

SCALE NAME: Attitude Toward the Product/Brand (General Evaluative)

SCALE DESCRIPTION:

The scales consist of various bi-polar adjectives presumed to measure the subject's overall evaluation of the product or brand. The various versions of the scale are similar in that they are not specific to any particular product or brand under investigation although certain adjectives may not be appropriate in some cases. Note that some scale users have referred to their measures by other names such as *product evaluation*, (e.g., Muthukrishnan and Ramaswami (1999), Gürhan-Canli and Batra (2004), and *product utility* (Thompson et al. 2005).

In Lane (2000), a version of this scale was used as a brand extension evaluation. Stafford and Day (1995) made slightly different use of the scale than most of the others by measuring attitudes toward a *service* rather than a *good*. Given the directions used by Gürhan-Canli and Maheswaran (2000), their scale had the sense of a country-of-origin evaluation of a class of products. One of the three uses of the scale by Ruth and Simonin (2003) was with an event (parade) sponsored by two companies. Attitude toward a hotel chain was measured by Posavac et al. (2004).

SCALE ORIGIN:

There is no common origin for these scales and many of them are unique in that the sets of items of which they are composed have been used as a set in just one or two studies. Some items have been used much more than others but *good/bad* is by far the most commonly used bi-polar adjective. Many of the scales have used *favorable/unfavorable* and/or *pleasant/unpleasant*. At the other extreme, there are several items (e.g., #22 to #25) that appear to have been used just once.

Versions of the scale in languages other than English have been reported such as Korean (Choi and Miracle 2004; Taylor, Miracle, and Wilson 1997) and Chinese (Zhang and Schmitt 2001).

RELIABILITY:

Reported internal consistencies have ranged from below .70 (Iyer 1988) to .98 (Kozup, Creyer, and Burton 2003). However, the reliabilities have tended to be on the high side with most of them being greater than .80 if not .90. See last section for specific reliabilities for each study.

VALIDITY:

Little if any evidence of scale validity was provided in the majority of the studies. A few authors conducted some testing, however, of unidimensionality (e.g., Anand and Sternthal 1990; MacInnis and Park).

Batra and Stayman (1990) performed confirmatory factor analysis on their ten-item scale and indicated that there were two factors, one more hedonic and the other more utilitarian. However, since use of the two scales separately led to findings not

significantly different from those of the combined items, the latter was not discussed any further in the article.

A factor analysis was performed by Bezjian-Avery, Calder, and Iacobucci (1998) on items composing their attitude toward the brand and attitude toward the ad scales (#59). Each set of items appeared to be unidimensional with no cross-loadings greater than .34.

Darley and Smith (1993) conducted several tests to determine if the three multi-item measures they used (brand attitude, ad attitude, and ad credibility) were sufficiently representative of their respective latent constructs. Among the findings was that a three factor model fit the data better than a one factor model. This provides some evidence of the scale's discriminant validity.

Miller and Marks (1992) performed a factor analysis of nine items expected to measure either attitude-toward-the-ad or attitude-toward-the-brand. All of the items had loadings of .65 or higher on the expected factors and was used to support a claim of each scale's discriminant validity.

COMMENTS:

See also Debevec and Iyer (1986), Desai and Keller (2002), Health, McCarthy, and Mothersbaugh (1994), Holmes and Crocker (1987), Kamins and Marks (1987), Maheswaran (1994), Nyer (1997), Orth and Holancova (2004), Pham et al.(2001), Prakash (1992), Priluck and Till (2004), Sheffet (1983), Sicilia, Ruiz, and Munuera (2005), Smith and Swinyard (1983), Tripp, Jensen, and Carlson (1994), and Unnava, Burnkrant, and Erevelles (1994). Some variations on the scale can also be found in Batra and Stayman (1990), Braun-LaTour et al. (2004), Chang (2004), Grossman and Till (1998), as well as Stayman and Batra (1991).

