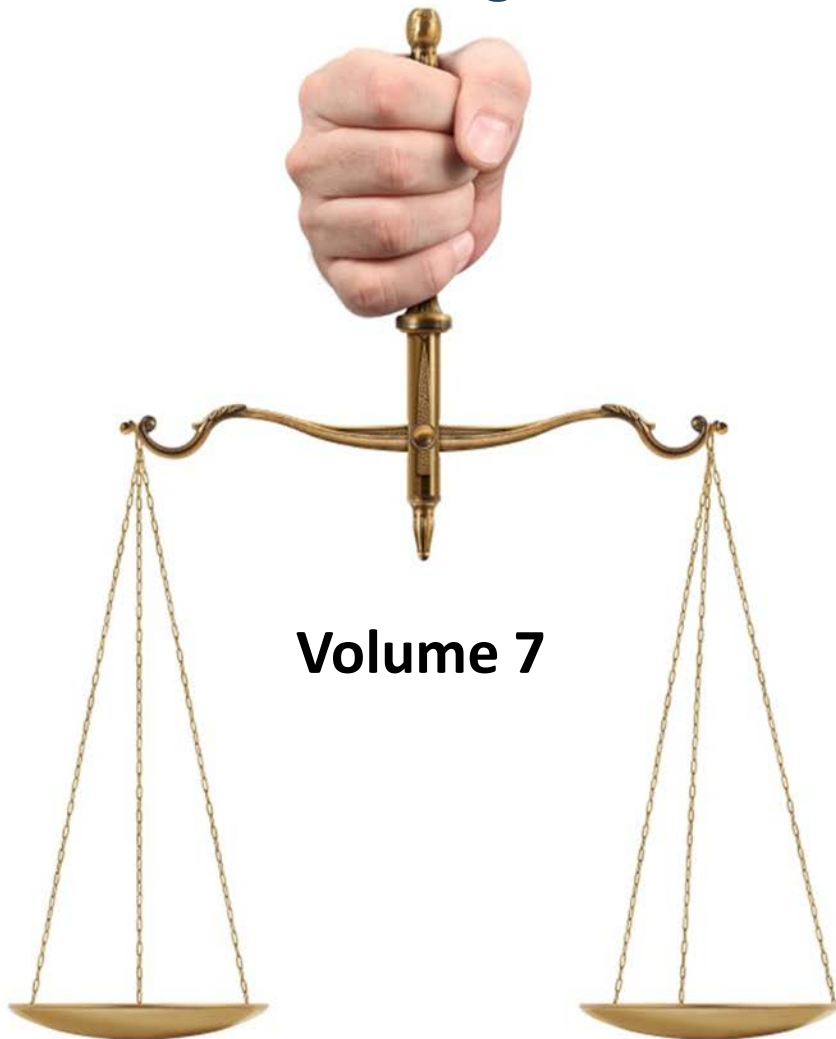


Marketing Scales Handbook

**Multi-Item Measures
for Consumer Insight Research**



Volume 7

Gordon C. Bruner II

Marketing Scales Handbook

Multi-Item Measures for Consumer Insight Research

Volume 7

(sample version)

Gordon C. Bruner II



GCBII Productions, LLC
Fort Worth, Texas USA

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Preface

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How exciting it is to produce the seventh volume in *Marketing Scales Handbook* series! I did not imagine such a long-lived series was being started when we were working on that first volume in 1989. The problem then was figuring out how to get the book written and published. After all of this time, the work has become more routine and yet, there are still challenges to getting each volume done.

For those who have been aware of the release dates of the past volumes in the series, they may realize that this one is being published relatively soon after the previous one. The primary reason for this timing is that I am catching up after being so behind in years past. In other words, the ideal is for scales to be reviewed, assembled into a book, and then released relatively soon after the journal articles containing the scales have been published. When I was working full-time in academia, that ideal was not achievable. I was not able to review scales fast enough to keep up with all of the ones being published. Since my retirement a year ago, however, I have been able to make a lot of progress in reducing the backlog. It has become more realistic for me to review scales sooner after they are published, add them to the database, and release another volume when a reasonable number of reviews have been completed. This way, the reviews are made available to researchers while the constructs they refer to are still "fresh" in the discipline rather than several years later when research interest may have waned.

