

Marketing Scales Handbook

**A Compilation of Multi-Item Measures
for Consumer Behavior & Advertising Research**



Volume 6

Gordon C. Bruner II

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for Consumer Behavior & Advertising Research

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single-user version

Gordon C. Bruner II



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Preface

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Publishing this book was somewhat unexpected. Let me explain . . . a tremendous amount of time, effort, and money was spent during 2011 in the development of the Market Scales website. My thinking was that by putting new scale reviews online soon after they were written there would not be much demand for a book to be compiled later with a subset of those reviews. I believed researchers would prefer to buy just those few scales they were most interested in for some current project. After the website made its debut, however, it became increasingly clear that books were still popular. Although Volume 5 had been available since 2009, it still sold well. In fact, I still get requests for Volumes 1 to 4 as well. As time went on, I decided that the extra effort and expense of creating a new volume might be worth it.

Thus, I began to make decisions about the nature of the book. Given the success of Volume 5, I had little interest in looking for a typical publisher and I decided to publish the book myself. Also, I decided to release the book solely in digital form. While I admit there are many people and libraries that would like it to be in paper form, that adds many complications and expenses that I want to avoid.

Over the years, each volume has covered about 4 years of scales. So it is with this one. The scales reviewed in this volume were published between 2006 and 2009. I personally looked at each article in each of the six journals I regularly review and selected 462 articles that seemed to have scales of the right type. Later, each of those articles was examined in more detail. Some were dismissed as not having measures of the sort typically reviewed. Some were strongly considered but insufficient information was available to allow me to provide an adequate review. In other cases, articles only had scales that had been sufficiently reviewed in previous volumes. Ultimately, 682 reviews were written. (More details are provided in the Introduction.)

As with Volume 5, one of the benefits of this ebook is that it is much easier for users to find information of interest compared to the effort required with a paper book. A Table of Contents is included but users are urged to utilize the **Find** function available in Adobe Acrobat when they are looking for something in particular. Other benefits of the book being in a digital format are the ability to highlight passages that you consider important to your purpose, leave comments for yourself, and maybe best of all, copy the scale items straight from a review and place them into a questionnaire.

Finally, work has begun on scales beyond those covered here in Volume 6. For lack of a better name, they are part of Volume 7. Having said that, I can not promise at this point that there will be another volume published about four years from now. I am willing to do it if there is demand for it. In the meantime, I will throw myself into reviewing new scales that are published and release those reviews at www.marketingscales.com in a timely manner. Be sure to check out the website for the status of the database and future publications.

Acknowledgements

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In the process of reviewing scales, I rely most heavily on the journal articles in which the scales are mentioned for the details I provide. However, it is not unusual for critical pieces of information to be missing or unclear in those articles. In many cases, I have attempted to contact the authors for the missing details. Of the authors who I attempted to contact during the time this book was written, only about two-thirds got back to me. My thanks goes out to the following researchers who kindly responded to my requests for more information:

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May your measures always be valid!

Gordon C. Bruner II

Fort Worth, Texas

June 2012

Introduction

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Volumes 1 to 5 of this series contained multi-item psychometric scales that had been included in articles published in six of the top marketing journals between 1980 and 2005. (See the table below for a listing of the six journals.) This sixth volume in the series covers the scales that were reported in articles published from 2006 to 2009. As with the earlier books, this one should not be viewed simply as a revision of the previously published material, in fact, as explained below, the contents of this volume are overwhelmingly new. The only scales reported in the previous volumes that were reported in this volume are a few for which some relevant new information was added.

Similar to Volumes 4 and 5, this volume is composed entirely of scales that were used in research with consumers or similar groups of respondents, e.g., students, patients, voters, etc. Having said that, hundreds of the scales are amenable for use when studying a wide variety of people, even those in an organizational context such as administrators and employees.

To be included in this volume, scales had to be composed of three or more items, have empirical evidence of their psychometric quality, and have been treated by their users as reflective measures rather than formative. With those general rules in mind, a review was conducted of the hundreds of articles published in six of the top marketing journals between 2006 and 2009. Ultimately, information from about 182 of those articles led to the 682 scales composing this volume.

