MEASURING CONSUMER KNOWLEDGE: EFFECTS OF PERSONALITY AND RESPONSE SETS

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OVERVIEW

- General idea:
  - Measuring product knowledge and bias in consumer surveys
  - Knowledge comes primarily from advertising
  - Do informed consumers have positive or negative attitudes towards advertising?

OUTLINE

- Introduction and Past Research
- Procedure
- Results
- Implications and Future Research

INTRODUCTION

ATTITUDES TOWARDS ADVERTISING

- A little marketing history:
  - **BDP**: Barksdale-Darden-Perrault
  - **ICSM**: Index of Consumer Sentiment Towards Marketing
    - Several short subscales

PROBLEM

- Problem: Attitudes need to be isolated
- Answer:
  - **We developed a new scale**
  - **MAA**: Multi-dimensional Advertising Attitudes

ACCURACY VS. BIAS

- **Problem**: Some people over-claim their product knowledge

- Why not social desirability scales?
    - Too long
    - Some scales inappropriate for task
    - Too general, off topic

- Consumer researchers need an alternative approach

MEASURING OVER-CLAIMING

- **Answer**: Over-claiming technique (Paulhus, 2003)
  - Get people to "over-claim"
  - Signal detection theory

- Subtle and simultaneous
- Unobtrusive, time efficient

METHOD

PROCEDURE

- 146 Participants
- Online Questionnaire
    - MAA: Multi-dimensional Advertising Attitude
        - 31 item scale
    - OCQ: Over-claiming Questionnaire
    - VIA: Vancouver Index of Acculturation

- 3 Conditions (Response sets)
    - Honest, Exaggerate, Sabotage

OCQ TOPICS

- 12 product categories with 15 items in each = 180 products
  - 11 reals, 4 foils

- Likert scale:
  - 1 = Never Heard of It
  - 5 = Very Familiar

PROCEDURE: OCQ

- Examples of real items:
  - Food/Beverage: Aquafina, Big Mac, Breyer's, Jones Soda, Kettle Chips
  - Magazines: Allure, Car and Driver, Eating Well, Harper's, Maxim
- Examples of fake items:
  - Food/Beverage: Blue Aries, McWich, Mega Mozza Melt, Minty Python
  - Magazines: Body Mod, In The Know, Republican Weekly, 3 Stars Magazine
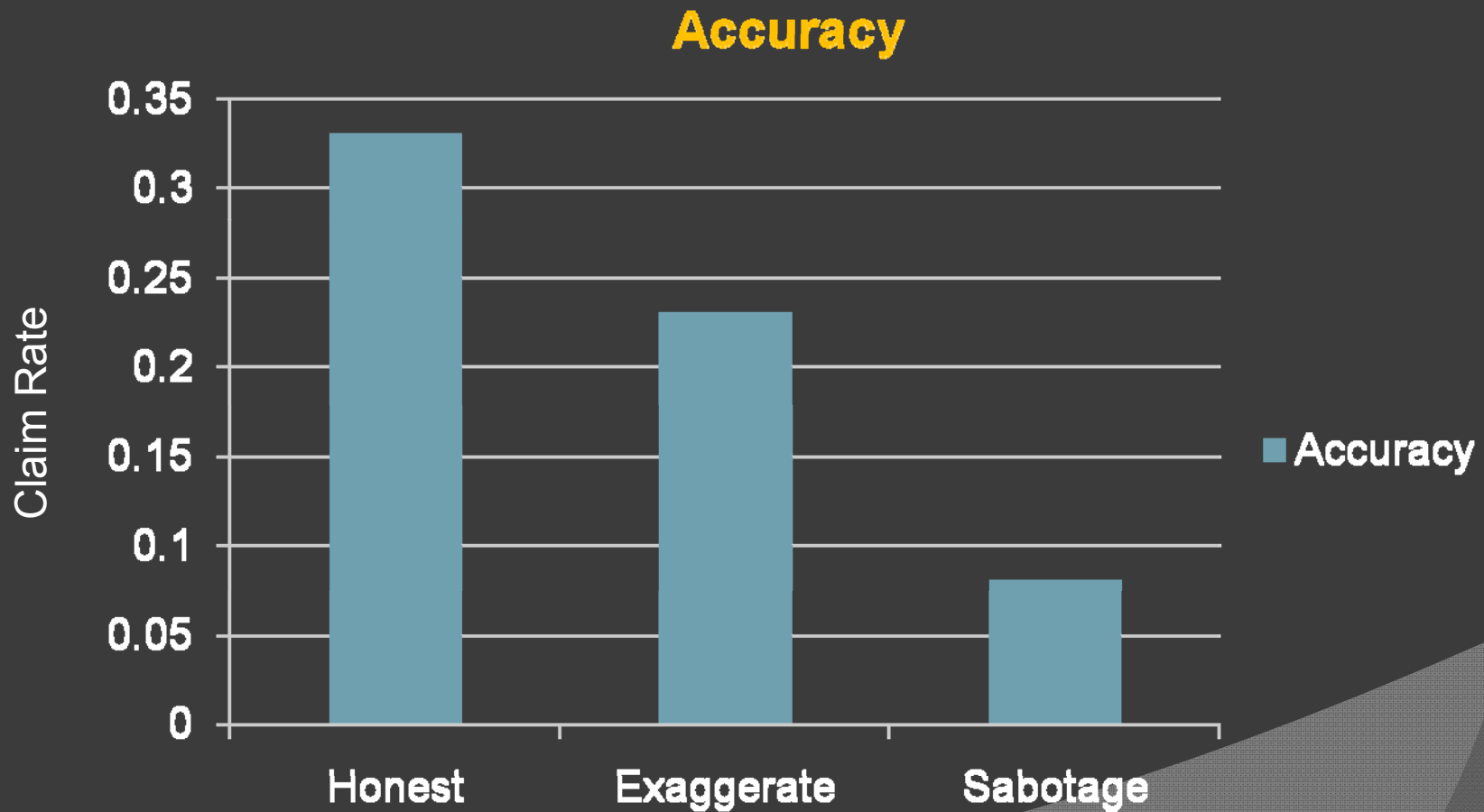
OCQ CALCULATIONS

