

## Measuring Product Commoditization

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# Measuring Product Commoditization

## **Abstract**

Commoditization refers to the process by which a product or service becomes standardized and interchangeable with similar products or services in the market, resulting in a reduction of its perceived value and a focus on price competition. Extant literature lacks a validated scale to assess product commoditization from a consumer perspective. The current research conceptualizes the construct of product commoditization and develops a scale that assesses commoditization as expressed by the four dimensions of brand awareness, price sensitivity, product homogeneity, and willingness to switch. Four studies using multiple methods confirm the reliability and validity of the product commoditization construct.

**Keywords:** *Commoditization, Scale development, Validity assessment*