As is obvious from the material presented here, a wide-variety of bi-polar adjectives have been used over the years to measure brand attitude. No one set of items has been declared the optimal scale. Definitive studies of the psychometric quality of alternative versions of the measure are certainly needed. In the meantime, it is clear that some items are much more widely used than others and one should strongly consider using a set that has been used before rather than generating yet another unique set with unknown comparability to previous studies of the construct. Further, some items listed below (13, 37, 41) are probably less suited for measuring Ab and more appropriate for measuring different, though related constructs, e.g., attitude toward the act, behavioral intention.

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SCALE ITEMS:¹

1. good / bad
2. like / dislike

¹ For ease of reporting, the positive anchors (when clear) are listed on the left. Scale items used in specific studies are listed with an indication of the number of response alternatives, if known. Some authors have used scale anchors that have essentially the same meaning but with minor semantic differences, such as *like very much/dislike very much* instead of *like/dislike*. For purposes of parsimony, one version is reported and slight variations are noted with an asterisk (*). For each study, the reliability of a particular set of items is shown in brackets. In several cases, more than one reliability or a range is given because the article reported use of the scale with multiple samples, experiments, et cetera.

3. pleasant / unpleasant
4. high quality / poor quality
5. agreeable / disagreeable
6. satisfactory / dissatisfactory
7. wise / foolish
8. beneficial / harmful
9. favorable / unfavorable
10. distinctive / common
11. likable / dislikable
12. positive / negative
13. buy / would not buy
14. attractive / unattractive
15. enjoyable / unenjoyable
16. useful / useless
17. desirable / undesirable
18. nice / awful
19. important / unimportant
20. harmless / harmful
21. valuable / worthless
22. appetizing / unappetizing
23. unique / not unique
24. expensive / inexpensive
25. needed / not needed
26. fond of / not fond of
27. superior / inferior
28. interesting / boring
29. tasteful / tasteless
30. appealing / unappealing
31. for me / not for me
32. appropriate / inappropriate
33. reasonable / unreasonable
34. value for money / no value for money
35. fast / slow
36. healthy / unhealthy
37. would definitely consider buying it / would definitely not consider buying it
38. effective / ineffective
39. strong / weak
40. responsible / irresponsible
41. would like to try / would not like to try
42. favorite / least favorite
43. acceptable / unacceptable
44. carefully produced / not carefully produced
45. works well / works poorly
46. convincing / unconvincing
47. consistent / inconsistent