There were several things I did in preparing this volume to assist me in catching up, the first of which was to focus on scales from a two year period rather than four as previous volumes have. The scales reviewed in this volume are from articles published in 2010 and 2011. Though it might be assumed that just two years would have too few scales to justify a volume, the 364 measures reviewed here prove otherwise.

As explained in more detail in the Introduction, there were other ways I raised the bar this time to limit the number of reviews that would be included. Some scales were ignored or treated as "see also" if enough uses of them had been reported in past volumes. Another way to limit my work was to ignore some scales that, while being unique and not reviewed in the past, were deemed to be "me too" measures of constructs for which a reasonable number of scales had already been reviewed.

The effect of these inclusion criteria is that the majority of the reviews in this volume are of scales that are only known to have been reported in one article. A small number have been used a few times but, unlike Volume 5 in particular, there are no scales that have been reported in more than five articles from the domain of literature reviewed. That is why most of the reviews in this volume are only one page long and the book is able to fit 364 scales into just a little over 400 pages. By the way, those interested in which scales have been used the most over time are urged to see the little book I released earlier this year that focuses on that very issue (*Marketing Scales Handbook: The Top 20 Multi-Item Measures Used in Consumer Research*, available at Amazon).

As with Volumes 5 and 6, one of the benefits of this ebook format 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 that should be available in the software being used to read the book. Other benefits of the book being in a digital format are the ability to highlight passages that you consider important to your purpose, being able to leave comments for yourself on the pages of the text, and the ease with which scale items can be copied from a review and placed into a questionnaire. While I encourage researchers to use these scales, I urge them to credit those authors who created a scale or, in those cases where the origin is unknown, to at least cite some of the authors who have previously used it. While getting permission to use another researcher's scale is rarely necessary in the marketing discipline, users are expected to give credit when measures are not their own because they are building upon other researchers' work.

Finally, work has begun on scales that appeared in articles published after the period covered in this volume. They will be part of Volume 8, if such volume is created. Until then, the new reviews I write will be added to the database at www.marketingscales.com in a timely manner.

Acknowledgements

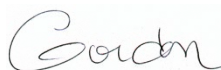
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Most of the information I use when reviewing scales comes from the journal articles in which the scales are reported. On occasion, however, when clarification or more details are needed, I attempt to contact the authors for the information. Unfortunately, not all of those I contact get back to me. I appreciate those researchers listed below who did respond:

- Clinton Amos
- Steven Bellman
- Lisa Bolton
- Lan Jiang
- Alexander Josiassen
- Keri Kettle
- Didem Kurt
- Ravi Mehta
- Page Moreau
- Darrel Muehling
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- Dan Sheinin
- Andrea H. Tangari
- Valerie Taylor
- Echo Wen Wan
- Yong Wang
- Keith Wilcox

Additionally, I want to thank my wife for indulging my treatment of this scales work as a full-time job. Given my retirement from my full-time position last year, it would be natural for others to assume I would not have the same type of work schedule as I had before. As a one man business, however, I have to play the roles of author, website administrator, promotion team, accountant, and publisher, roles which are played at all hours and for little or no compensation. If not for my wife's tolerance of a strange balance of effort and financial reward, this work would come to an end.

May your measures always be valid!



Fort Worth, Texas

August 2013

Introduction

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It has been over 20 years since Volume 1 of this series was published. Since then, five more volumes have been published. They contained descriptions of multi-item scales from scholarly consumer insight research that had been published in the top marketing journals between 1980 and 2009. (See the table below for a listing of the journals.) This seventh volume covers the scales that were reported in articles published in 2010 and 2011. As with the earlier books, this book should not be viewed as a new “edition” that merely revises material published in the previous handbooks. It is referred to as a “volume” because it covers a different time period than the other books in the series and its contents are overwhelmingly new. The only scales from the previous volumes that have been included in this volume are a few for which some relevant new information was added.

Similar to Volumes 4, 5, and 6, this volume is composed entirely of scales that were used in scholarly research of “consumers” or related groups of respondents, e.g., shoppers, viewers, students, patients, citizens, etc. Dozens of the scales in this volume are amenable for use in a wide variety of contexts and with all sorts of people, including those in an organizational setting with administrators and/or employees.

