This document contains the dataset description for NRBDataExport2021.csv. The dataset contains data gathered from a Qualtrics panel sample involving a previous retail shopping experience. The dataset was gathered to help test and validate methods for dealing with nonresponse bias in the following paper:

France, S. L., Adams, F. G., Landers, V. M. (2024). Worst Case Resistance Testing: A Nonresponse Bias Solution for Today’s Survey ResearcH Realities, forthcoming in *Survey Research Methods.*

The rationale for the use of this sample was to gather response data from a well known and validated set of instruments. The questionnaire adapts instruments referenced in a previous meta-analysis of retailing constructs. As noted in the paper “As the retailing constructs and scales summarized by Szymanski & Henard (2001) have been widely applied and pose relatively simple questions, they were judged as liable to provide stable results, and unlikely to represent confounding factors due to their complexity.”

Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science, 29*(1), 16-35.

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| **Column** | **Details** |
| Name | Question Details |
| Age | What is your age? |
| Gender | What is your gender? |
| Retailer | What was the name of the retailer where you had the memorable shopping experience you are thinking of? |
| RetailerFreqency | How often do you shop at this retailer? |
| Items | What were you shopping for at the retailer you are thinking of? |
| Ethnicity | With What ethnicity do you most readily identify? |
| Education | What is your highest level of education completed? |
| HouseholdIncome | What is your annual estimated household income? |
| Q\_TotalDuration | Survey completion time in seconds |
| SurveyTime | Time for response since invite (in minutes) |
| Shopping Experience (EXP) | |
| EXP-1 | Thinking about this retail shopping experience, please rate your overall feelings about the shopping experience. - unpleasant:pleasant |
| EXP-2 | Thinking about this retail shopping experience, please rate your overall feelings about the shopping experience. - dislike very much:like very much |
| EXP-3 | Thinking about this retail shopping experience, please rate your overall feelings about the shopping experience. - left me feeling bad:left me with a good feeling |
| Satisfaction (SAT) |  |
| SAT-1 | My overall impression of this retail shopping experience is - Bad:Good |
| SAT-2 | My overall impression of this retail shopping experience is - Unfavorable:Favorable |
| SAT-3 | My overall impression of this retail shopping experience is - Unsatisfactory:Satisfactory |
| SAT-4 | My overall impression of this retail shopping experience is - Negative:Positive |
| SAT-5 | My overall impression of this retail shopping experience is - Dislike:Liked |
| Positive Word of Mouth (PWOM) | |
| PWOM-1 | Thinking about your shopping experience, please rate your agreement with the following statements. - I would say positive things about this retailer. |
| PWOM-2 | Thinking about your shopping experience, please rate your agreement with the following statements. - I would recommend this retailer to people I know. |
| PWOM-3 | Thinking about your shopping experience, please rate your agreement with the following statements. - I would encourage relatives and friends to do business with this retailer. |
| Behavioral Intentions (INTENT) | |
| INTENT-1 | Thinking about your shopping experience, please rate your agreement with the following statements. - I expect to be coming to this retailer for a long time. |
| INTENT-2 | Thinking about your shopping experience, please rate your agreement with the following statements. - I do not expect to visit this retailer in the future. |
| INTENT-3 | Thinking about your shopping experience, please rate your agreement with the following statements. - I expect my relationship with this retailer to be enduring. |
| INTENT-4 | Thinking about your shopping experience, please rate your agreement with the following statements. - It is likely that I will visit this retailer in the future. |
| Shopping Enjoyment (ENJOY) | |
| ENJOY-1 | Please rate your agreement with the following statements. - I consider shopping a big hassle. |
| ENJOY-2 | Please rate your agreement with the following statements. - When traveling, I enjoy visiting new and interesting shops. |
| ENJOY-3 | Please rate your agreement with the following statements. - I enjoy browsing for things even if I cannot buy them yet. |
| ENJOY-4 | Please rate your agreement with the following statements. - I often visit shopping malls or markets just for something to do. |