Likert scale

Puppy Monkey Baby Semantic Differential

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very Much | Somewhat | Neither | Somewhat | Very much |  |
| Is great |  | 1 | 2 | 4 |  | Is awful |
| Is memorable |  | 5 | 1 | 1 |  | Is not memorable |
| Makes me more likely to buy the product |  |  | 4 | 1 | 2 | Makes me less likely to buy the product |

Berries and Cream Semantic Differential

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very Much | Somewhat | Neither | Somewhat | Very much |  |
| Is great | 1 | 1 | 2 | 2 | 1 | Is awful |
| Is memorable | 4 | 3 |  |  |  | Is not memorable |
| Makes me more likely to buy the product | 1 | 1 | 3 | 1 | 1 | Makes me less likely to buy the product |