



# **Marketing Scales Handbook**

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

Volume 5

**Gordon C. Bruner II**

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(sample)



*GCBII Productions*  
Carbondale, Illinois USA

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# Preface

. . . . .

This book was begun with the expectation of it being published in typical book form just as the previous volumes had been. However, as the book was being written, particularly at the end, it became more and more clear that a change was coming. The first three volumes had been published by the American Marketing Association (AMA). By the time the fourth volume was to be published, the AMA had entered into a co-publishing agreement with Thompson Publishing. A few years after that, Thompson sold that part of its business to Cengage. In turn, Cengage stopped publishing small niche books such as this one and that led to me searching for another publisher. Consideration was given for a short while to managing the printing and physical distribution myself but the challenges of doing that eventually led me to doing something much simpler: e-publishing. I had already prepared a pdf version of the book to pass on to a printer so no great change was required to simply make the document available for download.

One of the benefits of this ebook is that it is much easier for users to find a construct or author compared to the effort required with a paper book. The Subject Index and Table of Contents are included but are not as necessary given the Find function available in Adobe Acrobat. One of the few things I did decide to do especially for the ebook that would not have been necessary if it was printed was linking. There are many occasions in the book where in the discussion of one scale another scale in the book is referred to. I tried to locate all of those instances and link them together for easier access.

It is far from clear if there will be a Volume 6 in this series. The Marketing Scales Database site ([www.marketingscales.com](http://www.marketingscales.com)) is the likely successor. It will probably become the medium through which the scales that have been previously reviewed as well as those yet to be reviewed will be “published.” Check out the website for further information regarding the status of the database and how to access it.

## Acknowledgements

. . . . .

I want to express my appreciation to those researchers who personally provided me with information beyond what was available in print. Many authors were contacted when more information was needed about a scale. Not all of them responded and that caused descriptions of some scales to be less complete or left out of the book entirely due to the lack of critical information. My gratitude goes out to the following researchers who kindly responded to my requests for more information:

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At Southern Illinois University, thanks go to Raj Murthy who helped for several years with many aspects of producing this volume as well as the preparing the companion database that will, hopefully, be available to researchers online soon.

*May your measures always be valid!*

Gordon C. Bruner II  
Carbondale, Illinois  
January 2009

# Introduction

. . . . .

Volumes 1 to 4 of this series contained multi-item psychometric scales that had been included in articles published in the top marketing journals between 1980 and 2001. This fifth volume covers the scales that were reported in articles published from 2002 to 2005. As with the earlier books, this one should **not** be viewed simply as a revision of the previously published material, in fact, the contents of this volume are predominately new. The only scales reported in the previous volumes that were reported in this volume are ones that were used again during the review period. Thus, the first four volumes have hundreds of scales not contained here. Given that, V5 should be viewed as *complementing* the preceding volumes rather than superseding them.

A key difference in this volume and the first four is that is predominantly composed of scales that were used with consumers. By the time V4 came to be published it was clear that one bound book could not contain both consumer scales (CB) as well as those for use in studying aspects of organizational behavior (OB). At about the same time, a reduction in the number of authors led to a refocusing of efforts. That led to just CB scales being reviewed. Unfortunately, the review of OB scales was discontinued. Another difference in this volume is that advertising-related scales are included along with the other scales in one section. (Previous volumes segregated them in different sections.)

To be included in this volume, scales had to be composed of three or more items, have empirical evidence of their psychometric quality, and were treated by their users as reflective measures rather than formative. With those general rules in mind, a review was conducted of the many hundreds of articles published in six of the top marketing journals between 2002 and 2005. Ultimately, information from about 270 of those articles led to the 716 scales composing this volume.

A rule followed in the *Marketing Scales Handbook* series has been to attempt to describe multiple uses of a scale in the same review. The problem has been deciding when two scales that are not exactly the same in their content should be included in the same review. The simple answer is that uses were combined into the same review when they appeared to be measuring the same construct and had about half or more items in common. In some cases, this meant that multiple reviews were written for the same construct or very similar ones because the scales for measuring the construct were substantially different in content (e.g., #393-#399, #483-#488, #679-#683). In other cases, the rule about similarity of items was very difficult to apply. This was most notably true with the semantic differential versions of Attitude Toward the Ad (#59) and Attitude Toward the Product/Brand (#108). Although these two have been the most popular constructs to measure in scholarly marketing research using multi-item scales, there has been little agreement on how to measure them. They both have been measured dozens of ways over the last few decades. Several years of working with the hodgepodge of Attitude Toward the Ad scales led to an initial grouping (Bruner 1998). Unfortunately, a similar effort to unravel the jumble of scales for measuring Attitude Toward the Product/Brand has not been as successful in finding subgroups that could be reviewed

separately. Given that, those scales and several others have been written up together because, at least on the surface, they appear to be measuring the same construct in roughly the same way (multiple semantic differentials) and authors have been cherry picking from a reasonably similar pool of items.