48. impresses me / does not impress me

- Aaker (2000b): 1, 9, 11* 7-point [.82-.93]
Aaker and Maheswaran (1997): 1*, 9*, 13*, 16* 9-point [.89]
Adaval (2001): 1*, 14*, 17* 11-point [>.91]
Adaval and Monroe (2002; Adaval 2005): 2*, 14*, 17* 11-point [.9208-.9776]
Aggarwal (2004): 2, 6*, 9 7-point [.88-.95]
Aggarwal and Law (2005): 1, 2, 3, 4* 7-point [.96]
Agrawal and Maheswaran (2005a): 1, 9, 17 9-points [.85-.91]
Agrawal and Maheswaran (2005b): 1*, 9*, 16*, 17*, 27*, 37 7-point [.93]
Ahluwalia (2000): 1, 8, 17 9-point [.96]
Ahluwalia and Burnkrant (2004): 1, 9, 18 9-point [.80]
Ahluwalia, Burnkrant, and Unnava (2000; Ahluwalia, Unnava, and Burnkrant (2001): 1, 8, 17, 18 9-point [.97]
Ahluwalia, and Gurhan-Canli (2000): 1*, 9*, 12* 7-point [.95]
Alpert and Kamins (1995): 2*, 9*, 12* 7-point [.81 & .77]
Anand and Sternthal (1990): 1, 2, 3, 13, 15 7-point [.91]
Andrews, Burton and Netemeyer (2001): 1, 9, 12 7-point [.96]
Andrews, Netemeyer, and Burton (1998; Andrews 2001): 1, 9, 12 7-point [.96]
Aylesworth, Goodstein, and Kalra (1999): 1, 9, 11 7-point [.90]
Babin and Burns (1997): 1, 14, 17, 28*, 30, 31, 32, 33 7-point [.91]
Baker (1999): 1, 4*, 8, 16 7-point [.84 & .85]
Baker, Honea, Russell (2004): 1, 2, 12 101-point [.89]
Barone, Miniard, and Romeo (2000): 4*, 9, 17 7-point [.82-.89+]
Batra and Ray (1986): 1, 3, 16, 18, 19 7-point [.80]
Batra and Ray (1986): 3, 16, 18, 19 [.93]
Batra and Stayman (1990): 1, 2, 3, 4*, 5, 8*, 9, 12, 16, 21 [.94]
Bello, Pitts, and Etzel (1983): 1*, 4*, 7*, 8*, 10*, 16*, 17* 7-point [.86]
Berger and Mitchell (1989): 1, 2* 7-point [.94]
Bezjian-Avery, Calder, and Iacobucci (1998): 1, 2*, 4*, 12, 18, 27, 28, 36 7-point [.88]
Bhat, Leigh, and Wardlow (1998): 2, 9, 12 7-point [.84]
Bone and Ellen (1992): 1, 7, 9, 16 [.86 & .82]
Bosmans and Baumgartner (2005): 12, 14, 21, 28* 5-point [.82]
Bosmans and Baumgartner (2005): 1, 2*, 12, 14, 16, 17, 28*, 48 7-point [.93]
Bower and Landreth (2001): 1, 2, 4*, 9, 12, 38, 39 7-point [.92]
Briñol, Petty, and Tormala (2004): 1, 3, 9, 12, 14*, 16*, 17, 28 9-point [.87]
Briñol, Petty, and Tormala (2004): 1, 7, 8, 12 9-point [.81]
Bruner and Kumar (2000): 1, 9, 12 7-point [.94]
Burnkrant and Unnava (1995): 1, 3, 8, 17, 18, 27 7-point [.91]
Campbell and Goodstein (2001): 1, 9, 17, 30 7-point [.92-.95]
Campbell and Keller (2003): 1, 3, 4*, 30 7-point [.88, .95]
Chao (2001; Chao 2003): 1, 6*, 9 7-point [.97]
Chattopadhyay and Basu (1990): 1, 2, 18* 9-point [.93]
Chattopadhyay and Nedungadi (1992): 1, 2, 18* 9-point [.87]
Choi and Miracle (2004): 1, 2, 6*, 9, 12, 45 7-point [.90-.92]
Cline, Altsech, and Kellaris (2003): 1, 17, 28*, 30, 43 7-point [.91]