- Knowledge
  - Accuracy = Hits – False Alarms
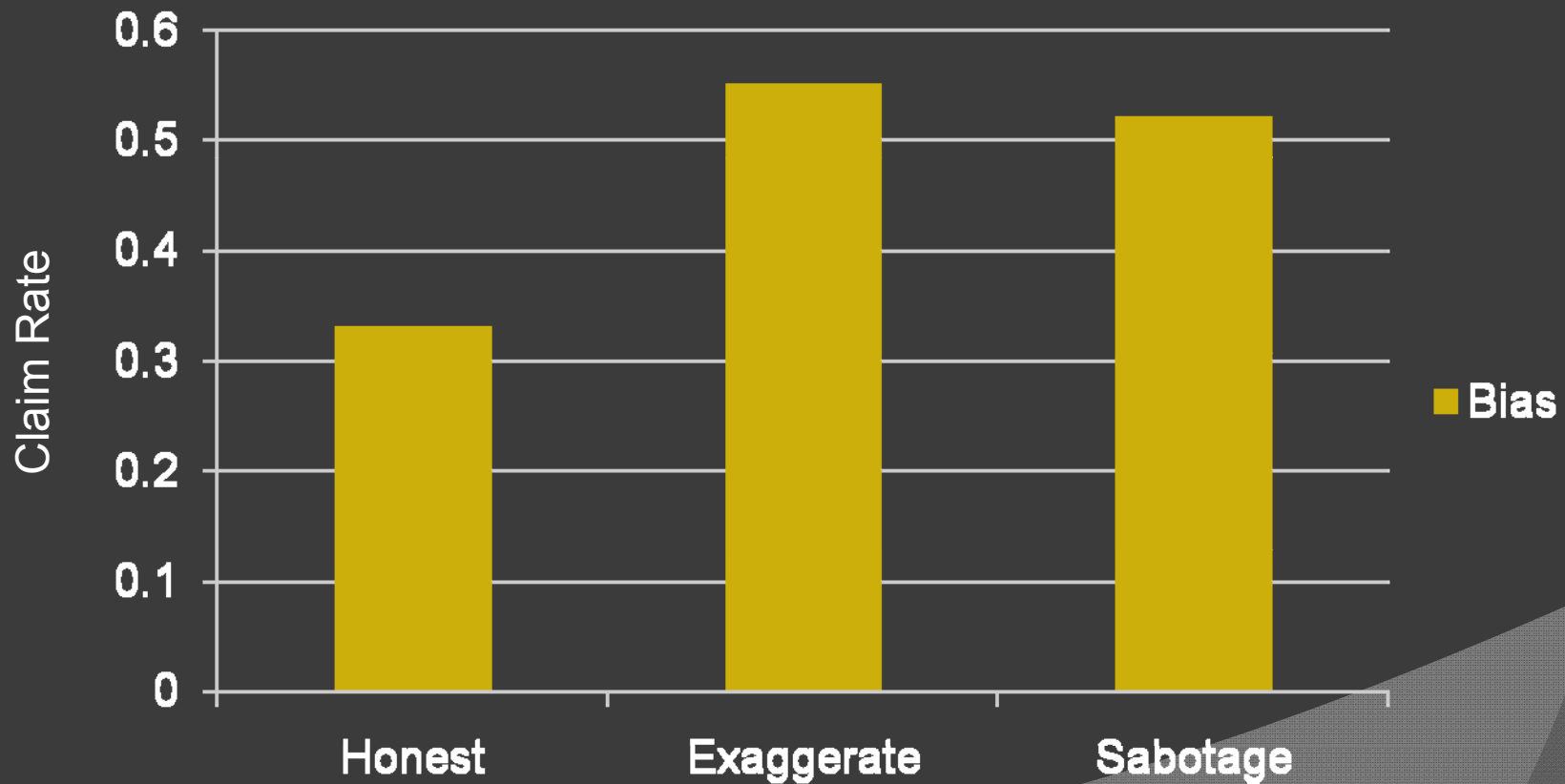- Over-claiming
  - Bias = Hits + False Alarms / 2

RESULTS

RESULTS: OCQ MEANS BY CONDITION

RESULTS: OCQ MEANS BY CONDITION

Bias (Over-claiming)

RESULTS: MAA

- Factor Analysis of MAA:
  - Originally 8 categories
  - Boiled down to 2:
    - Negative attitude towards marketing
    - Action: Changing laws/boycotting

WHO KNOWS MORE?

CORRELATIONS WITH NEGATIVE ATTITUDES

CONDITION	ACCURACY	BIAS
HONEST	r = .45	r = -.30
EXAGGERATE	r = -.32	r = .21
SABOTAGE	r = .016	r = .135

p < .03

- Action factor: Not significant in any of 3 conditions
- No significant correlations between VIA and OCQ

SUMMARY

- OCQ is promising tool to measure product recognition
  - Impression management
- MAA Contribution to literature
- In combination important questions can be answered
  - Do informed consumers have positive or negative attitudes towards advertising?

FUTURE RESEARCH

- The "Adbusters" conundrum
  - Why the negative attitudes?
  - Big Business
- Extend OCT to logos and brand image

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THANKS

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