



Sample Data Guide

Van Westendorp Price Sensitivity Meter

File	Respondents	Columns
van_westendorp_sample.sav	500	12

This file contains pricing data for Van Westendorp Price Sensitivity Meter analysis. 500 U.S. consumers were each shown one of two product concepts (Product A or Product B) and asked four standard pricing questions. The analysis finds optimal price points — including the Point of Marginal Cheapness (PMC), Indifference Price Point (IPP), Optimal Price Point (OPP), and Point of Marginal Expensiveness (PME) — by intersecting cumulative price curves. Subgroups by age, income, region, and customer type enable targeted pricing strategies.

Business Questions

This dataset supports the following pricing questions:

1. What is the acceptable price range and optimal price point for each product concept?
2. How does price sensitivity differ across customer types (Active, Lapsed, Prospect)?
3. Do demographic segments (age, income, region) show meaningfully different willingness to pay?

Price Columns (required for analysis)

These four columns are the core inputs. Each contains a dollar amount.

Column	Role	Question	Type
Q5b	Too Cheap	At what price would you consider the product so cheap you would question its quality?	Numeric (USD)
Q5a	Too Expensive	At what price would you consider the product too expensive to consider?	Numeric (USD)
Q5d1	Bargain	At what price would you consider the product a bargain - a great buy for the money?	Numeric (USD)
Q5c1	Expensive	At what price would you consider the product getting expensive, but you would still consider it?	Numeric (USD)

Subgroup / Filter Columns

Use any of these columns to filter respondents or run subgroup comparisons.

Column	Description	Values
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D4	Age group	2 = 18-29 years, 3 = 30-39 years, 4 = 40-49 years, 5 = 50+ years
D5	Household income	1 = Under \$30K, 2 = \$30-49K, 3 = \$50-69K, 4 = \$70-89K, 5 = \$90K+
D8	Product concept shown	1 = Product A, 2 = Product B
StateInfoRegion	Geographic region	1 = Northeast, 2 = Midwest, 3 = South, 4 = West
CustomerType	Customer type	1 = Active, 2 = Lapsed, 3 = Prospect

Additional Columns

Supplementary data available for deeper analysis.

Column	Description	Values
Q5d2	Purchase likelihood at bargain price	1 = Definitely would not, 2 = Probably would not, 3 = Might or might not, 4 = Probably would, 5 = Definitely would
Q5c2	Purchase likelihood at expensive price	1 = Definitely would not, 2 = Probably would not, 3 = Might or might not, 4 = Probably would, 5 = Definitely would

Note: This data file is in SPSS (.sav) format with full metadata including variable labels, value labels, and measure types. Column names and value labels are embedded in the file and will display automatically when opened in SPSS or uploaded to CrowdmindAI.