

Exploring the Application of a  
Brand Use Behavior Questionnaire in  
Class Discussions

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This study describes an exercise among eighty marketing majors. Students were given a Brand Usage Questionnaire (see Exhibit One) comprised of forty products/services where each item was assessed as to brand switching versus brand loyalty using a 10-point scale. In this case a score of one was used to indicate a switching of brands almost all of the time and a score of ten was used to portray the purchase or use of the same brand almost all of the time. Students were asked to select the response that was closest to their actual behavior. They were also told to skip a product if it was not used.