Coulter and Punj (2004): 1, 2, 9, 12 7-point [.92]
 Cox and Cox (1988): 1, 3, 11 9-point [.94]
 Cox and Cox (2002): 1, 3, 11* 7-point [.89]
 Cox and Locander (1987): 1, 3, 11 9-point [.90]
 Dabholkar and Bagozzi (2002): 1, 3, 8, 9 7-point [.85]
 Dahlén (2005): 1, 6*, 12 7-point [.92]
 Darley and Smith (1993): 1, 4, 11* [.83]
 Darley and Smith (1995): 1, 3, 4, 11* [.85]
 Deshpande and Stayman (1994): 1, 3, 4*, 12, 16, 21 7-point [.94]
 Droge (1989): 1, 3, 5, 6*, 7, 8 7-point [.942 & .941]
 Edell and Keller (1989): 1*, 2* 7-point [.97]
 Ellen and Bone (1998): 1, 7, 8, 9, 7-point [.91]
 Fennis and Bakker (2001; Fennis 2003): 1, 2*, 3, 7, 12, 14, 16*, 18*, 19, 20, 40, 41 [.89]
 Gardner, Mitchell, and Russo (1985): 1, 2*, 4 [.94]
 Garretson and Burton (2005): 1, 2, 9, 12 7-point [.95 - .96]
 Gelb and Zinkhan (1986): 1, 6*, 9 [.91]
 Gill, Grossbart, and Laczniak (1988): 1*, 2*, 9*, 21* 7-point [.95]
 Goodstein (1993): 1, 9, 11 7-point [.97 & .98]
 Gotlieb and Swan (1990): 1, 6*, 9 [.93]
 Grant, Malaviya, and Sternthal (2004): 1, 2, 4*, 13* 7-point [.89 & .95]
 Grier and Despardé (2001): 1, 3, 4*, 9 7-point [.915]
 Griffith and Chen (2004): 1, 2, 3 7-point [.87]
 Griffith and Chen (2004): 1, 6*, 9, 11 7-point [.86 & .77]
 Grossbart, Muehling, and Kangun (1986): 1, 9, 12 7-point [.96 & .97]
 Gurhan-Canli (2003): 1*, 9*, 12*, 17* 9-point [.90-.93]
 Gürhan-Canli and Batra (2004): 1*, 9*, 12* 9-point [.92]
 Gurhan-Canli and Maheswaran (1998): 1, 9*, 12 7-point [.98]
 Gürhan-Canli and Maheswaran (2000a): 1, 9*, 12 7-point [.91]
 Gürhan-Canli and Maheswaran (2000b): 1, 9*, 12, 37 7-point [.97]
 Hastak and Olson (1989; Hastak 1990): 1, 2, 4 7-point [.90+]
 Health, McCarthy, and Mothersbaugh (1994): 1, 6*, 9 9-point [.88 - .96]
 Herr, Kardes, and Kim (1991): 1, 9, 17 11-point [.95]
 Holbrook and Batra (1987): 1*, 2*, 9*, 12* 7-point [.98]
 Homer (1990): 1, 2, 9 9-point [.85 & .91]
 Homer and Kahle (1990): 1, 6*, 17 [.86]
 Howard and Gengler (2001): 1, 3, 17 7-point [.94 & .87]
 Iyer (1988): 1, 8, 16 7-point [.698]
 Jain and Posavac (2004): 1*, 9*, 16* 9-point [.83-.91]
 Kalra and Goodstein (1998): 1*, 2*, 9* 7-point [.92]
 Kardes and Kalyanaram (1992): 1*, 6, 9* 11-point [.92+ & .94+]
 Keller (1991a): 1, 3, 4, 5, 8, 11, 16, 18, 19 7-point [.94]
 Keller (1991b): 1, 3, 4, 11 7-point [.90]
 Kelleris, Cox, and Cox (1993): 1, 2, 11*, 28*, 29 7-point [.91]
 Kempf and Laczniak (2001): 1, 2, 9 7-point [.97]
 Kempf and Smith (1998): 1, 3, 9 7-point [.91]
 Kim, Allen, and Kardes (1996): 1, 2*, 3, 4, 14, 27, 28 7-point (?) [.79]