Details of the typical information found in each scale review are provided below.

## TABLE

### Description of Scale Review Format

---

**SCALE NAME:** A short, descriptive title for the scale is assigned for each scale (or set of scales) that have been reviewed. The name may not be the one used by the author. The goal was to use a name that was as consistent as possible with the content of a scale and with other known measures of the construct yet 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, if not most, 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. For those scales which have had lots of uses (e.g., #59, #108), their reliabilities are summarized in general terms in this field and the reliabilities for each of the many individual uses are provided in the Scale Items field, as explained further below.

**VALIDITY:** Most 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 only summarized in this field and readers are urged to see the article for more details.

**COMMENTS:** This field was only used occasionally when something significant was observed in reviewing and was deemed important to point out to potential users. For example, if something about the scale was judged to be seriously deficient then improvement is urged before further use of the scale is made. Also, when other studies were considered to be potentially relevant to the scale's usage but were not fully described in the review for some reason then they were cited as "see also."

**REFERENCES:** Every source cited in a review is referenced in this section using the *Journal of Marketing* style. Titles of the six primary journals which were reviewed and from which scales were taken (the review domain) are abbreviated as follows:

*Journal of the Academy of Marketing Science* = *JAMS*

*Journal of Advertising* = *JA*

*Journal of Consumer Research* = *JCR*

*Journal of Marketing* = *JM*

*Journal of Marketing Research* = *JMR*

*Journal of Retailing* = *JR*

Titles of additional journals, books, proceedings, and other sources are written out in full. 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. Finally, for those few scales that have been used dozens of times (e.g., #59, #108), the reliability of the scale is indicated at the end of a line which also states who the authors were and which items were used from a larger set. If a study had more than two reliabilities for a scale due to multiple uses, then just the range is reported. However, if a scale has been described more than once in an article with slightly different sets of items then the reliability for each usage is reported separately.

---

**SCALE NAME: Attention to the Ad (General)**

**SCALE DESCRIPTION:**

The scale is composed of multiple statements using a seven-point response format to indicate the extent of cognitive resources a person indicates having devoted to an advertisement, the product in an ad, or a portion of an ad.

**SCALE ORIGIN:**

The scales were originally developed by Lacznia, Muehling, and Grossbart (1989). Muehling, Stoltman, and Grossbart (1990) indicated that the scale had previously been used by Cohen (1983) and Mitchell (1979). They used two versions of the scale, the first version measuring the amount of attention paid to the written message in an ad while the second version measured the visual aspects of the ad. A slightly modified version of the scale was used with broadcast ads by Bucholz and Smith (1991) to measure the amount of attention paid to a computer. Lacznia and Muehling (1993) used the scale to measure the attention paid to the written message in an ad. Stevenson, Bruner, and Kumar (2000) adapted the scale slightly for use with a commercial run at a website.

**RELIABILITY:**

Alphas of .91, .95, .90, .94, .76 were reported for the versions of the scale used by Bruner and Kumar (2000), Bucholz and Smith (1991), Cline, Altsech, and Kellaris (2003), Lacznia and Muehling (1993), and Stevenson, Bruner, and Kumar (2000), respectively. Muehling, Stoltman, and Grossbart (1990) reported alphas of .94 (written message) and .86 (visual aspects).

**VALIDITY:**

No examination of scale validity was reported in any of the studies.

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- Stevenson, Julie, Gordon C. Bruner II, and Anand Kumar (2000), "Webpage Background and Viewer Attitudes," *JAR*, 40 (January/April), 29-34.

**SCALE ITEMS:**<sup>1</sup>

1. How much attention did you pay to \_\_\_\_\_.
2. How much did you concentrate on \_\_\_\_\_.
3. How involved were you with \_\_\_\_\_.
4. How much thought did you put into evaluating \_\_\_\_\_.
5. How much did you notice \_\_\_\_\_.

