

# MARKETING SCALES HANDBOOK

*Multi-Item Measures  
for Consumer Insight Research*

— VOLUME 12 —

**SAMPLE**

GORDON C. BRUNER II

# **Marketing Scales Handbook**

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

**Volume 12**

**Gordon C. Bruner II**



*GCBII Productions, LLC*  
Fort Worth, Texas USA

*Marketing Scales Handbook, Volume 12.*

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6109 Timberwolfe Lane

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USA

[gcbii@marketingscales.com](mailto:gcbii@marketingscales.com)

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# Preface

. . . . .

In the late 1980s, I became aware that marketing scholars needed an easier way to know about the scales that have been created by researchers. Also, I became aware that there was too much “recreating the wheel.” That led to my decision to gather scales, review them, and produce what became the first volume of the *Marketing Scales Handbook* series. I had no idea that so many volumes would eventually be published. While I do not have an accurate count, the information I do have indicates more than 1,000 university libraries around the world have at least one of the volumes. The point is that this work has made an impact. Professors, students, practitioners, and others can easily be aware of what is available and build upon the work conducted by scholars. That is why it is ironic that too many researchers are still creating “me too” scales. (Read more about this issue in the Introduction.)

Finally, as I stated in the Preface of Volume 11, reviewing scales and publishing a new volume every two years is unlikely to continue much longer. It has been nearly 11 years since I retired from academia. The work with scales is tedious and nearly a full-time job. It is time for me to do other things, especially since my life involves 15 members of my family (spouse, kids, and grandkids). Having said that, my work with scales is not over yet! Preliminary work on the next volume has already begun.

*May your measures always be valid!*

Fort Worth, Texas  
April 2023

# Acknowledgements

. . . . .

When describing scales, I depend most heavily upon information provided in the journal articles in which the scales were reported. There are cases, however, where I need more information or clarification. When that happens, I attempt to contact the authors. With this volume, 23 authors did not respond to my requests. Listed below are those authors who did respond. My gratitude is extended to:

Thomas Allard  
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As with previous volumes, and maybe more so this time, I thank my wife and close family members for understanding the time and effort I put into this work. I hope they excuse me for the many times I have said "No, I can't do that; I am very busy."

# Introduction

. . . . .

Volumes 1 to 11 of this series had multi-item scales that were reported in articles published in six of the top marketing journals between 1980 and 2019. (See the table below for the six journals.) This twelfth volume of the series covers the scales that were reported in articles published in 2020 and 2021. The contents of this volume are new. While that does not necessarily mean all of the scales were first reported during that time period, it does mean that none of the scales in this volume were in a previous volume of the series.

To be included in this volume, scales must have been published in one of the top marketing journals and have been used in research of “consumers” or similar groups of respondents, e.g., viewers, patients, donors, members. Fortunately, hundreds of the scales in this volume are amenable for use in a wide variety of studies and with all sorts of people, including those in an organizational context when studying administrators and/or employees. Further, scales must have had three or more items, have an acceptable level of psychometric quality, and be reflective measures rather than formative.

There were three other criteria 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 one had to do with time.

At the scale level, many measures reported in the domain of examination were not included in this volume because they were the same or very similar to ones that had been reviewed in a previous volume. A related criterion used to focus the work was at the construct level. The question asked was, how many alternative measures of a construct have already been reviewed in a previous volume of the series? Having alternative measures of the same construct is useful to researchers so that they can compare the various characteristics and choose the scale that best suits their needs. At some point, however, the endless review of alternative measures of the same construct is not the best use of time. While there was no hard and fast rule to guide this constraint, suffice it to say that the greater the number of different measures of a construct that have already been reviewed, the lower the likelihood that yet another measure was included in this volume.

The final major criterion used to manage the workload was to focus on articles from a two-year period. This was begun with Volume 7 because there are limits to the number of pages a printer can handle for paperback books. (Although page length is not a major problem for an e-book such as this, the contents of the printed and digital versions should be the same.) With that in mind, an initial examination was made of all the articles from six of the top marketing journals published in 2020 and 2021. From that group, 254 articles received more scrutiny because they appeared to have measures of

the type focused on in the series. After closer examination, some of those articles and their scales were dismissed because they did not meet the stated criteria or the authors did not respond to requests for more information. Ultimately, there were 231 articles from the marketing literature that provided the 400 scales reviewed for this volume.