Kim, Lim, and Bhargava (1998): 1, 2*, 3, 4, 14, 27, 28 [.92]
 Ko, Cho, and Roberts (2005): 1, 3, 9 7-point [.83]
 Kozup, Creyer, and Burton (2003): 1, 2, 9 7-point [.97-.99]
 Krishnamurthy and Sivaraman (2002): 1, 9, 12 [.97]
 Krishnamurthy and Sujana (1999): 1, 9, 12 9-point [.97]
 Lacznia and Muehling (1993): 1*, 2*, 4, 9*, 21 7-point [.94]
 Lam and Mukherjee (2005): 1, 2, 9, 16*, 17 7-point [.94, .96]
 Lane (2000, 2003): 4*, 6*, 30 7-point [.83-.90]
 Leclerc and Little (1997): 1, 6*, 9 9-point [.95 & .92]
 Li, Daugherty, and Biocca (2002): 1, 2, 3, 14, 28, 30 7-point [.91 & .89]
 Lim, Darley, and Summers (1994): 1, 9, 11* 7-point [.92 - .94]
 Loken and Ward (1990): 1, 4, 6* 11-point [.979]
 Lord, Lee, and Sauer (1994, 1995): 1, 3, 9 7-point [.85]
 Machleit, Allen, and Madden (1993): 1, 7*, 17 7-point [.86 - .96]
 MacInnis and Park (1991): 1*, 9, 11*, 30 7-point [.95]
 MacKenzie and Lutz (1989): 1, 3, 9 7-point [.86]
 MacKenzie, Lutz, and Belch (1986): 1, 7, 9 7-point [.92]
 MacKenzie and Spreng (1992): 1, 3, 9 7-point [.85]
 Macklin, Bruvold, and Shea (1985): 1, 3, 18, 21, 27, 28 7-point [.83]
 Maheswaran (1994): 1, 9, 16* 9-point [.80 - .92]
 Martin, Lang, and Wong (2004): 1, 2*, 3, 4* 7-point [.90]
 Martin, Lee, and Yang (2004): 1, 2, 3, 27 5-point [.79]
 Mattila (2003): 1, 2, 4* 7-point [.89]
 McQuarrie and Mick (1992): 1*, 4*, 21 7-point [.88 & .92]
 Mick (1992): 1, 3, 21 9-point [.87]
 Miller and Marks (1992): 1, 2*, 3, 4, 25 7-point [.84]
 Miniard, Bhatla, and Rose (1990): 2, 9, 12 7-point [.97]
 Miniard et al.(1991): 2*, 9, 12 7-point [.95]
 Miniard, Sirdeshmukh, and Innis (1992) {initial measure}: 9, 12, 30 11-point [.91 - .97]
 Miniard, Sirdeshmukh, and Innis (1992) {final measure}: 1, 14, 17 7-point [.91 - .97]
 Mitchell (1986): 1, 2, 3 7-point [.89 - .92]
 Mitchell and Olson (1981): 1, 2*, 3, 4 5-point [.88]
 Mittal (1990): 1, 2, 17 7-point [.81 & .90]
 Moore, Mowen, and Reardon (1994): 1, 8, 9 7-point [.90]
 Mothersbaugh, Huhmann, and Franke (2002): 1, 2, 9, 12, 42 9-point [.96]
 Muehling, Lacznia, and Stoltman (1991): 1, 9, 12 7-point [.93]
 Muehling and Sprott (2004): 1, 2, 9, 21 7-point [.90]
 Mukherjee and Hoyer (2001): 1, 2, 4*, 9, 16*, 17 9-point [.92]
 Munch and Swasy (1988): 1, 3, 12 7-point [.89]
 Murry, Lastovicka, Singh (1992): 1, 3, 7, 8, 9, 11* 5-point (?) [.91]
 Muthukrishnan and Ramaswami (1999): 1, 2, 9 9-point [.89]
 Niedrich and Swain (2003): 1, 6*, 9 9-point [.867 - .958]
 Peracchio and Meyers-Levy (2005): 13*, 27, 30, 47 7-point [.75, .88]
 Peterson, Wilson, and Brown (1992): 4, 16*, 17*, 23, 24 [.80]
 Petrova and Cialdini (2005): 1, 9, 12 9-point [.91, .92]
 Pham (1996): {experiment 1} 1, 6*, 9 7-point [.98]

