bought?
2. Could you tell me spontaneously what you consider important when buying clothes?
3. When you buy clothes, do you attach much importance to the current fashion in general?
4. How much importance do you attach to the following criteria? Please grade the importance on a scale "1=extremely important" to "5=not important at all":

| | extremely important | | indifferent | | not important at all | | | | |
|------------------------------|------------------------|---|-------------|---|-------------------------|---|---|---|---|
| I consider this criterion... | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... quality | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... price | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... cut | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... brand | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... fabric | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... fashion | ① | — | ② | — | ③ | — | ④ | — | ⑤ |

5. Suppose you want to buy a pair of trousers. What price are you prepared to pay?

II. Questions about clothing shops

6. Before buying clothes, where or how do you get information about where to buy them?
7. Where do you buy clothes:
 - In clothing shops?
 - From mail-order catalogues?
 - On the Internet?
8. Could you tell me spontaneously why you find buying clothes in this way attractive?
9. When you think of buying in a clothing shop: Which of the following criteria do you consider important? Please grade the importance on a scale "1=extremely important" to "5=not important at all":

| | extremely important | | indifferent | | not important at all | | | | |
|--------------------------------|------------------------|---|-------------|---|-------------------------|---|---|---|---|
| I consider this criterion... | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... variety of goods | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... budget-priced offers | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... advice | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... service | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... atmosphere | ① | — | ② | — | ③ | — | ④ | — | ⑤ |
| ... location of shop | ① | — | ② | — | ③ | — | ④ | — | ⑤ |

10. Do you prefer to buy from any particular clothing shop? If so, would you please tell us its name?
11. Will you please tell us why you prefer that shop?

III. Questions about the clothing shop ByeStyle

12. Do you know the clothing shop ByeStyle?
 - If so, did you buy anything from them?
 - If so, may I ask you how long ago you bought there?
13. Are there any particular articles that you prefer to buy from ByeStyle?
14. What do you spontaneously associate with ByeStyle?
15. Once again (and for the last time), I would like to know your opinion. You can give marks from "1=excellent" to "5=insufficient". Could you please grade ByeStyle according to the following criteria:

| | excellent | | satisfactory | | insufficient |
|--------------------------------|-----------|---|--------------|---|--------------|
| I grade this... | ① | ② | ③ | ④ | ⑤ |
| ... variety of goods | ① | ② | ③ | ④ | ⑤ |
| ... quality of goods | ① | ② | ③ | ④ | ⑤ |
| ... quality of advice | ① | ② | ③ | ④ | ⑤ |
| ... quality of service | ① | ② | ③ | ④ | ⑤ |
| ... atmosphere | ① | ② | ③ | ④ | ⑤ |
| ... budget-priced offers | ① | ② | ③ | ④ | ⑤ |

IV. Questions about demographic variables

16. Finally, may I ask you if you live near here? — Would you please tell me in which area you live?
17. May I ask you how old you are?