Assigning names to scales is challenging. It is not as simple as calling measures the same thing as did the authors of the articles. In some cases, authors have not given a scale a name but merely described it, e.g., *the attitude scale used in the field survey*. Other times, a scale was given a name by authors that made sense in the context of their particular study but was more widely referred to by the name of a construct or one that would make more sense to readers, e.g., “*empathy lens*” was used in the article but “*empathy for the provider*” was used here instead. In general, scales were assigned names in the book based on the constructs they appeared to measure. More specifically, several things were taken into account when deciding what to call each scale: what did the creators of the measure call it; what was a common name used by marketing scholars for the construct being measured; how have similar measures of the construct been referred to in previous volumes of this series; and, how should a name with several words be reduced in order to reduce its length?

As for finding scales of interest, the Table of Contents is a useful place to start. Also, the Subject Index is helpful, but as useful as it can be, creating one is difficult. The result is imperfect given that the available space permits each scale to be associated with just a few keywords.

Finally, the layout of reviews is the same as in the most recent volumes. Description of the information found in the various sections of each review are provided in the table on the next page.

## **TABLE**

### **Scale Review Format**

A name for each scale is given at the top of the page on which a review begins. Several issues are taken into account when assigning a name. (See the discussion in the Introduction for more details.) In a few cases, multiple scales have been given the same name because they appear to measure the same construct.

Just below the scale name are a few sentences that succinctly describe the construct being assessed and the number of items composing the measure. If known, the number of points on the rating scale and the response format (e.g., Likert, semantic differential) are described as well.

#### **Origin:**

If known, information about the creation of the scale is provided in this section. In a substantial portion of cases, however, sources were not stated by authors. No doubt, in many of those cases the authors created the scale though they did not say so. Yet, when authors of an article do not cite a scale's source, it can leave the impression that the measure is original even though some digging reveals that they borrowed it from an extant source. Far too often, the opposite occurs. When the so-called "adapted" scale used by the authors is compared to the cited one, little resemblance is found. This information is noted when relevant.

#### **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 reported by authors, a scale's temporal stability (test-retest correlation) is provided in reviews. For those unfamiliar with these statistics, higher numbers are generally better. With particular regard to internal consistency, a statistic below .70 indicates that a scale is not reliable enough for testing theory. Very few scales of low reliability are included in this book.

#### **Validity:**

There are several types of validity and no single study is expected to fully validate a scale. While it is hoped that authors provide at least some evidence of a scale's validity, the reality is the opposite. Most articles reviewed for this volume did not include evidence of a scale's validity. (The reason for this systemic omission is unknown.) At the other extreme, a few authors have provided so much information in their articles that the support for validity is merely summarized in this section.

#### **Comments:**

This section of a review is only used occasionally. For example, if something about a scale is judged to be deficient then readers may be urged to exercise caution in using the scale. Another example is that in many cases a scale was phrased by its creators for use in a particular context and it is noted how a minor modification could make the scale usable in other contexts.

## References:

Every source cited in a review is referenced in this section. The six journals that were closely examined for articles with scales are the *Journal of Advertising*, the *Journal of the Academy of Marketing Science*, the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Retailing*. Citation of additional journals, books, proceedings, and other sources are provided when relevant to a review. As stated in the Acknowledgements, the scale users themselves were contacted in many cases but most did not respond. If they did respond and provide useful information, they are cited.

## Scale Items:

The statements, adjectives, or questions that compose a scale are listed in this field and are generally referred to as the *scale items*. Also, an indication of the response format is provided in this section unless it has been adequately specified in the description at the beginning of the review. Many of the measures were merely described by authors as “Likert-type” and the verbal anchors of the response scales were not stated. Unless stated otherwise in this section, the extreme anchors of “Likert-type” scales were *strongly agree / strongly disagree* or some close variant. The graphic version of the scales and how to lay them out in a questionnaire are not provided in the reviews because they are rarely provided in the source material. Concerned readers are urged to consult the cited authors or books that deal with questionnaire development.

