

SCALE NAME: Product Replacement Motivation

SCALE DESCRIPTION:

Six statements with seven-point Likert-type response scales are used to measure the degree to which a person has bought a product because what it replaces is viewed as being degraded to the point of unacceptability, probably due to poor performance. At the other extreme, a purchase is indicated to have occurred because something newer was available that was more desirable than what was replaced. The scale was called *nature of purchase decision* by Grewal, Mehta, and Kardes (2004).

SCALE ORIGIN:

The scale was developed by Grewal, Mehta, and Kardes (2004). It is similar to some developed by Bruner (e.g., 1987, 1989) except that the former's scale focuses on the reason for a particular purchase whereas the latter's scales focused on habitual "styles" that consumers develop over time as they repeatedly deal with similar needs/desires.

RELIABILITY:

Grewal, Mehta, and Kardes (2004) reported a construct reliability of .92 for the scale.

VALIDITY:

Using confirmatory factor analysis, Grewal, Mehta, and Kardes (2004) examined a measurement model of this scale and one measuring an optimistic outlook of the future. The analysis provided evidence in support of each scale's convergent and discriminant validities.

REFERENCES:

- Bruner, Gordon C. II (1987), "The Effect of Problem Recognition Style on Information Seeking," *JAMS*, 15 (Winter), 33-41.
- Bruner, Gordon C. II (1989), "Profiling Desired State Type Problem Recognizers," *Journal of Business & Psychology*, 4 (Winter), 167-182.
- Grewal, Rajdeep, Raj Mehta, Frank R. Kardes (2004), "The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes," *JMR*, 41 (February), 101-115.

SCALE ITEMS:¹

1. The old _____ was NOT functioning well and needed to be replaced.
2. Poor performance of the old _____ was the main reason for the purchase.
3. The old _____ was obsolete in terms of technology.
4. The old _____ was obsolete in terms of style.
5. New style and fashion prompted me to buy the _____. (r)

¹ The name of the product should be placed in the blanks, e.g., car.

6. Newer technology was available in the market, which prompted me to repurchase the _____ . (r)

SAMPLE