

SCALE NAME: Behavioral Intention (General)

SCALE DESCRIPTION:

The semantic differential scale measures the stated inclination of a person to engage in a specified behavior. In most of the studies described below the behavior was a purchase but the items are general enough to refer to non-purchase behaviors as well (e.g., likelihood of shopping at a store, paying attention to an ad, using a coupon). An early use of the scale was for measuring a consumer's intention to deal with the same sales person as used previously (Oliver and Swan 1989). A version of the scale used by Machleit, Allen, and Madden (1993) (referred to as *contact intention*) measured the motivation to try the brand if in the market for the product. Some have used the scale to measure *patronage intention* (Day and Stafford 1997; Kukar-Kinney and Walters 2003; Stafford 1996; Wakefield and Baker 1998) while Urbany et al. (1997) modified it to measure *willingness to rent an apartment*. As used by Bansal, Irving, and Taylor (2004) as well as Bansal, Taylor, and James (2005), the scale measured *service provider switching intentions*. The various versions of the scale differ in the number and set of items employed as well as the scale stem. However, the uses are similar in that they have multiple items in common.

SCALE ORIGIN:

Little information was provided in most of the studies about the origin of the particular sets of items they used. Since it is unlikely that they would have independently arrived at such similar sets of items, they must have, instead, built upon some unspecified source and from each other. The books by Fishbein (Fishbein and Ajzen 1975; Ajzen and Fishbein 1980) are possible sources although only item #1 (below) figures prominently in those books as a way to measure behavioral intention.

Bansal, Irving, and Taylor (2004) cited Oliver and Swan (1989) as the source of their version of the scale. Indeed, they used the three items that had been used previously by the other authors and just changed the scale stem.

Taylor, Miracle, and Wilson (1997) developed a Korean version of the scale using the back-translation method. The set of items used by Choi and Miracle (2004) with Koreans was parallel with the translations used with Americans.

RELIABILITY:

Reported internal consistencies have tended to be very good and have ranged from .80 (Zhang and Buddha 1999) to .99 (Jones, Mothersbaugh, and Beatty 2000).

VALIDITY:

In none of the studies was the scale's validity fully addressed. Although not specifically examining the validity of behavioral intention, Machleit, Allen, and Madden (1993) used confirmatory factor analysis to provide evidence that another measure (brand interest) and two measures of behavioral intention (purchase and contact) were not measures of

the same construct (discriminant validity). Similarly, a couple of tests generally described by Urbany et al. (1997) provided support for a claim of discriminant validity for the scale but the details relative to this particular scale were not given.

Using the results of their EFA and CFA tests, Bansal, Irving, and Taylor (2004) implied that there was evidence in support of this scale's validity but specific tests of convergent and discriminant validity were not reported.

Based on the CFA and other tests that were conducted on this and other scales, both Jones, Mothersbaugh, and Beatty (2000) as well as Madrigal (2000) concluded that their versions of the scale were unidimensional and showed evidence of discriminant validity.

A correlation matrix was provided by MacKensie and Spreng (1992) between the items in the behavioral intention scale as well as several others that sheds some limited light on the issue of validity. For example, the inter-correlations of the intention scale items ranged between .47 and .88 which provides some evidence that the items are measuring the same thing. In contrast, the correlations between the intention items and items measuring related but theoretically distinct constructs were much lower.

COMMENTS:

See also Dabholkar (1994), Dabholkar and Bagozzi (2002), Dabholkar, Thorpe, and Rentz (1996), Lim, Darley, and Summers (1994), Prakash (1992), Schuhwerk & Lefkoff-Hagius (1995), and Tripp, Jensen, and Carlson (1994).

