

## ASSESSING THREE SOURCES OF MISRESPONSE TO REVERSED LIKERT ITEMS

Scott D. Swain  
 Danny Weathers  
 Ronald W. Niedrich

**Web Appendix***EXPERIMENT 1 - ITEMS*

<b>Initial statement (belief)</b>	<b>Item</b>	<b>Item truth value</b>	<b>Item polarity</b>
The SUV has an automatic transmission.	The SUV does have a manual transmission.	True	Affirmation
	The SUV does have an automatic transmission.	False	Affirmation
	The SUV doesn't have an automatic transmission.	False	Negation
	The SUV doesn't have a manual transmission.	True	Negation
The SUV has a manual transmission.	The SUV does have a manual transmission.	True	Affirmation
	The SUV does have an automatic transmission.	False	Affirmation
	The SUV doesn't have a manual transmission.	False	Negation
	The SUV doesn't have an automatic transmission.	True	Negation

*EXPERIMENTS 2A, 2B, AND 3 - SCALES AND TARGET ITEMS*

<b>Study</b>	<b>Scale<sup>a, b, c</sup></b>	<b>Target item</b>	<b>Item Polarity</b>
<b>Experiment 2a</b>	<b>1</b>	It is important that others think well of how I dress and look.	Affirmation
		It isn't important that others think well of how I dress and look.	Negation
	<b>2</b>	“Buy now, think about it later” describes me. “Buy now, think about it later” doesn't describe me.	Affirmation Negation
<b>3</b>	I get upset when people ignore how I look when I go out in public. I don't get upset when people ignore how I look when I go out in public.	Affirmation	
		Negation	
<b>Experiment 2b</b>	<b>4</b>	I am confident in my ability to research important purchases.	Affirmation
		I am not confident in my ability to research important purchases.	Negation
	<b>5</b>	I can focus easily on a few good brands when making a decision.	Affirmation
		I can't focus easily on a few good brands when making a decision.	Negation
	<b>6</b>	I often wonder if I've made the right purchase selection.	Affirmation
I don't often wonder if I've made the right purchase selection.		Negation	
<b>7</b>	I impress people with the purchases I make.	Affirmation	
	I don't impress people with the purchases I make.	Negation	
<b>8</b>	I am too timid when problems arise while shopping.	Affirmation	
	I am not too timid when problems arise while shopping.	Negation	

<b>Experiment 3</b>	<b>9</b>	I find it interesting to learn precise information. I don't find it interesting to learn precise information. I find it uninteresting to learn precise information. I find it boring to learn precise information.	Affirmation Particle negation Affixal negation Implicit negation
	<b>10</b>	The old saying "you get what you pay for" is generally true. The old saying "you get what you pay for" is generally not true. The old saying "you get what you pay for" is generally untrue. The old saying "you get what you pay for" is generally false.	Affirmation Particle negation Affixal negation Implicit negation
	<b>11</b>	I'm motivated to respond to promotional deals on products. I'm not motivated to respond to promotional deals on products. I'm unmotivated to respond to promotional deals on products. I'm seldom motivated to respond to promotional deals on products.	Affirmation Particle negation Affixal negation Implicit negation
	<b>12</b>	Having fun is important to me. Having fun isn't important to me. Having fun is unimportant to me. Having fun is trivial to me.	Affirmation Particle negation Affixal negation Implicit negation
	<b>13</b>	A new store or restaurant is something I would be willing to find out about. A new store or restaurant is something I wouldn't be willing to find out about. A new store or restaurant is something I would be unwilling to find out about. A new store or restaurant is something I would be reluctant to find out about.	Affirmation Particle negation Affixal negation Implicit negation
	<b>14</b>	I do feel attractive. I don't feel attractive. I feel unattractive. I feel ugly.	Affirmation Particle negation Affixal negation Implicit negation
	<b>15</b>	The notion of thinking abstractly is appealing to me. The notion of thinking abstractly isn't appealing to me. The notion of thinking abstractly is unappealing to me. The notion of thinking abstractly is repulsive to me.	Affirmation Particle negation Affixal negation Implicit negation
	<b>16</b>	I believe advertising is informative. I believe advertising isn't informative. I believe advertising is uninformative. I believe advertising is vague.	Affirmation Particle negation Affixal negation Implicit negation
	<b>17</b>	My body is sexually appealing. My body isn't sexually appealing. My body is sexually unappealing. My body is sexually offensive.	Affirmation Particle negation Affixal negation Implicit negation
	<b>18</b>	It is worthwhile to make an effort to conform to the clothing standards of one's social group. It isn't worthwhile to make an effort to conform to the clothing standards of one's social group.	Affirmation Particle negation

