Abstract

Consumer survey data is an important input to the implementation and control of marketing activities. Non-response bias poses a threat to the usefulness of such data, especially when the bias is related to consumer satisfaction. Anecdote and past work predict an extreme bias in consumer response to surveys, a form of communication about a brand, with those experiencing low and high satisfaction responding with greater frequency than those with middling satisfaction. This pattern is predicted in WOM because very dissatisfied consumers are assumed to want to vent by completing a survey and very satisfied consumers engender positive impressions and emotions through sharing positive experiences. However, the intended audience and nature of communication is different for survey completion differs from WOM; in contrast to the latter, the former is directed at a brand, is one-directional, and is anonymous. Accordingly, we develop a theory of consumer’s survey completion likelihood based on literature in compliance and consumer complaint behavior.