

# MARKETING SCALES HANDBOOK

*Multi-Item Measures  
for Consumer Insight Research*

— VOLUME 13 —



GORDON C. BRUNER II

# **Marketing Scales Handbook**

.....

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

### **Volume 13**

(sample)

**Gordon C. Bruner II**



*GCBII Productions, LLC*  
Fort Worth, Texas USA

*Marketing Scales Handbook*, Volume 13.

Copyright © 2025, Gordon C. Bruner II. All rights reserved.

ISBN-13: 9798280324657

Descriptions and reviews of the measurement scales in this book are the intellectual property of Gordon C. Bruner II. Unless otherwise noted, ownership and copyright of the measures themselves is not clear. The scales can be used freely but citations of the original sources or some previous users is expected when reports or papers are written that refer to the scales.

Published by:

**GCBII Productions, LLC**

6109 Timberwolfe Lane

Fort Worth, Texas 76135

USA

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

Printed by KDP, an Amazon.com Company.

# TABLE OF CONTENTS

Preface .....	xixx
Acknowledgements .....	xx
Introduction.....	xxii
Scale Reviews .....	1
Absorption Tendency.....	3
Accountability of the Product Creator.....	4
Ad Activated Imagination .....	5
Ad Emphasis (Abstractness) .....	6
Ad Emphasis (Concreteness) .....	7
Affect Felt During Product Evaluation .....	8
Affect While Shopping.....	9
Affective Response (Negative).....	11
Affective Response to the Ad (Joy).....	12
Affective Response to the Ad (Negative Feelings).....	13
Affective Response to the Ad (Overwhelmed) .....	14
Agency (Donation) .....	15
Anthropomorphism of the Object.....	16
Anthropomorphism of the Object.....	18
Anthropomorphism of the Object.....	19
Anthropomorphism of the Object.....	20
Anthropomorphism of the Object.....	21
Anthropomorphism of the Product in the Ad .....	22
Anticipated Mental Disruption (Task Comparison) .....	23
Anticipated Stigmatization (Debt) .....	24
Anticipatory Utility (Positive).....	25
Anxiety When Making Judgements (State) .....	26
Argument Strength of the Political Campaign.....	27
Arousal Evoked by the Ad.....	29
Artificiality of the Device .....	30

Ashamed.....	31
Attachment to the Brand (Affection) .....	32
Attachment to the Cell Phone (Emotional).....	33
Attention to the App .....	34
Attitude Toward AI-Generated Images .....	35
Attitude Toward Cigarettes (Ambivalence).....	36
Attitude Toward Consuming the Food.....	38
Attitude Toward Cultural Activities .....	39
Attitude Toward Food Waste .....	40
Attitude Toward Interacting with Chatbots (Uncomfortable) .....	41
Attitude Toward Interacting with Chatbots (Usefulness) .....	42
Attitude Toward Reading the Story (Hedonic).....	43
Attitude Toward Reviews of The Retailer Across Channels .....	44
Attitude Toward Secondary Selling Involving Company Property .....	45
Attitude Toward Secondary Selling Involving Nonfocal Customers.....	46
Attitude Toward Self-Reliance Aid .....	47
Attitude Toward Sports .....	48
Attitude Toward the Ad (Customization) .....	49
Attitude Toward the Ad (Exaggerated) .....	50
Attitude Toward the Ad (Interesting).....	51
Attitude Toward the Ad (Meaningful Relationships) .....	52
Attitude Toward the Ad (Offensive).....	53
Attitude Toward the Ad (Sexuality).....	54
Attitude Toward the Advice (Warm).....	55
Attitude Toward the Brand .....	56
Attitude Toward the Brand (Admiration).....	57
Attitude Toward the Brand (Author).....	58
Attitude Toward the Brand (Manipulativeness) .....	60
Attitude Toward the Charity .....	61
Attitude Toward the Company's App.....	62
Attitude Toward the Device (Personalness).....	63

Attitude Toward the Experience (Fun) .....	64
Attitude Toward the Experience (Happy).....	65
Attitude Toward the Food Product (Healthiness) .....	66
Attitude Toward the Health Risk .....	68
Attitude Toward the Issue (Acceptability).....	69
Attitude Toward the Music (Allegro).....	71
Attitude Toward the Name.....	72
Attitude Toward the Online Shopping Experience (Hedonic) .....	73
Attitude Toward the Person’s Knowledge.....	74
Attitude Toward the Place (Affective) .....	75
Attitude Toward the Political Party .....	76
Attitude Toward the Post Sender .....	77
Attitude Toward the Product (After Consultant’s Recommendation) .....	79
Attitude Toward the Product (Personal Benefits) .....	80
Attitude Toward the Product with a Particular Rating .....	81
Attitude Toward the Request for Project Funding (Exploitation) .....	83
Attitude Toward the Request for Project Funding (Exploration) .....	84
Attitude Toward the Retail Experience .....	85
Attitude Toward the Salesperson (Agreeableness).....	87
Attitude Toward the Salesperson (Empathy) .....	89
Attitude Toward the Salesperson (Respectful).....	91
Attitude Toward the Store.....	92
Attitude Toward the Video Program (Commercialization).....	93
Attitude Toward the Video Program (Enjoyment) .....	95
Attitude Toward the Virtual Reality Experience (Immersion) .....	97
Attitude Toward the Virtual Reality Experience (Presence) .....	98
Attributional Confidence .....	99
Auditory Inconspicuousness in the Store .....	100
Authentic Personality (Accepting External Influences) .....	101
Authentic Personality (Authentic Living).....	103
Authentic Personality (Self-Alienation) .....	105