To be part of this volume, scales had to be composed of three or more items, have at least a minimal level of empirical evidence of their psychometric quality, and be reflective measures rather than formative. Three other criteria were used as well. As described below, one was a constraint imposed at the scale level, one was a constraint at the construct level, and the final limit had to do with time.

At the scale level, some measures were not reviewed for this volume because they were the same or very similar to ones that had been reviewed in previous volumes. The authors who used those scales were building upon past research and, in general, that is a good practice. There is value to reporting several studies in which a scale has been used so that other researchers can have a better understanding of the scale’s psychometric quality across authors, time, and contexts. Yet, at some point, the effort spent writing a review of the nth usage of a well-known scale is better spent on measures of “new” constructs or new facets of familiar constructs. Given this, there are no scales in this book with lots of uses reported over many years from the domain of literature examined.

Another criterion used to focus the work in this volume is at the construct level and has to do with the number of unique measures of a construct to review. The greater the number of different measures of a construct that had already been reviewed in past volumes and are available in the online database, the less likely that another measure was reviewed for this volume. While providing some alternative measures of the same construct is helpful, promoting the endless creation of different scales for any one construct is not desirable. In fact, one of the

very reasons for producing the handbooks and the scales database was to help researchers build upon past efforts rather than recreating the wheel. Unfortunately, after all of this time, there are still researchers who know better and yet continue to develop new scales without providing evidence that theirs are better in some significant way than the ones that are already available. Those scales were ignored and effort was focused on constructs (or facets of constructs) with few if any measures.

The final major criterion used with the review work to help reduce the backlog of material was to focus on articles from a two year period rather than four as had been done in previous volumes. (See more discussion of this in the Preface.) An initial examination was conducted of 650+ articles published in six top marketing journals in 2010 and 2011. From that group, 176 articles received greater scrutiny because they appeared to have scales of the type included in the book. After closer examination, some of those articles were dismissed because the scales they included did not meet enough of the stated criteria or the authors did not respond to requests for more information. Ultimately, there were 144 articles from the marketing literature domain with scales that were reviewed for this book.

As has been true since the beginning, the reviews are organized by scale not just by construct. That means scales that are the same or very similar in their items are reviewed together under one title. But, as noted above, there are also scales that apparently measure the same construct but are so different in their composition that they are listed separately here while sharing the same title. The latter represent alternative ways that researchers have measured the same or very similar constructs. Note, for example, Temporal Orientation (Future) for which three different measures are provided here (#330-#332).

Assigning titles to scales (naming them) is not as simple as it might seem. Several things have been taken into account: what did the creators call it, what have other users called similar measures, what is the fundamental construct being measured, how can the scale be described in a few words, and can the scale title begin with a word that is the same as related scales so that they are near each other in the book, e.g., Anxiety (General), Anxiety (Service Usage), and Anxiety (Technological).

The layout of reviews is exactly the same as followed in the last few volumes. Details about the type of information found in the various sections of each scale review are provided in the table on the next page.

TABLE

Description of the Scale Review Format

SCALE NAME:

A short, descriptive title is assigned to each scale. Several issues are taken into account when assigning a title and the name may not be the one used by the authors. See discussion above for more details.

SCALE DESCRIPTION:

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

SCALE ORIGIN:

Information about the creation of a scale is provided here, if known. Describing the source is complicated by the fact that in a substantial number of cases, the authors who use a scale do not explicitly identify the source. In many if not most of those cases, the scales are original to those authors and they do not provide details about the scale's development. Another issue that is tactfully addressed in this field is when the source information given by authors is misleading or incorrect, something that occurs far too frequently.

RELIABILITY:

For the most part, reliability is described in terms of internal consistency, most typically with Cronbach's alpha or construct reliability. In the few cases where it is known, scale stability (test-retest correlation) is reported as well.

VALIDITY:

There are several types of validity and no one study is expected to fully "validate" a scale. While it is hoped that authors of each study would provide at least some evidence of a scale's validity, the reality has been the opposite. Most studies have not reported much if any information about their respective scales' validities. At the other extreme, some authors have provided so much information in their articles that it is merely summarized in this field. In those cases, readers are urged to consult the cited articles for more details.

