I was in Chicago recently, and I chose Zara clothing collections as my target store. There was so much in-store traffic because of the holiday sales, I suppose. I decided to observe a couple (male and female) as they shopped around.

Their first stop was at the men's blazers section of the store. They touched the material of a blue blazer on the manikin and proceeded to check out the different styles of the blazer available. They picked about four designs, went to the change room, and were satisfied with one blazer. They called for the store assistant to check on the availability of the other three blazers in the size range of X-large.

The customer complained that the remaining three blazers' sizes are incorrectly labeled. So, they have to opt for the larger size to see if it fits. The store assistant checked on her hand-held device and provided the customers with the option to order larger sizes online since it was not available in the store at the moment.

The couples declined and proceeded to the next clothing section after spending nearly 20 to 25 minutes trying to find their desired blazer.

They went to the men's pant section, and they were looking for a slim-fit design with specific measurements in mind. They made a selection as soon as they felt the quality of the material and confirmed the size they wanted. It was a relatively quick selection as it took less than 10 minutes.

They went to check out the shoes available in the shoe section. They found the shoes they liked the most, but the store only had sizes 6 to 12. They were looking for size 13, but it was unavailable to purchase online when they asked for help.

They went around the store looking around for more items on the thanksgiving sales. They bought six sweatshirts and some textured coats on sale.

The target customer spent about an hour and twenty minutes surfing around the store before making their final purchase.

In Summary, the customers were somewhat satisfied with their purchases as it was mostly 40% off. However, the customer wished the store had the sizes of the items they initially wanted.

Comparing my shopping habits with this customer, I'm not surprised by the actions of the target customer because I'm not an online shopper, especially with clothes. I will instead come in the store, look, touch, and test on some clothes. The reason is to make sure the items I get are what I need before I purchase.