Where an item is followed by an (r) it means that the numerical response should be reverse-coded when calculating scale scores. Errors related to reverse-coding can occur at various stages of an article’s composition, review, editing, and/or publication. Users of scales are urged to examine items closely before using scores in analyses in order to determine which items should be reverse-coded.

Finally, the instructions that were given to participants when they were asked to respond to scales are rarely provided in the reviews here because authors of the source articles very rarely provide them in their articles. Despite that, suggestions have been provided in many cases, especially when the scale items by themselves do not make sense. Potential users of a measure should feel free to contact the creators and/or other users who are cited in the review and ask them about the instructions or other matters related to the measure.

# **Scale Reviews**





## BRAND AUTHENTICITY (INTEGRITY)

The nine-point semantic differential scale measures the degree to which a person believes a brand cares about consumers and represents good values. An eleven-item version is described as well as a four-item abbreviation.

### Origin:

Han et al. (2021) used the scale in several studies reported in the body of their article as well as one in the web appendix. The scale was developed by Morhart et al. (2015) along with other related scales in an admirable set of phases and studies (a total of 15 items). With respect to the measure of integrity authenticity, the authors used the items referred to here as the four-item version. The other seven items (shown below) composed measures of other dimensions of brand authenticity.

### Reliability:

Across the studies by Han et al. (2021, pp. 716, 719, 722), the Cronbach's alpha coefficients were generally ranging from .89 to .98.

### Validity:

Although Han et al. (2021) did not report evidence that they tested the scale's validity, in several of the studies the authors conducted factor analyses of the eleven-item scale along with four items expected to measure another dimension of brand authenticity (integrity authenticity). In the analyses with eleven integrity items as well as those with the four-item subset of items expected to measure integrity authenticity loaded strongly on the same factor. In contrast, the concern is that Morhart et al. (2015) compared seven of the 15 items (not 4) and concluded that a four-factor correlated model had the best fit. For this reason, researchers should carefully compare the results of these two sets of authors and determine which version of the scale is most appropriate to use.

### References:

- Han, Minju, George J. Ross, Rosanna K. Smith, and Ravi Dhar (2021), "The Curse of the Original: How and Why Original Branding Reduces Consumer Evaluations of Enhanced Product," *Journal of Consumer Research*, 48(5), 709-730.
- Morhart, Felicitas, Lucia Malhotra, Stephane Lavigne, Florent Girardin, and Bianca Grohmann (2015), "Brand Authenticity: An Integrative Framework and Measurement Scale," *Journal of Consumer Psychology*, 25(2), 200-218.

1. \_\_\_\_\_ seems like a brand with moral principles.
2. \_\_\_\_\_ seems like a brand that is true to a set of moral values.
3. \_\_\_\_\_ seems like a brand that cares about consumers.
4. \_\_\_\_\_ seems like an honest brand.
5. \_\_\_\_\_ seems like a brand that reflects important values that people care about.

## MARKETPLACE LITERACY

Containing eight, five-point Likert-type items, the scale measures very basic beliefs and comprehension of what buyers and sellers do. The scale seems most relevant to use for those living in subsistence marketplaces. It may also be useful when studying what children understand about the market.

### Origin:

Viswanathan et al. (2021) created the scale and used it four times: Field Experiment 1 (pre and post) as well as Field Experiment 3 (pre and post). Data in Field Experiment 2 were collected from 258 female farmers in rural India. In Field Experiment 3, data were gathered from 248 men and women from isolated tribal communities in Tanzania. In the latter case, the survey was translated into the local language; translation in the former case was not explicitly stated but appears to have been translated into the local language.

### Reliability:

The alphas reported for the scale were .79, .70, .87, and .91 for Field Experiment 1 pre, Field Experiment 2 post, Field Experiment 3 pre, and Field Experiment 3 post, respectively (Viswanathan et al. 2021, p. 120).

### Validity:

The scale's validity was not discussed by Viswanathan et al. (2021).

### Comments:

As noted above, participants seem to respond to the scale in their local languages rather than English. The extent to which the different alphas found in Field Experiments 2 and 3 were affected by translation accuracy, and by participant comprehension is unknown.

