

Title Dataset: Underlying data to "Comparing the Recommendations of Buyers of Energy-Efficient and Inefficient Vacuum Cleaners".

You find the publication with thorough description of the Data collection and method in

<https://www.mdpi.com/2071-1050/13/23/12988>

Data specific information:

Name	Label	Values	Measure
REG		None	Nominal
CTN		None	Nominal
Outlier	Outlier	{0, No; 1, Yes}	Scale
Customergroup	Customer groups green/energy (1=green low,	{1, Green and Low Energy}...	Nominal
NPSScore	NPS Score	None	Scale
Satisfaction	Satisfaction	{0, No; 1, Yes}	Nominal
Satisfaction2	Satisfaction2	{0, No; 1, Yes}	Nominal
ReasonforBuying	Reason For Buying	{1, Brand & reputation, 2, Design & Looks; 3,Ease of Use; 4, Environmental friendliness; 5, Fits my other products; 6 Service good; 7 key features; 8, reliability/durability; 9, warranty; 10, value for money, 11 else }	Nominal
PrimecauseSatis1	Prime cause satisfaction 1	{1, Accessories; 2, Brand & Reputation; 3, Cleaning Performance; 4, Customer Support; 5, Design & Looks; 6, Ease of Use; 7, Environmental friendliness; 8 Noise/Emissions;9, Price; 10, Product features, 11 Reliability/Durability, 12 others}	Nominal
PrimecauseSatis2	Prime cause satisfaction 2	{1, Accessories; 2, Brand & Reputation; 3, Cleaning Performance; 4, Customer Support; 5, Design & Looks; 6, Ease of Use; 7, Environmental friendliness; 8 Noise/Emissions;9, Price; 10, Product features, 11 Reliability/Durability, 12 others}	Nominal
LowHigh	Low/High	{0, <1600 Watt; 1,>1600 Watt}	Ordinal
Prime1	Accessoires	{0, No; 1, Yes}	Nominal
Prime2	Brand & Reputation	{0, No; 1, Yes}	Nominal
Prime3	Cleaning Performance	{0, No; 1, Yes}	Nominal
Prime4	Customer support	{0, No; 1, Yes}	Nominal
Prime5	Design & Looks	{0, No; 1, Yes}	Nominal
Prime6	Ease of Use	{0, No; 1, Yes}	Nominal
Prime7	Environmental friendliness	{0, No; 1, Yes}	Nominal
Prime8	Noise or emissions	{0, No; 1, Yes}	Nominal
Prime9	Price	{0, No; 1, Yes}	Nominal
Prime10	Product features	{0, No; 1, Yes}	Nominal
Prime11	Product Reliability/Durability	{0, No; 1, Yes}	Nominal
Prime12	Others	{0, No; 1, Yes}	Nominal
Power	Watt	None	Scale
Suction	Suction Watt	None	Scale
MessageTech		{0, No; 1, Yes}	Nominal
Weight	Kg	None	Scale
PriceEUR	Price (EUR)	None	Scale
BaglessBag	Sub Category	{0=bagless, 1=bag, 3=robot}	Nominal
CountryCode	Country Code	None	Nominal
Shoptype	Shop type	None	Nominal
ReasonforBuyEnvironment	Reason for Buy Environment	{-1, opposit of environment}...	Ordinal
Gender1male.2female	Gender (1=male. 2=female)	{1, Male; 0, female}	Nominal
DateOfBirth	Date Of Birth	None	Scale