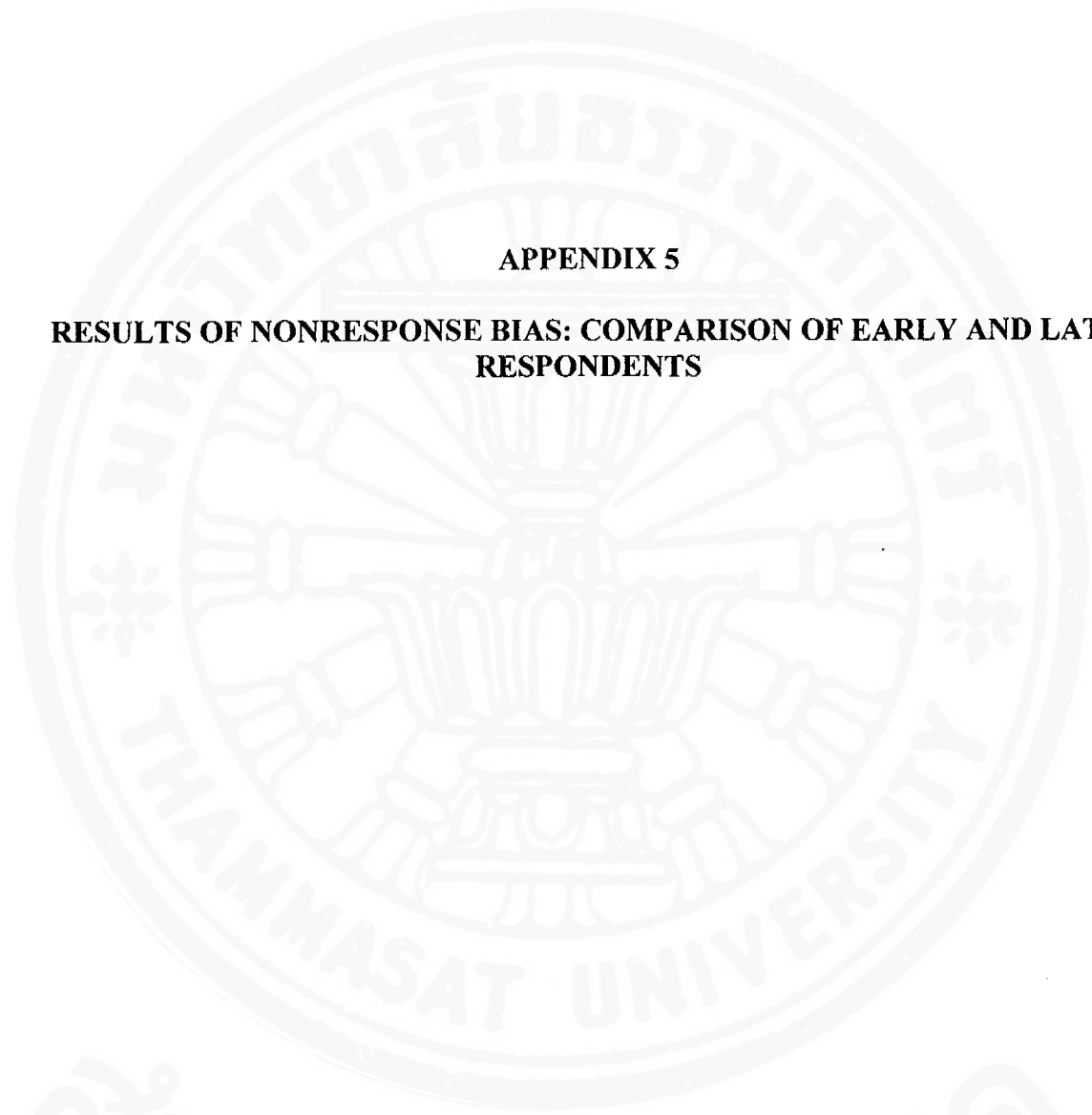


**APPENDIX 5**

**RESULTS OF NONRESPONSE BIAS: COMPARISON OF EARLY AND LATE  
RESPONDENTS**



สำนักหอสมุด

**RESULTS OF NONRESPONSE BIAS:  
COMPARISON OF EARLY AND LATE RESPONDENTS**

**Chi-Square Tests on Demographic Characteristics**

**Sex \* Response Time Crosstabulation**

		Response Time		Total
		Earlier	Later	
Male	Count	61	83	144
	Expected Count	52.9	91.1	144.0
	% within Sex	42.4%	57.6%	100.0%
	% within Response Time	51.3%	40.5%	44.4%
	% of Total	18.8%	25.6%	44.4%
Female	Count	58	122	180
	Expected Count	66.1	113.9	180.0
	% within Sex	32.2%	67.8%	100.0%
	% within Response Time	48.7%	59.5%	55.6%
	% of Total	17.9%	37.7%	55.6%
Total	Count	119	205	324
	Expected Count	119.0	205.0	324.0
	% within Sex	36.7%	63.3%	100.0%
	% within Response Time	100.0%	100.0%	100.0%
	% of Total	36.7%	63.3%	100.0%

