

# Yoo and Donthu's Brand Equity Scale

Multidimensional Brand Equity (MBE) and Overall Brand Equity (OBE)

## <Application> BRAND EQUITY SURVEY of NIKE

The questions that follow require that you focus on one brand. Do not be concerned about whether this brand is typical or unusual, important or unimportant, pleasant or unpleasant.

**Product Category:** Athletic shoes

**Brand Name:** NIKE

1. Have you ever bought any brand of athletic shoes? (Circle one)  
(1) Yes (2) No
2. Have you ever bought NIKE? (Circle one)  
(1) Yes (2) No
3. Do you currently own any brand of athletic shoes? (Circle one)  
(1) Yes (2) No

The following statements describe NIKE. Using the following scale, please fill in your response to each question below.

Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree
1	2	3	4	5

4. [ ] The price of NIKE is high.
5. [ ] The price of NIKE is low.
6. [ ] NIKE is expensive.
7. [ ] NIKE is intensively advertised.
8. [ ] The ad campaigns for NIKE seem very expensive, compared to campaigns for competing brands.
9. [ ] The ad campaigns for NIKE are seen frequently.
10. [ ] Price deals for NIKE are frequently offered.
11. [ ] Too many times price deals for NIKE are presented.
12. [ ] Price deals for NIKE are emphasized more than seems reasonable.
13. [ ] The stores where I can buy NIKE carry products of high quality.
14. [ ] The stores where I can buy NIKE would be of high quality.
15. [ ] The stores where I can buy NIKE have well-known brands.
16. [ ] More stores sell NIKE, as compared to its competing brands.
17. [ ] The number of the stores that deal with NIKE is more than that of its competing brands.
18. [ ] NIKE is distributed through as many stores as possible.
19. [ ] NIKE is of high quality.
20. [ ] The likely quality of NIKE is extremely high.

21. [ ] The likelihood that NIKE would be functional is very high.
22. [ ] The likelihood that NIKE is reliable is very high.
23. [ ] NIKE must be of very good quality.
24. [ ] NIKE appears to be of very poor quality.
25. [ ] I consider myself to be loyal to NIKE.
26. [ ] NIKE would be my first choice.
27. [ ] I will not buy other brands if NIKE is available at the store.
28. [ ] I know what NIKE looks like.
29. [ ] I can recognize NIKE among other competing brands.
30. [ ] I am aware of NIKE.
31. [ ] Some characteristics of NIKE come to my mind quickly.
32. [ ] I can quickly recall the symbol or logo of NIKE.
33. [ ] I have difficulty in imagining NIKE in my mind.
34. [ ] It makes sense to buy NIKE instead of any other brand, even if they are the same.
35. [ ] Even if another brand has same features as NIKE, I would prefer to buy NIKE.
36. [ ] If there is another brand as good as NIKE, I prefer to buy NIKE.
37. [ ] If another brand is not different from NIKE in any way, it seems smarter to purchase NIKE.

#### GENERAL QUESTIONS

This section asks a few questions about you. Please circle the appropriate answer or fill in the blanks.

38. Your gender: 1<sup>st</sup> male      2<sup>nd</sup> female

39. Your age: \_\_\_\_\_ years old

40. What is your highest level of education? Please check (p).

- |                                      |                                  |  |                      |
|--------------------------------------|----------------------------------|--|----------------------|
| 1 <sup>st</sup> some high school     | 3 <sup>rd</sup> some college     | 5 <sup>th</sup> some graduate school     | 7 <sup>th</sup> more |
| 2 <sup>nd</sup> high school graduate | 4 <sup>th</sup> college graduate | 6 <sup>th</sup> graduate school graduate |                      |

41. What is your annual personal income level? Please check (p).

- |                                  |                                 |                                 |                                  |
|----------------------------------|---------------------------------|---------------------------------|----------------------------------|
| 1 <sup>st</sup> \$10,000 or less | 3 <sup>rd</sup> \$21,000-30,000 | 5 <sup>th</sup> \$41,000-50,000 | 7 <sup>th</sup> \$61,000-70,000  |
| 2 <sup>nd</sup> \$11,000-20,000  | 4 <sup>th</sup> \$31,000-40,000 | 6 <sup>th</sup> \$51,000-60,000 | 8 <sup>th</sup> \$70,000 or more |

Thank you for taking time to answer this survey. Your contribution is greatly appreciated. Please make sure you have answered all questions.

## SURVEY INSTRUCTIONS TO RESEARCHER

1. The survey shows how to measure brand equity and marketing efforts of NIKE. If you want to measure a different brand, you should modify the questions accordingly.
2. Randomly mix Items 4 to 37 in your actual survey.
3. Three items of 5, 24, and 33 should be reverse-coded (i.e., 5 becomes 1 and 1 becomes 5).
4. Brand equity can be measured in two ways:
  - a. **Multidimensional brand equity (MBE):** average of ten items (20, 21, 25, 26, 27, 29, 30, 31, 32, and 33)
    20. The likely quality of NIKE is extremely high.
    21. The likelihood that NIKE would be functional is very high.
    25. I consider myself to be loyal to NIKE.
    26. NIKE would be my first choice.
    27. I will not buy other brands if NIKE is available at the store.
    29. I can recognize NIKE among other competing brands.
    30. I am aware of NIKE.
    31. Some characteristics of NIKE come to my mind quickly.
    32. I can quickly recall the symbol or logo of NIKE.
    33. I have difficulty in imagining NIKE in my mind.
  - b. **Overall brand equity (OBE):** average of four items (34, 35, 36, and 37)
    34. It makes sense to buy NIKE instead of any other brand, even if they are the same.
    35. Even if another brand has same features as NIKE, I would prefer to buy NIKE.
    36. If there is another brand as good as NIKE, I prefer to buy NIKE.
    37. If another brand is not different from NIKE in any way, it seems smarter to purchase NIKE.

For detail discussion of the OBE and the MBE, see Yoo, Boonghee and Naveen Donthu (2001), "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale," *Journal of Business Research*, 52 (April), 1-14.

For detail discussion of other measures, see Yoo, Boonghee, Naveen Donthu, and Sungho Lee (2000), "An Examination of Selected Marketing Mix Elements and Brand Equity," *Journal of the Academy of Marketing Science*, 28 (Spring), 195-211.

For a US-Korea comparison of the brand equity creation model presented in the above JAMS article, see Yoo, Boonghee and Naveen Donthu (2002), "Testing Cross-Cultural Invariance of Brand Equity Creation Process," *Journal of Product & Brand Management*, 11 (6), 380-398.

For a site equity scale (an application of OBE in e-commerce), see Yoo, Boonghee and Naveen Donthu (2001), "Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (SITEQUAL)," *Quarterly Journal of Electronic Commerce*, 2 (1), 31-47.

Feel free to communicate with Boonghee Yoo for general discussion related to the measures.

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