COMMENTS:

This field is used occasionally when something significant was observed and was deemed important to point out that did not “fit” well in the other sections. For example, if something about a scale was judged to be deficient then readers have been urged to exercise caution in using the scale.

REFERENCES:

Every source cited in a review is referenced in this section. 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 were 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. For example, if a measure is described as a “Likert-type” then it can be assumed that the extreme verbal anchors for the response scale were *strongly agree / strongly disagree* or some close variant. 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: Aesthetic Appeal

SCALE DESCRIPTION:

Using three, seven-point semantic-differentials, the scale measures the degree to which something is considered to be interesting and creative.

SCALE ORIGIN:

The scale appears to have been created by Wang, Minor, and Wei (2011) for use in the experiment they conducted. They drew ideas for the scale items from research on the dimensions of websites (e.g., Lavie and Tractinsky 2004; Schenkman and Jonsson 2000).

RELIABILITY:

The alphas for the scale were .95 (purchase task) and .92 (non-purchase/browse task) with respect to the treatment groups in the experiment by Wang, Minor, and Wei (2011).

VALIDITY:

With data from a pilot test, Wang, Minor, and Wei (2011) performed a CFA on the items in this scale and a companion scale (aesthetic formality). The results showed that there were two factors and each had high loadings. Further, with data from the main experiment, CFA was conducted on measures of nine constructs, including aesthetic appeal. Based on several criteria, the model fit well. Evidence was found in support of their scales' discriminant validities.

COMMENTS:

Because Wang, Minor, and Wei (2011) created the scale for use with websites, care should be taken when using it with something else.

REFERENCES:

Lavie, Talia and Noam Tractinsky (2004), "Assessing Dimensions of Perceived Visual Aesthetics of Web Sites," *International Journal of Human-Computer Studies*, 60 (3), 269–98.

Schenkman, Bo N. and Fredrik U. Jonsson (2000), "Aesthetics and Preferences of Web Pages," *Behaviour and Information Technology*, 19 (5), 367–7.

Wang, Yong Jian (2013), personal correspondence.

Wang, Yong Jian, Michael S. Minor, and Jie Wei (2011), "Aesthetics and the Online Shopping Environment: Understanding Consumer Responses," *Journal of Retailing*, 87 (1), 46-58.

SCALE ITEMS:¹

1. monotonous / fascinating
2. conventional / creative
3. unremarkable / impressive

1. The scale items were provided by Wang (2013).

SCALE NAME: Brand Personality Appeal (Favorability)

SCALE DESCRIPTION:

The degree to which a consumer views a brand's personality as being attractive and desirable is measured using seven, seven-point bi-polar adjectives.

SCALE ORIGIN:

The scale was created and validated along with two companion scales (originality and clarity) by Freling, Crosno, and Henard (2011). The set of scales were called Brand Personality Appeal (BPA). In an impressive number and quality of pretests and studies, the authors provided considerable evidence in support of their BPA scales' psychometric qualities as summarized below.

RELIABILITY:

Although the scale was developed and tested in several studies, its alpha was only reported in the article by Freling, Crosno, and Henard (2011) for Study 3 (.948) and Study 4 (.933). Its temporal stability (seven week test-retest) was examined in Study 4 and found to be .852.

VALIDITY:

Considerable evidence of the scale's validity was provided by Freling, Crosno, and Henard (2011) beginning with the unusually thorough amount of content validation at the beginning and continuing through several studies that supported claims of the scale's convergent, discriminant, known-group, and predictive validities. In Study 3, its AVE was .729.

REFERENCES:

Freling, Traci H., Jody L. Crosno, and David H. Henard (2011), "Brand Personality Appeal: Conceptualization and Empirical Validation," *Journal of the Academy of Marketing Science*, 39 (3), 392-406.

SCALE ITEMS:

This brand's personality is:

1. satisfactory / unsatisfactory (r)
 2. unpleasant / pleasant
 3. attractive / unattractive (r)
 4. positive / negative (r)
 5. bad / good
 6. poor / excellent
 7. undesirable / desirable
-

SCALE NAME: Emotional Information Management (Empathy)

SCALE DESCRIPTION:

The scale is composed of five, seven-point Likert-type items that are intended to measure how much a person believes he/she is affected by what others are feeling and experiencing.