Bruner and Kumar (2000): 1, 2, 5

Bucholz and Smith (1991): 1-5

Cline, Altsech, and Kellaris (2003): 1, 2, 5

Laczniaak and Muehling (1993): 1-5

Moore, Stammerjohan, and Coulter (2005): 1-5

Muehling, Stoltman, and Grossbart (1990): 1, 2, 5

Muehling, Stoltman, and Grossbart (1990): 1, 2, 5

Stevenson, Bruner, and Kumar (2000): 1, 2, 5

---

<sup>1</sup> Most if not all of the studies used verbal anchors on their response scales ranging from *none / not at all* to *very much*.

**SCALE NAME: Behavioral Intention (General)**

**SCALE DESCRIPTION:**

The semantic differential scale measures the stated inclination of a person to engage in a specified behavior. In most of the studies described below the behavior was a purchase but the items are general enough to refer to non-purchase behaviors as well (e.g., likelihood of shopping at a store, paying attention to an ad, using a coupon). An early use of the scale was for measuring a consumer's intention to deal with the same sales person as used previously (Oliver and Swan 1989). A version of the scale used by Machleit, Allen, and Madden (1993) (referred to as *contact intention*) measured the motivation to try the brand if in the market for the product. Some have used the scale to measure *patronage intention* (Day and Stafford 1997; Kukar-Kinney and Walters 2003; Stafford 1996; Wakefield and Baker 1998) while Urbany et al. (1997) modified it to measure *willingness to rent an apartment*. As used by Bansal, Irving, and Taylor (2004) as well as Bansal, Taylor, and James (2005), the scale measured *service provider switching intentions*. The various versions of the scale differ in the number and set of items employed as well as the scale stem. However, the uses are similar in that they have multiple items in common.

**SCALE ORIGIN:**

Little information was provided in most of the studies about the origin of the particular sets of items they used. Since it is unlikely that they would have independently arrived at such similar sets of items, they must have, instead, built upon some unspecified source and from each other. The books by Fishbein (Fishbein and Ajzen 1975; Ajzen and Fishbein 1980) are possible sources although only item #1 (below) figures prominently in those books as a way to measure behavioral intention.

Bansal, Irving, and Taylor (2004) cited Oliver and Swan (1989) as the source of their version of the scale. Indeed, they used the three items that had been used previously by the other authors and just changed the scale stem.

Taylor, Miracle, and Wilson (1997) developed a Korean version of the scale using the back-translation method. The set of items used by Choi and Miracle (2004) with Koreans was parallel with the translations used with Americans.

**RELIABILITY:**

Reported internal consistencies have tended to be very good and have ranged from .80 (Zhang and Budda 1999) to .99 (Jones, Mothersbaugh, and Beatty 2000).

**VALIDITY:**

In none of the studies was the scale's validity fully addressed. Although not specifically examining the validity of behavioral intention, Machleit, Allen, and Madden (1993) used confirmatory factor analysis to provide evidence that another measure (brand interest) and two measures of behavioral intention (purchase and contact) were not measures of

the same construct (discriminant validity). Similarly, a couple of tests generally described by Urbany et al. (1997) provided support for a claim of discriminant validity for the scale but the details relative to this particular scale were not given.

Using the results of their EFA and CFA tests, Bansal, Irving, and Taylor (2004) implied that there was evidence in support of this scale's validity but specific tests of convergent and discriminant validity were not reported.

Based on the CFA and other tests that were conducted on this and other scales, both Jones, Mothersbaugh, and Beatty (2000) as well as Madrigal (2000) concluded that their versions of the scale were unidimensional and showed evidence of discriminant validity.

A correlation matrix was provided by MacKensie and Spreng (1992) between the items in the behavioral intention scale as well as several others that sheds some limited light on the issue of validity. For example, the inter-correlations of the intention scale items ranged between .47 and .88 which provides some evidence that the items are measuring the same thing. In contrast, the correlations between the intention items and items measuring related but theoretically distinct constructs were much lower.

#### **COMMENTS:**

See also Dabholkar (1994), Dabholkar and Bagozzi (2002), Dabholkar, Thorpe, and Rentz (1996), Lim, Darley, and Summers (1994), Prakash (1992), Schuhwerk & Lefkoff-Hagius (1995), and Tripp, Jensen, and Carlson (1994).