Most of the scales in this volume are new to the series. Unlike the previous volumes, scales were not included in this volume if they had been reported in previous volumes and those reviews were considered to be “sufficient.” (Those reviews are available in the database at the website.) In some few cases, reviews from previous volumes were updated and included because some new information had come to light. Informing readers about the second and third usage of a scale is useful in order to show how it has performed in different studies in different contexts. The time comes, however, when a scale has been used so many times that there is not much to be gained by citing yet another usage.

A rule followed in the *Marketing Scales Handbook* series has been to describe multiple uses of “the same scale” in the same review. This was done when scales appeared to be measuring the same construct and had about half or more items in common. Perusing the Table of Contents will show that in some cases, however, the same or similar construct has been measured in such different ways that the uses have been reviewed separately (e.g., #7, #8, and #9).

The layout of reviews is exactly the same as followed Volume 4 and 5. Details about the typical information found in each scale review are provided on the next page.

TABLE

SCALE REVIEW FORMAT

KEY WORDS: Each scale in the book has been coded with several key words from a standardized list. These are listed as a header at the beginning of each review. If you find one scale of interest, consider searching for measures of related constructs using one or more the key words.

SCALE NAME: A short, descriptive title for the scale is assigned to each scale (or set of very similar scales). The name may not be the one used by the authors. The goal was to assign a name that was as consistent as possible with the content of a scale and with other known measures of the construct without being overly long and/or cumbersome.

SCALE DESCRIPTION: A few sentences are used to describe the construct apparently being assessed and the structure of the measure. The number of items, the number of points on the scale, and the response format (e.g., Likert, semantic differential) are typically specified. If significantly different names were used by authors for the measure then they are usually noted in this field.

SCALE ORIGIN: Limited information is given about the creation of the scale, if known. Many of the scales were developed for use in one study and were not known to have been used again during the review period.

RELIABILITY: For the most part, reliability is described in terms of internal consistency, most typically with Cronbach's alpha. In rare cases, scale stability (test-retest correlations) is reported as well.

VALIDITY: Many studies did not report much if any helpful information regarding the various aspects of a scale's validity. At the other extreme, some scale authors provided so much information that it is summarized in this field. In those cases, readers are urged to consult the cited article for more details.

COMMENTS: This field was only used when something needed to be said about a scale that did not fit well into the other fields. For example, if a scale was judged to have a serious deficiency then improvement is urged before further use of the scale is made. Also, when other studies were considered to be relevant to the scale's usage but were not fully described in the review for some reason, they were cited as "see also."

REFERENCES: Every source cited in a review is referenced in this section using the *Journal of Marketing* style. The six journals that were closely examined for articles with scales are *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Retailing*. Citation of additional journals, books, proceedings, and other sources are provided when relevant. As stated in the Acknowledgements, in many cases the scale users themselves were contacted and provided information that helped with the description. Depending upon the extent of their assistance, they may have been cited as well.

SCALE ITEMS: The statements, adjectives, or questions composing a scale are listed in this field. Also, an indication of the response format is provided unless it has been adequately specified in the Scale Description section. Where an item is followed by an (r) it means that the numerical response should be reverse coded when calculating scale scores. Other idiosyncrasies may be noted as well. For example, when slightly different versions of the same scale are discussed in the same review then an indication is given as to which items were used in particular studies.

SCALE NAME: Gadget Loving

SCALE DESCRIPTION:

The scale is composed of eight, seven-point Likert-type statements that measure the degree to which a consumer expresses high intrinsic motivation to adopt and use innovative, technology-based goods and services. Those scoring high on the scale are referred to as gadget lovers.

SCALE ORIGIN:

The scale is original to Bruner and Kumar (2006, 2007). The scale was developed in a series of studies, some of the details of which are described in the published article (Bruner and Kumar 2007) but much more is in an unpublished paper (Bruner and Kumar 2006).

RELIABILITY:

Among the several times the scale was used, the alphas ranged from .89 (Study 4, 188 college students) to .94 (Study 3, 1,366 customers of a wireless provider). The stability (three month test-retest) of the scale was tested in Study 4 with 71 students who had also completed the scale three months earlier. The test-retest correlation was .74.

