**Variable details of customer database – Chick-Chicken Case**

Variable Description Variable Type

Restaurant Perceptions

X1 Excellent Food Quality Metric (7 point Likert scale)

X2 Attractive Interior Metric (7 point Likert scale)

X3 Generous Portions Metric (7 point Likert scale)

X4 Excellent Food Taste Metric (7 point Likert scale)

X5 Good Value for the Money Metric (7 point Likert scale)

X6 Friendly Employees Metric (7 point Likert scale)

X7 Appears Clean & Neat Metric (7 point Likert scale)

X8 Fun Place to Go Metric (7 point Likert scale)

X9 Wide Variety of menu Items Metric (7 point Likert scale)

X10 Reasonable Prices Metric (7 point Likert scale)

X11 Courteous Employees Metric (7 point Likert scale)

X12 Competent Employees Metric (7 point Likert scale)

Selection Factor Rankings

X13 Food Quality Nonmetric (Rank)

X14 Atmosphere Nonmetric (Rank)

X15 Prices Nonmetric (Rank)

X16 Employees Nonmetric (Rank)

Relationship & Classification Variables

X17 Satisfaction Metric (7 point Likert scale)

X18 Likely to Return in Future Metric (7 point Likert scale)

X19 Recommend to Friend Metric (7 point Likert scale)

X20 Frequency of Eating at . . . Nonmetric (Ordinalnal)

X21 Who Saw Ad Nonmetric (Nominal)

X22 Which Ad Viewed Nonmetric (Nominal)

X23 Ad Rating Metric (Ordinal)

X24 Length of Time a Customer Metric (No of years)

X25 Gender Nonmetric (Male 0, Female 1)

X26 Age Metric (Actual age)

X27 Income Metric (actual income)

X28 Competitor Nonmetric (C-Chicken 0, Comp 1)

Variable Description Variable Type

Work Environment Measures

X1 I am paid fairly for the work I do. Metric (7 point Likert scale)

X2 I am doing the kind of work I want. (7 point Likert scale)

X3 My supervisor gives credit an praise for work well done. Metric (7 point Likert scale)

X4 There is a lot of cooperation among the members of my work group. Metric (7 point Likert scale)

X5 My job allows me to learn new skills. Metric (7 point Likert scale)

X6 My supervisor recognizes my potential. Metric

X7 My work gives me a sense of accomplishment. Metric

X8 My immediate work group functions as a team. Metric

X9 My pay reflects the effort I put into doing my work. Metric

X10 My supervisor is friendly and helpful. Metric

X11 The members of my work group have the skills and/or training

to do their job well. Metric

X12 The benefits I receive are reasonable. Metric

Relationship Measures

X13 Loyalty – I have a sense of loyalty to Chic-Chicken restaurant. Metric

X14 Effort – I am willing to put in a great deal of effort beyond that

expected to help Chic-Chicken restaurant to be successful. Metric

X15 Proud – I am proud to tell others that I work for Chic-Chicken restaurant. Metric

Classification Variables

X16 Intention to Search Metric (7 point Likert scale)

X17 Length of Time an Employee metric (actual no of years)

X18 Work Type = Part-Time vs. Full-Time Nonmetric (Part time = 0)

X19 Gender Nonmetric (Male =0)

X20 Age Metric (actual age)

X21 Performance Metric

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