SCALE ORIGIN:

The scale used by Taute, McQuitty, and Sautter (2011) was borrowed from previous research by the lead author and colleagues (Taute, Huhmann, and Thakur 2010). They, in turn, had borrowed ten items from McBane (1995) who viewed them as a unidimensional measure of empathy. In contrast, Taute, Huhmann, and Thakur (2010) created two scales from the items, separating cognitive empathy from emotional empathy. Regarding the latter, the final version of the scale (shown below) had an alpha of .861 and an AVE of .61 in Study 4 (n = 232 college students) by Taute, Huhmann, and Thakur (2010).

RELIABILITY:

The alpha of the scale when used by Taute, McQuitty, and Sautter (2011) was .868 (n = 280 college students).

VALIDITY:

Based on factor analyses (EFA and CFA), Taute, McQuitty, and Sautter (2011) provided support for the scale's unidimensionality as well as its discriminant validity. The AVE for the scale was .83.

REFERENCES:

McBane, Donald A. (1995), "Empathy and the Salesperson: A Multi-Dimensional Perspective," *Psychology & Marketing*, 12 (July), 349–371.

Taute, Harry A., Bruce A. Huhmann, and Ramendra Thakur (2010), "Emotional Information Management: Concept and Measure Development in Public Service Announcements," *Psychology & Marketing*, 27 (May), 417–444.

Taute, Harry A., Shaun McQuitty, and Elise Pookie Sautter (2011), "Emotional Information Management and Responses to Emotional Appeals," *Journal of Advertising*, 40 (3), 31-43.

SCALE ITEMS:

1. I would describe myself as a pretty soft-hearted person.
 2. Other people's misfortunes disturb me a great deal.
 3. I often have tender, concerned feelings for people less fortunate than me.
 4. When I see someone being taken advantage of, I feel kind of protective toward them.
 5. I am often quite touched by things I see happen.
-

SCALE NAME: Personal Cultural Orientation (Masculinity)

SCALE DESCRIPTION:

The degree to which a person believes that males are generally characterized by greater physical strength and ambition than females is measured with five, seven-point Likert-type items.

SCALE ORIGIN:

In a series of admirable studies, this scale was created and validated by Sharma (2010) as part of the Personal Cultural Orientations instrument. That instrument measures the five dimensions of culture (e.g., Hofstede 1980, 1991) at the individual level using ten scales, two per dimension. After an extensive review of the literature as well as in-depth interviews with people from diverse cultures, Sharma (2010) generated 96 items for measuring the proposed ten factors. He then assessed the face and content validities of the instrument. Based on the results, 58 items remained for examination in the Study 1. Based on data from 588 adult shoppers in Hong Kong with a mixture of locals and foreigners, the factor analysis led the author to drop 10 items. The Cronbach's alphas for the purified scales ranged from .72 to .85. (The values per scale were not specified.) Study 2 used a sample of 1,744 adult shoppers (both locals and foreigners) to examine various forms of validity (discussed below). Finally, data from 1,568 employees of a multinational company were used in Study 3 for purposes of replication and generalization. The reliabilities were not stated per scale but were said to have ranged from .70 to .85.

RELIABILITY:

Only in Study 2 did Sharma (2010) report the internal consistencies for the individual scales of the Personal Cultural Orientations instrument. The composite reliability for masculinity was .82.

VALIDITY:

In Studies 2 and 3, evidence supporting the following forms of validity were provided by Sharma (2010) for this scale and the others composing the instrument: convergent, discriminant, nomological, and predictive validities. Also, in Study 2, alternative models were compared to see which had the best fit to the data. Indeed, the model in which each of Hofstede's five dimensions is modeled as bi-dimensional had the best fit. Overall, the new instrument shows full configural invariance and partial scalar, metric, and factor covariance invariance. This implies that all the items in the instrument are suitable for cross-cultural comparison of average scores with similar meanings across Chinese and Westerners. (A similar conclusion appears to have been reached by the author in Study 3 with people from the USA, UK, China, and India.)

COMMENTS:

An issue of concern is that this scale measures a person's beliefs about men in general rather than how the responding individual is. This way of phrasing the items may be necessary when the respondent is a female but for males it would seem that the items should be phrased more personally and in the first person, e.g., *I am ambitious* or *I am more ambitious than most women*.