$\chi^2 = 3.539, p = .060$

**Education completed \* Response Time Crosstabulation**

		Response Time		Total
		Earlier	Later	
Mathayom 6	Count	7	5	12
	Expected Count	4.4	7.6	12.0
	% within Education completed	58.3%	41.7%	100.0%
	% within Response Time	5.9%	2.4%	3.7%
	% of Total	2.2%	1.5%	3.7%
Vocational School	Count	4	38	52
	Expected Count	19.0	33.0	52.0
	% within Education completed	26.9%	73.1%	100.0%
	% within Response Time	11.9%	18.5%	16.1%
	% of Total	4.3%	11.8%	16.1%
Bachelor Degree	Count	88	146	234
	Expected Count	85.5	148.5	234.0
	% within Education completed	37.6%	62.4%	100.0%
	% within Response Time	74.6%	71.2%	72.4%
	% of Total	27.2%	45.2%	72.4%
Master Degree	Count	9	16	25
	Expected Count	9.1	15.9	25.0
	% within Education completed	36.0%	64.0%	100.0%
	% within Response Time	7.6%	7.8%	7.7%
	% of Total	2.8%	5.0%	7.7%
Total	Count	118	205	323
	Expected Count	118.0	205.0	323.0
	% within Education completed	36.5%	63.5%	100.0%
	% within Response Time	100.0%	100.0%	100.0%
	% of Total	36.5%	63.5%	100.0%

$\chi^2 = 4.650, p = .199$

**Salesforce Size \* Response Time Crosstabulation**

		Response Time		Total
		Earlier	Later	
1-75 Salespeople	Count	32	59	91
	Expected Count	33.4	57.6	91.0
	% within Salesforce Size	35.2%	64.8%	100.0%
	% within Response Time	26.9%	28.8%	28.1%
	% of Total	9.9%	18.2%	28.1%
More than 76 salespeople	Count	87	146	233
	Expected Count	85.6	147.4	233.0
	% within Salesforce Size	37.3%	62.7%	100.0%
	% within Response Time	73.1%	71.2%	71.9%
	% of Total	26.9%	45.1%	71.9%
Total	Count	119	205	324
	Expected Count	119.0	205.0	324.0
	% within Salesforce Size	36.7%	63.3%	100.0%
	% within Response Time	100.0%	100.0%	100.0%
	% of Total	36.7%	63.3%	100.0%

$\chi^2 = .133, p = .715$

**IT in job \* Response Time Crosstabulation**

		Response Time		Total
		Earlier	Later	
Using sales IT for at least 1 year	Count	62	69	131
	Expected Count	48.1	82.9	131.0
	% within IT in job recoded	47.3%	52.7%	100.0%
	% within Response Time	52.1%	33.7%	40.4%
	% of Total	19.1%	21.3%	40.4%
Using sales IT more than 1 year	Count	57	136	193
	Expected Count	70.9	122.1	193.0
	% within IT in job recoded	29.5%	70.5%	100.0%
	% within Response Time	47.9%	66.3%	59.6%
	% of Total	17.6%	42.0%	59.6%
Total	Count	119	205	324
	Expected Count	119.0	205.0	324.0
	% within IT in job recoded	36.7%	63.3%	100.0%
	% within Response Time	100.0%	100.0%	100.0%
	% of Total	36.7%	63.3%	100.0%

$\chi^2 = .11.716, p = .020$

### Comparison of Means on Demographic Characteristics

Demographic Variable	Response Time		F test	Sig.
	Earlier	Later		
Age	33.42	32.32	2.687	.091
Years of Sales Experience	7.79	8.00	.101	.751
Years Employment with Current Firm	4.46	4.17	.194	.660

### Comparison of Means on Key Constructs

Key Constructs	Response Time		F test	Sig.
	Earlier	Later		
Total IT Utilization Level	2.71	2.66	.315	.575
Working Smarter Capabilities	3.91	4.00	2.053	.153
Targeting Capabilities	3.98	3.96	.051	.822
Value-Added Selling Capabilities	3.67	3.74	.947	.331
Sales Performance	3.80	3.76	.426	.514