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### SCALE ITEMS:<sup>1</sup>

1. unlikely / likely
2. non-existent / existent
3. improbable / probable
4. impossible / possible
5. uncertain / certain
6. definitely would not use / definitely would use
7. not at all / very frequent
8. no chance / certain
9. probably not / probably

Bansal, Irving, and Taylor (2004): 1, 3, 8 7-point [.94]

Bansal, Taylor, and James (2005): 1, 3, 8 7-point [.9342]

Bruner and Kumar (2000): 1, 3, 4 7-point [.91]

Chang (2004): 1, 3, 4 7-point [.93]

Chattopadhyay and Basu (1990): 1, 3, 4 [.93]

Choi and Miracle (2004): 1, 3, 4 7-point [.91-.93]

Dabholkar (1994): 1, 4, 6 mixed points [.87 & .90]

Day and Stafford (1997): 1, 3, 4 7-point [.93 & .95]

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<sup>1</sup> An asterisk (\*) indicates that the actual item used in the indicated study varied somewhat from that shown in the list. Scale stems have varied depending upon the object of the intention.

- Gill, Grossbart, and Laczniak (1988) 1, 2, 3, 4 [.861]  
Goldsmith, Lafferty and Newell (2001): 1\*, 3, 4 7-point [.92]  
Gotlieb and Sarel (1991, 1992): 1, 3, 4 [.89 & .93]  
Grossbart, Muehling, and Kangun (1986): 1, 3, 5 [.92]  
Homer (1995): 1\*, 3\*, 4\* 9-point [.97]  
Jones, Mothersbaugh, and Beatty (2000): 1, 3\*, 4, 8 10-point [.99]  
Ko, Cho, and Roberts (2005): 1, 3, 4 7-point [.89]  
Kukar-Kinney and Walters (2003): 1, 3, 4 7-point [.91]  
Lacher and Mizerski (1994): 1, 3, 4 6-point [.92 & .94]  
Li, Daugherty, and Biocca (2002): 1, 3, 5, 6\* 7-point [.90 & .79]  
Lim, Darley, and Summers (1994): 1, 3, 4 [.90-.94]  
Machleit, Allen, and Madden (1993): 1, 3, 4 [>.95]  
MacKenzie, Lutz, and Belch (1986): 1, 3, 4 [.88 & .90]  
MacKensie and Spreng (1992): 1, 3, 4 [.88]  
Madrigal (2000): 1, 3, 8 7-point [.81]  
Martin, Lee, and Yang (2004): 1, 3, 4 5-point [.87]  
Netemeyer and Bearden (1992): 1, 3, 4 [.91 & .90]  
Oliver and Bearden (1985): 1, 3, 4, 5 [.87]  
Oliver and Swan (1989): 1, 3\*, 4, 8 7-point [.964]  
Putrevu (2004): 1, 3, 4 7-point [.90-.96]  
Shimp and Sharma (1987): 1, 3, 5 [.84]  
Simpson, Horton, and Brown (1996): 1, 3, 4 9-point [.96]  
Sinclair and Irani (2005): 1\*, 3, 4 [.94]  
Singh, Balasubramanian, and Chakraborty (2000): 1, 3, 4 7-point [.95 & .93]  
Singh and Cole (1993): 1, 3, 4 [.93]  
Singh et al. (2000): 1, 3, 4 7-point [.95]  
Stafford (1996): 1, 3, 4 7-point [.94]  
Stafford and Day (1995): 1, 3, 4 7-point [.94]  
Stevenson, Bruner, and Kumar (2000): 1, 3, 4 7-point [.95]  
Szymanski (2001): 1\*, 6\*, 9 7-point [.94]  
Taylor, Miracle, and Wilson (1997): 1, 3, 4 7-point [.98 & .97]  
Till and Baack (2005): 1, 3, 6\* 7-point [>.97]  
Till and Busler (2000): 1, 3, 6\* 9-point [.95 & .96]  
Tripp, Jensen, and Carlson (1994): 1, 2, 3, 4 7-point [.93]  
Urbany et al. (1997): 1, 3, 5, 6\* mixed points [.91]  
Voss, Spangenberg, and Grohmann (2003; Voss 2005): 1-4 7-point [.96]  
Wakefield and Baker (1998): 1, 3, 4, 7 7-point [.96]  
Yi (1990a, 1990b): 1, 3, 4 [.89 & .92]  
Zhang (1996): 1, 3, 4 9-point [.80]  
Zhang and Budda (1999): 1, 3, 4 7-point [.80]

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