REFERENCES:

- Hofstede, Geert (1980), *Culture's Consequences: International Differences in Work-Related Values*, Beverly Hills: Sage.
- Hofstede, Geert (1991), *Cultures and Organizations: Software of the Mind*, London: McGraw-Hill.
- Sharma, Piyush (2010), "Measuring Personal Cultural Orientations: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 38 (6), 787-806.

SCALE ITEMS:¹

1. Women are generally more caring than men.

SCALE NAME: Video Game Playing Frequency

SCALE DESCRIPTION:

How much a person plays video games and loves doing so is measured in this scale with three, seven-point items.

SCALE ORIGIN:

Murray and Bellman (2011) did not state the source of the scale. It seems to have been developed by them for their studies. They viewed the scale as a measure of prior knowledge of playing video games and used it in the two experiments they reported on having to do with playing video games. Responses in both experiments came from members of an Australian online panel, 207 participants in Experiment 1 and 114 in Experiment 2.

RELIABILITY:

Alphas for the scale were reported by Murray and Bellman (2011) to be .88 and .90 in Experiments 1 and 2, respectively.

VALIDITY:

Murray and Bellman (2011) provided evidence in support of the scale's discriminant validity with respect to another scale (attitude toward playing the game). The frequency scale's AVEs were .75 (Experiment 1) and .78 (Experiment 2).

COMMENTS:

Given the phrasing of item #3, the scale is a mixture of measuring play of video games in general and playing a certain type of video game. Rephrasing item #3 could make it more general and consistent with the phrasing of the other two items, e.g., I play video games almost every day. Alternatively, adding the phrase "like this one" to items #1 and #2 could focus the scale even more.

REFERENCES:

Murray, Kyle B. and Steven Bellman (2011), "Productive Play Time: The Effect of Practice on Consumer Demand for Hedonic Experiences," *Journal of the Academy of Marketing Science*, 39 (3), 376-391.

Murray, Kyle B. and Steven Bellman (2013), personal correspondence.

SCALE ITEMS:

1. I play videogames often.
2. I love playing videogames.
3. How experienced are you at playing video games like the one that you just played?¹

1. The exact phrasing of this item was provided by the authors (Murray and Bellman 2013). The extreme verbal anchors were *No experience at all (I have never played games like this before)* and *A very great amount of experience (I play games like this at least once a day)*.

About the Author

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Dr. Gordon C. Bruner II (Professor Emeritus, Southern Illinois University) received a B.B.A. and M.S. in marketing, both from Texas A&M University. His Ph.D. is from the University of North Texas, with a major in marketing and a minor in music. It was during his doctoral work at the University of North Texas that he learned about scales, worked with them as he assisted his professors in their research, and eventually created scales of his own that were critical for his dissertation research.

After several more years of developing scales as part of his empirical research activities, Dr. Bruner realized the difficulty researchers had in finding scales that had already been developed. Thus began the development of the first *Marketing Scales Handbook*. The continuing work over the years has led to Dr. Bruner becoming the leader in compiling and reviewing measurement scales used in consumer insight research. The series of handbooks are used by thousands of researchers in academia and industry around the world. He has also created a website where the books can be purchased (*marketingscales.com*). Although the earliest volumes in the series are no longer available as paper books, the reviews they contained can be found in revised form in the database featured at the site. The database is the largest collection of psychometrics that have been used in marketing research, around 3000 at this time.

During his years in academia, Dr. Bruner's primary research streams were consumer problem recognition and technology acceptance, apart from his work on reviewing scales. His research has been published in the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Advertising Research*, the *Journal of Retailing, Psychology & Marketing*, the *Journal of Business Research*, and many other journals. Throughout his teaching career, his specialties have been strategic promotion and consumer behavior. Although retired from full-time teaching, he still teaches an online course on consumer behavior at Southern Illinois University.

Beyond his professional life, Dr. Bruner (aka Skip) is a devoted husband and father. He and his wonderful wife have raised four children and expect to begin their roles as grandparents soon. For most of his life, Skip has been an amateur musician, loving to write and record his own music. Last, but certainly not least, he is a Christian, an adherent of the faith though not the religion.