VALIDITY:

Quite a bit of information bearing on the scale's validity is provided in the article (Bruner and Kumar 2007). More is provided in a longer working paper (Bruner and Kumar 2006). In brief, support was provided for the scale's content, convergent, discriminant, and concurrent validities. One concern about the scale which the authors mentioned had to do with item #6 (below). It was weaker than the other items and is a candidate for elimination. To maintain the scale's content validity, the authors suggested replacing the item with something referring more generally to ongoing search activity, e.g., *gathering information about new gadgets due to be released is something I enjoy doing*.

REFERENCES:

Bruner II, Gordon C. and Anand Kumar (2006), "Gadget Lovers," *Office of Scale Research Technical Report #0602*, scaleresearch.siuc.edu/tr0602.pdf.

Bruner II, Gordon C., Anand Kumar (2007), "Gadget Lovers," *Journal of the Academy of Marketing Science*, 35 (3), 329-339.

SCALE ITEMS:

1. Despite their age, I love to play around with technological gadgets.
 2. Even if they aren't the newest things on the market, learning how to operate technological products is interesting to me.
 3. Old or new, playing with technological products brings me a lot of enjoyment.
 4. Others may not understand it but it's kind of a thrill to play with products that have a high-tech component.
 5. If I was alone for several hours I could entertain myself easily if I had lots of gadgets to play with.
 6. Leafing through catalogs from high-tech vendors such as Sharper Image and Dell is something I like to do.
 7. It is easy for me to spend a lot of time playing around with almost any kind of technological device.
 8. Some people find it irritating but I enjoy figuring out how to get technological goods and services to work.
-

SCALE NAME: Innovativeness (Technological)

SCALE DESCRIPTION:

Five, seven-point Likert-type statements compose the scale and are intended to measure the degree to which a consumer is motivated to be the first to adopt new technology-based goods and services.

SCALE ORIGIN:

The scale was developed in a series of studies, some of the details of which are described in an article by Bruner and Kumar (2007a) but with the most details being provided in another publication (Bruner and Kumar 2007b). The version of the scale referred to in the article (2007a) is a subset of items from a larger set developed by the authors for use by *Sprint* to classify customers based on their technological innovativeness (2007b).

RELIABILITY:

Based on the studies described by Bruner and Kumar (2007a), the scale had alphas of .91 (Study 1) and .92 (Study 2) using large, national samples.

VALIDITY:

Some information bearing on the scale's validity is provided in the article by Bruner and Kumar (2007a) as it was used to help validate another scale they were developing (gadget loving). In particular, evidence was provided in support of the scale's convergent and discriminant validities. Its AVE was .67 and .69 in Studies 1 and 2, respectively.

REFERENCES:

Bruner II, Gordon C., Anand Kumar (2007a), "Gadget Lovers," *Journal of the Academy of Marketing Science*, 35 (3), 329-339.

Bruner II, Gordon C., Anand Kumar, and Clyde Heppner (2007b), "Predicting Innovativeness: Development of the Technology Acceptance Scale," *New Research on Wireless Communications*, Nova Science Publishers, Inc., 1-20.

SCALE ITEMS:

1. I get a kick out of buying new high tech items before most other people know they exist.
 2. It is cool to be the first to own new high tech products.
 3. I get a thrill out of being the first to purchase a high technology item.
 4. Being the first to buy new technological devices is very important to me.
 5. I want to own the newest technological products.
-

SCALE NAME: Opinion Leadership (Product Category Specific)

SCALE DESCRIPTION:

Six, seven-point Likert-type items measure a consumer's belief that other consumers come to him or her for information about products to buy and are influenced by the information received. The scale is purposefully constructed to be amenable for adaptation to a variety of product categories but is not a generalized leadership scale. The authors (Flynn, Goldsmith, and Eastman 1996) believed the construct to be monomorphic, such that opinion leadership in technologically advanced cultures tends to focus on one topical area rather than to be experienced for many (polymorphic).