	It is worthless to make an effort to conform to the clothing standards of one's social group.	Affixal negation
	It is wasteful to make an effort to conform to the clothing standards of one's social group.	Implicit negation
<b>19</b>	I frequently gather information from friends or family about a product before I buy.	Affirmation
	I don't frequently gather information from friends or family about a product before I buy.	Particle negation
	I infrequently gather information from friends or family about a product before I buy.	Affixal negation
	I seldom gather information from friends or family about a product before I buy.	Implicit negation
<b>20</b>	The status of a product is relevant to me.	Affirmation
	The status of a product isn't relevant to me.	Particle negation
	The status of a product is irrelevant to me.	Affixal negation
	The status of a product is trivial to me.	Implicit negation
<b>21</b>	Owning a car is more appealing to me than renting or leasing one.	Affirmation
	Owning a car isn't more appealing to me than renting or leasing one.	Particle negation
	Owning a car is more unappealing to me than renting or leasing one.	Affixal negation
	Owning a car is less appealing to me than renting or leasing one.	Implicit negation
<b>22</b>	I rarely buy brands about which I am certain how well they perform.	Affirmation
	I rarely buy brands about which I am not certain how well they perform.	Particle negation
	I rarely buy brands about which I am uncertain how well they perform.	Affixal negation
	I rarely buy brands about which I am doubtful how well they perform.	Implicit negation
<b>23</b>	A federal department of consumer protection would be necessary.	Affirmation
	A federal department of consumer protection wouldn't be necessary.	Particle negation
	A federal department of consumer protection would be unnecessary.	Affixal negation
	A federal department of consumer protection would be extraneous.	Implicit negation
<b>24</b>	When I need assistance in a store, it is usually available.	Affirmation
	When I need assistance in a store, it is usually not available.	Particle negation
	When I need assistance in a store, it is usually unavailable.	Affixal negation
	When I need assistance in a store, it is usually lacking.	Implicit negation

<sup>a</sup> 1 = Conformity Motivation: Consumption (Kahle 1995), 2 = Impulse Buying (Rook and Fisher 1995), 3 = Exhibitionism (Raskin and Terry 1988), 4 = Information Acquisition (Bearden, Hardesty, and Rose 2001), 5 = Consideration Set Formation (Bearden, Hardesty, and Rose 2001), 6 = Personal Outcomes Decision Making (Bearden, Hardesty, and Rose 2001), 7 = Social Outcomes Decision Making (Bearden, Hardesty, and Rose 2001), 8 = Marketplace Interfaces (Bearden, Hardesty, and Rose 2001), 9 = Need for Precision (Viswanathan 1997), 10 = Price-Quality Schema (Lichtenstein, Ridgway, and Netemeyer 1993), 11 = Involvement with Sales Promotions (Lichtenstein, Netemeyer, and Burton 1995), 12 = MILOV (Hersche 1994), 13 = Dress Conformity (Lumpkin 1985), 14 = Self-Esteem: Appearance (Heatherton and Polivy 1991), 15 = Need for Cognition (Cacioppo and Petty 1982), 16 = Skepticism toward Advertising (Obermiller and Spangenberg 1998), 17 = Vanity (Netemeyer, Burton, and Lichtenstein 1995), 18 = Status Consumption (Flynn, Goldsmith, and Eastman 1996), 19 = Interpersonal Information Seeker (Bearden, Netemeyer, and Teel 1989), 20 = Shopping Innovativeness (Raju 1980), 21 = Possessiveness (Belk 1985), 22 = Exploratory Buyer Behavior Tendencies (Baumgartner and Steenkamp 1996), 23 = Attitude toward Government Regulation (Barksdale and Darden 1972), 24 = Consumer Sentiment toward Retailing (Gaski and Etzel 1986).

<sup>b</sup> Items in Experiment 2b comprised five of the six dimensions of the Consumer Self-Confidence Scale (Bearden 2001). The sixth dimension (Persuasion Knowledge) was dropped from the analysis because the target item was stated incorrectly.

<sup>c</sup> Some scales were shortened by randomly selecting and modifying a subset of items.

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