Pham (1996): {experiments 2 & 3} 1, 2, 6*, 9 ?-point [.86 & .96]
 Pham and Avnet (2004): 1, 2, 9 7-point [.94]
 Pham and Muthukrishnan (2002): 1, 2, 9 9-point [.85-.93]
 Posavac et al. (2004): 1*, 4*, 9* 9-point [.92, .96]
 Priester et al. (2004): 1, 9, 12 9-point [.97]
 Priester et al. (2004): 1, 7, 8, 9, 11*, 12, 30 9-point [.94]
 Putrevu (2004): 1, 2, 9, 16 7-point [.85-.95]
 Raju and Hastak (1983): 1, 2*, 4 7-point [.90]
 Rosenberg, Pieters, and Wedel (1997): 1, 4*, 34 5-point [.85]
 Roehm, Pullins, and Roehm (2002): 1, 4*, 12 7-point [.90, .92]
 Rossiter and Percy (1980): 1, 3, 27, 28 7-point [.86]
 Ruth and Simonin (2003): 1, 9, 12 7-point [.77-.98]
 Samu, Krishnan, and Smith (1999): 1, 3, 9 7-point (?) [.94]
 Sanbonmatsu and Kardes (1988): 1, 6, 9 9-point [.98]
 Sengupta and Fitzsimons (2000): 1*, 2*, 9*, 29* ?-point [.94]
 Sengupta and Gorn (2002): 1, 2, 12 7-point [.86]
 Sengupta and Johar (2002): 1, 9, 16* 7-point [.84]
 Sengupta and Johar (2002): 2, 9, 12 7-point [.97]
 Shiv, Britton, and Payne (2004): 1, 11*, 16, 17 7-point [.94]
 Shiv, Edell, and Payne (1997): 1, 3, 4*, 11*, 30 7-point [.91 & .90]
 Simonin and Ruth (1998): 1, 9, 12 7-point [.957 - .982]
 Simpson, Horton, and Brown (1996): 1, 2, 3, 4, 5, 8*, 9, 12, 16, 21 9-point [.978]
 Singh, Balasubramanian, and Chakraborty (2000): 1, 3, 4 7-point [.93]
 Singh, Balasubramanian, and Chakraborty (2000): 1, 3, 5 7-point [.94]
 Singh and Cole (1993): 2*, 8*, 15, 16, 19, 21, 26 7-point [.95]
 Singh et al.(2000): 2*, 15, 16, 19, 20, 21, 26 7-point [.94]
 Sirgy et al. (1997): 1*, 6*, 9* 5-point [.77]
 Smith (1993): 1, 3, 9 [.97]
 Sorescu and Gelb (2000): 1, 9, 12 7-point [.84-.95]
 Stafford and Day (1995): 1, 9, 12 7-point [.97]
 Stevenson, Bruner, and Kumar (2000): 1, 9, 12 7-point [.89]
 Stout and Burda (1989): 2, 9 7-point [.75]
 Stuart, Shimp, and Engle (1987): 1, 2*, 3, 4, 14, 27, 28 7-point [.96]
 Sujan and Bettman (1989): 1, 9, 12 7-point [.94]
 Sujan, Bettman, and Baumgartner (1993): 1, 3, 9, 12 9-point [.97 & .98]
 Szymanski (2001): 2, 9, 12 7-point [.78]
 Tavassoli and Lee (2003): 1, 2*, 13, 17, 41 7-point [.94 & .97]
 Taylor, Miracle, and Wilson (1997): 3, 8, 9, 12 7-point [.96]
 Thompson et al. (2005): 1, 4*, 9, 11, 16*, 17 7-point [.88-.94]
 Till and Baack (2005): 1, 2, 9, 12, 27 7-point [> .97]
 Till and Busler (2000): 2*, 9, 12 9-point [.92 & .96]
 Till and Shimp (1998): 1, 2, 4, 9, 12, 27, 35 9-point [.93]
 Toncar, Mark and James Munch (2001): 1, 3, 12 7-point [.89]
 Tripp, Jensen, and Carlson (1994): 1, 2*, 3, 4* 7-point [.88]
 Unnava, Burnkrant, and Erevelles (1994): 1*, 14, 17*, 18* 7-point [.78 & .92]
 Viswanathan and Childers (1999): 1, 4*, 6* 10-point [.91]

Voss, Spangenberg, and Grohmann (2003; Voss 2005): 1, 2, 3, 9, 12 7-point [.91]
Wansink and Ray (1992): 1*, 4*, 11, 22 7-point [.936]
Ward, Bitner, and Barnes (1992): 1, 4, 6* 11-point [.95]
Wheeler, Petty, and Bizer (2005): 1, 8, 9, 12, 17, 46 7-point [.96]
Whittler and DiMeo (1991): 1, 4*, 6* 15-point [.88]
Whittler (1991): 1, 4*, 6* 15-point [.91 & .88]
Yi (1990a): 1, 2, 3 7-point [.92]
Yi (1990b): 1, 2, 9 7-point [.90]
Zhang (1996): 1, 11*, 18* 9-point [.95]
Zhang and Budda (1999): 1, 11*, 18* 7-point [.86]
Zhang and Gelb (1996): 1, 11*, 18* 9-point [.88]
Zhang and Schmitt (2001): 1, 2, 6* 7-point [.91]
Zhang and Sood (2002): 1, 3, 4*, 11 7-point [.83-.92]
Zinkhan, Locander, and Leigh (1986): 1, 3, 21 8-point [.93]

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