### Reference:

Viswanathan, Madhuban, Anshu Shankar, Arun Sreekumar, and Ashley Goreczny (2021), "Marketplace Literacy as a Barrier to the Better World: Evidence from Field Experiments in Low-Access Subsistence Marketplaces," *Journal of Marketing*, 85 (3), 113-129.

### Scale Items:<sup>1</sup>

1. Buyers choose one product over another.
2. Buyers choose one shop over another.
3. Buyers gather information before buying.
4. Buyers compare products before buying.

## SERVICE QUALITY OF THE EMPLOYEES

The scale measures how much the service employees of a company are believed to be competent, polite, and helpful among other characteristics. Two versions of the scale are described, one that has eight, eleven-point items and another with six, seven-point items.

### Origin:

Herhausen et al. (2020) used an eight-item version of the scale in Study 1 and the six-item version in Studies 2 to 5. As for the source of the scale, the authors drew heavily on the scale used by De Jong, de Ruyter, and Lemmink (2004) who, in turn, had drawn heavily on the scale used by Parasuraman, Zeithaml, and Berry (1988).

### Reliability:

The alpha for the eight-item version of the scale was .94 (Herhausen et al. 2020, web appendix 5). The alphas for the six-item version of the scale were also high, ranging from .91 to .94 (Herhausen et al. 2020, web appendix 17).

### Validity:

The results of a CFA using data from each study provided evidence that the items in the measure of employees' service quality loaded on the same factor (Herhausen et al. 2020, web appendix 6). Further, tests indicated that the scale had significant validity with respect to a measure of website service quality.

### References:

- De Jong, Ad, Ko de Ruyter, and Leonard L. Berry (2004), "Antecedents and Consequences of the Service Climate in Boundary-Spanning, Cross-Organizing Service Teams," *Journal of Marketing*, 68 (2), 18-35.
- Herhausen, Dennis, Thorsten Emrich, Dhruv Grewal, Petra Kipfelsberger, and Marcus Schoegel (2020), "Face It: Employees' Digital Presence on Service Websites Affects Customer Perceptions of Website and Employee Service Quality," *Journal of Marketing Research*, 57 (5), 917-936.
- Parasuraman, A., Valerie A. Zeithaml, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality," *Journal of Retailing*, 64 (Spring), 12-40.

### Scale Items

... of this firm . . .<sup>2</sup>

1. make clear appointments.
2. provide the promised information at a high speed.
3. are helpful and polite.



# Subject Index<sup>1</sup>

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1. The keyword "attitude" is not in this index because many if not most of the scales in the book are measures of attitudes. Other words such as *consumer*, *customer*, and *marketing* are not in the list for a similar reason.
2. Word-of-Mouth



## About the Author



Dr. Gordon C. Bruner II (Professor Emeritus, Southern Illinois University) received a B.B.A. and a M.S. in marketing 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 that he learned about multi-item scales, worked with them as he assisted his professors in their research, and created measures of his own that were critical to his dissertation.

After several years of developing scales in the studies he conducted as a professor, Dr. Bruner realized the challenge facing marketing researchers when looking for specific scales that had been used in scholarly studies. That led to the development of the first *Marketing Scales Handbook* in the late 1980s at Southern Illinois University with Dr. Paul Hensel. When that volume was published in 1992 by the American Marketing Association, it was the first one of its kind in the field of marketing. Due to its success, three more volumes were published. After the publication of Volume 4, Dr. Bruner was the only remaining author and the work continued in a more focused format. Twelve handbooks have now been published and are used by many thousands of professors, students, and practitioners around the world.

During his years in academia, Dr. Bruner's primary empirical research streams were consumer problem recognition and technology acceptance. 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 Advertising*, the *Journal of Retailing*, *Psychology & Marketing*, the *Journal of Business Research*, as well as many other journals. Throughout his teaching career, his specialties were strategic promotion and consumer behavior.

Dr. Bruner retired from his long academic career 2012 but continues to review scales. Along with his role as an author, he is a devoted husband, father, and grandfather. Additionally, he is an amateur musician, loving to write and record his songs. Last, but definitely not the least, he is a devout Christian, an adherent of the faith though not the religion.