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- Gotlieb, Jerry B. and Dan Sarel (1991), "Comparative Advertising Effectiveness: The Role of Involvement and Source Credibility," *JA*, 20 (1), 38-45.
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SCALE ITEMS:¹

1. unlikely / likely
2. non-existent / existent
3. improbable / probable
4. impossible / possible
5. uncertain / certain
6. definitely would not use / definitely would use
7. not at all / very frequent
8. no chance / certain
9. probably not / probably

Bansal, Irving, and Taylor (2004): 1, 3, 8 7-point [.94]

Bansal, Taylor, and James (2005): 1, 3, 8 7-point [.9342]

Bruner and Kumar (2000): 1, 3, 4 7-point [.91]

Chang (2004): 1, 3, 4 7-point [.93]

Chattopadhyay and Basu (1990): 1, 3, 4 [.93]

Choi and Miracle (2004): 1, 3, 4 7-point [.91-.93]

Dabholkar (1994): 1, 4, 6 mixed points [.87 & .90]

Day and Stafford (1997): 1, 3, 4 7-point [.93 & .95]

¹ An asterisk (*) indicates that the actual item used in the indicated study varied somewhat from that shown in the list. Scale stems have varied depending upon the object of the intention.

- Gill, Grossbart, and Laczniak (1988) 1, 2, 3, 4 [.861]
Goldsmith, Lafferty and Newell (2001): 1*, 3, 4 7-point [.92]
Gotlieb and Sarel (1991, 1992): 1, 3, 4 [.89 & .93]
Grossbart, Muehling, and Kangun (1986): 1, 3, 5 [.92]
Homer (1995): 1*, 3*, 4* 9-point [.97]
Jones, Mothersbaugh, and Beatty (2000): 1, 3*, 4, 8 10-point [.99]
Ko, Cho, and Roberts (2005): 1, 3, 4 7-point [.89]
Kukar-Kinney and Walters (2003): 1, 3, 4 7-point [.91]
Lacher and Mizerski (1994): 1, 3, 4 6-point [.92 & .94]
Li, Daugherty, and Biocca (2002): 1, 3, 5, 6* 7-point [.90 & .79]
Lim, Darley, and Summers (1994): 1, 3, 4 [.90-.94]
Machleit, Allen, and Madden (1993): 1, 3, 4 [>.95]
MacKenzie, Lutz, and Belch (1986): 1, 3, 4 [.88 & .90]
MacKensie and Spreng (1992): 1, 3, 4 [.88]
Madrigal (2000): 1, 3, 8 7-point [.81]
Martin, Lee, and Yang (2004): 1, 3, 4 5-point [.87]
Netemeyer and Bearden (1992): 1, 3, 4 [.91 & .90]
Oliver and Bearden (1985): 1, 3, 4, 5 [.87]
Oliver and Swan (1989): 1, 3*, 4, 8 7-point [.964]
Putrevu (2004): 1, 3, 4 7-point [.90-.96]
Shimp and Sharma (1987): 1, 3, 5 [.84]
Simpson, Horton, and Brown (1996): 1, 3, 4 9-point [.96]
Sinclair and Irani (2005): 1*, 3, 4 [.94]
Singh, Balasubramanian, and Chakraborty (2000): 1, 3, 4 7-point [.95 & .93]
Singh and Cole (1993): 1, 3, 4 [.93]
Singh et al. (2000): 1, 3, 4 7-point [.95]
Stafford (1996): 1, 3, 4 7-point [.94]
Stafford and Day (1995): 1, 3, 4 7-point [.94]
Stevenson, Bruner, and Kumar (2000): 1, 3, 4 7-point [.95]
Szymanski (2001): 1*, 6*, 9 7-point [.94]
Taylor, Miracle, and Wilson (1997): 1, 3, 4 7-point [.98 & .97]
Till and Baack (2005): 1, 3, 6* 7-point [>.97]
Till and Busler (2000): 1, 3, 6* 9-point [.95 & .96]
Tripp, Jensen, and Carlson (1994): 1, 2, 3, 4 7-point [.93]
Urbany et al. (1997): 1, 3, 5, 6* mixed points [.91]
Voss, Spangenberg, and Grohmann (2003; Voss 2005): 1-4 7-point [.96]
Wakefield and Baker (1998): 1, 3, 4, 7 7-point [.96]
Yi (1990a, 1990b): 1, 3, 4 [.89 & .92]
Zhang (1996): 1, 3, 4 9-point [.80]
Zhang and Budda (1999): 1, 3, 4 7-point [.80]