

A SCALE FOR MEASURING ADVERTISING-EVOKED MENTAL IMAGERY

Darryl W. Miller, Washburn University
John Hadjimarkou, University of Texas, El Paso
Alan R. Miciak, University of Calgary

ABSTRACT

Research indicates that mental imagery often mediates cognitive and affective responses to advertising such as recall of message content, feelings, attitudes toward ads and brands, and behavioral intentions. Despite this research attention, a consistent approach to the measurement of ad-evoked imagery has not emerged. Indeed, in their review of imagery research in advertising, Babin, Burns, and Biswas (1992) suggested that a lack of valid measures of imagery have been a major hindrance to imagery research. A variety of approaches to measuring imagery have been taken including, criterion-based approaches, written protocols, and use of a variety of simple unidimensional or single items scales. Each of these approaches is somewhat deficient.

One reasonably good multi-item multi-dimensional imagery scale has been produced by Ellen and Bone (1991). However, while the scale has been shown to be quite reliable, it has some construct validity problems. Perhaps these stem from the fact that it was developed using a small number mock radio ads which were produced strictly for research purposes. Further, Ellen and Bone have been criticized for not following strict development procedures (Babin, Burns, and Biswas 1992).

Thus, following the procedures recommended by Churchill (1979), and using a large

number of real ads across three media (magazine, radio, and television) we hope to produce a psychometrically rigorous imagery scale. Our goal is to produce a scale that will reliably and validly measure ad-evoked imagery across media. The scale is intended to measure the dimensions of imagery which influence responses to advertising. These include, quantity, vividness, valence, and sensory mode. Preliminary results are encouraging. Each subscale demonstrates acceptable levels of internal consistency reliability and confirmatory factor analyses reveal proper dimensionality.

REFERENCES

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