SCALE ORIGIN:

Although opinion leadership had a long history of study and measurement in marketing and sociology, Flynn, Goldsmith, and Eastman (1996) observed that one of the most well-known measures of the construct (Rogers 1961; Rogers and Cartano 1962) lacked content validity and was not unidimensional. Therefore, they conducted a series of five studies to develop and test a better measure. They began by generating a pool of items, some of which were for measuring a co-phenomenon: opinion seeking. The items were initially screened for face validity by six doctoral students, revisions were made, and further editing followed using the results of Study 1.

The scale used by Bruner and Kumar (2007) was an application of the scale by Flynn, Goldsmith, and Eastman (1996) in the technology context.

RELIABILITY:

Flynn, Goldsmith, and Eastman (1996) reported alphas of .86, .78, .87, and .80 for Studies 1 through 4, respectively. The alphas in Study 5 were .86 (test 1) and .91 (test 2). The four-week test-retest measure of stability was .82. An alpha of .88 was reported by Bruner and Kumar (2007) for the scale as used in their Study 2.

VALIDITY:

A considerable amount of information was gathered by Flynn, Goldsmith, and Eastman (1996) in support of the scale's validity. In summary, confirmatory factor analysis of data from Studies 2, 3, and 5 indicated that the scale was unidimensional. Data from Studies 3 and 4 provided evidence of nomological validity.

Some information bearing on the scale's validity was provided by Bruner and Kumar (2007) as it was used to help validate another scale they were developing (gadget loving). In particular, evidence was provided in support of the scale's convergent and discriminant validities. Its AVE was .60 (Study 2).

REFERENCES:

- Bruner II, Gordon C., Anand Kumar (2007), "Gadget Lovers," *Journal of the Academy of Marketing Science*, 35 (3), 329-339.
- Flynn, Leisa R., Ronald E. Goldsmith, and Jacqueline K. Eastman (1996), "Opinion Leaders and Opinion Seekers: Two New Measurement Scales," *Journal of the Academy of Marketing Science*, 24 (Spring), 137-47.
- Rogers, Everett M. (1961), *Characteristics of Innovators and Other Adopter Categories*. Wooster, Ohio: Ohio Agricultural Experiment Station Research Bulletin #882.
- Rogers, Everett M. and David G. Cartano (1962), "Methods of Measuring Opinion Leadership," *Public Opinion Quarterly*, 26 (Fall), 435-441.

SCALE ITEMS:¹

1. My opinion on _____ seems not to count with other people. (r)
2. When they choose a _____, other people do not turn to me for advice. (r)
3. Other people rarely come to me for advice about choosing _____. (r)

4. People that I know pick _____ based on what I have told them.
 5. I often persuade other people to buy the _____ that I like.
 6. I often influence people's opinions about _____.
-

1. The name of the focal product category should be placed in the blanks.

SAMPLE

SCALE NAME: Website Interactivity (Speed of Response)

SCALE DESCRIPTION:

The scale uses four statements with a seven-point response format to measure the extent to which a response to a communication event at a website was perceived to be immediate or without delay.

SCALE ORIGIN:

The scale is original to the dissertation by Johnson (2002). In the study by Johnson, Bruner, and Kumar (2006), interactivity was theorized as a second-order factor and modeled as a formative construct composed of four facets. Speed of response was one of those facets.

RELIABILITY:

The construct reliability was reported to be .96 (Johnson, Bruner, and Kumar 2006).

VALIDITY:

As noted above, support was provided in the study for interactivity being modeled as a formative construct, with reciprocity being one of its facets. Evidence of the speed of response scale's convergent and discriminant validity was provided.

REFERENCES:

Johnson, Grace J., "The Dimensionality of Interactivity and Its effect on Key Consumer Variables," unpublished doctoral dissertation, Southern Illinois University, Carbondale, Illinois.

Johnson, Grace J., Gordon C. Bruner II, and Anand Kumar (2006), "Interactivity and Its Facets Revisited: Theory and Empirical Test," *Journal of Advertising*, 35 (Winter), 35-52.

SCALE ITEMS:¹

1. Please rate the speed with which the webpages responded to your commands.
2. Every time you clicked on parts of the webpage, how quickly did the website respond?
3. When you performed an action on the webpage, what was your impression of how much delay there was in obtaining a response?
4. What was your impression of the immediacy with which the webpages responded to your comments?

1. The seven-point response scale was anchored by *very low* and *very high*.