Authenticity of the Influencer .....	107
Authenticity of the Person .....	108
Authenticity of the Post .....	110
Authenticity Seeking (Iconic).....	111
Authenticity Seeking (Personal) .....	113
Authenticity Seeking (True).....	114
Automated Social Presence.....	115
Aversion to Food Waste .....	116
Balance in the Universe.....	117
Belief in Free Will .....	118
Benefits of Social Distancing to Prevent the Contagious Illness .....	120
Body Appreciation.....	121
Boredom.....	123
Boundedness of the Experience.....	124
Brand Advertisement Motivation .....	126
Brand as a Collective of Anthropomorphic Characters .....	127
Brand Authenticity (Credibility) .....	128
Brand Authenticity (Symbolism) .....	129
Brand Authenticity (Values) .....	130
Brand Competence.....	131
Brand Essence Characteristics (Emotional).....	132
Brand Essence Characteristics (Functional) .....	133
Brand Essence Characteristics (Genuine).....	134
Brand Exclusivity .....	135
Brand Identification.....	136
Brand Interest .....	137
Brand Loyalty (Attitudinal) .....	138
Brand Loyalty (Behavioral) .....	139
Brand Popularity.....	140
Brand Preference (Purchase) .....	141
Brand Similarity .....	142

Brand Transgression Controllability .....	144
Breach of Promise.....	145
Caregiving (State) .....	146
Certainty of the Product’s Weight.....	147
Certainty of the Purchase Decision .....	148
Choice Uncertainty .....	150
Cognitive Empathy with the Person in the Ad.....	151
Cognitive Empathy with the Person in the Ad.....	152
Communal Norms Concern .....	153
Communal Norms Salience.....	154
Communal Norms Violation .....	155
Company Cost-cutting Effects on Customers .....	156
Competence of the Brand Owner(s).....	157
Competence of the Object .....	158
Competence with the AI Platform.....	160
Comprehensiveness of the Information.....	161
Concept of Creativity (Task Generated) .....	163
Conformity Motivation (Opinions) .....	164
Congruence (Self with Brand).....	165
Congruence (Self with the Brand’s Ad).....	166
Connection with the Individual .....	167
Connection with the Product Creators.....	168
Consumption Imagery .....	169
Continued Use of the Device .....	170
Control of the Brand (Owners) .....	171
Convenience of Gathering Information for the Purchase Decision Object .....	172
Coordination of the Team .....	173
Cosmopolitanism (Consumption Transcending Borders) .....	174
Cosmopolitanism (Diversity Appreciation).....	176
Cosmopolitanism (Open-Mindedness).....	178
Costliness of the Company’s Crisis .....	180



Coupon Sharing (Conflict) .....	182
Coupon Sharing (Economic Goal).....	183
Coupon Sharing (Social Goal) .....	184
Course Motivation.....	185
Creative Task Competence.....	186
Creeped Out .....	187
Critical Thinking about Media Content .....	189
Cross-Buying Likelihood .....	191
Cultural Openness .....	192
Customer Centricity .....	193
Customer Experience Quality (Affective) .....	195
Deal Proneness.....	196
Debt Secrecy.....	197
Decision Difficulty.....	198
Decision Effect on Joint Financial Goal.....	199
Dehumanization of the Employee.....	200
Depicted Movement in the Ad .....	201
Depletion of Mental Energy .....	203
Desirability of the Food .....	204
Desire for Revenge .....	205
Desire for the Product (Instantaneous) .....	207
Desire to Relinquish Control .....	208
Discrimination Expectation .....	209
Distrust of the Message Argument (Political) .....	210
Donation Control (Time) .....	211
Donation Efficacy .....	212
Eagerness to Act.....	213
Ease of Using the Device .....	215
Eating Out Proneness.....	216
Economic Benefits of the Airline .....	217
Eeriness of the Object .....	218

Emotion Transience .....	220
Emotional Contagion of the Agent .....	221
Emotional Reappraisal.....	222
Empathic Concern of the Agent.....	223
Empowerment (Customer with the Company) .....	224
Endorser and Product Fit in the Ad .....	225
Engagement (General).....	226
Engagement (General).....	227
Engagement (Hedonic) .....	228
Engagement in the Task (Product Evaluation).....	230
Engagement with the Brand.....	231
Engagement with the Brand (Affective) .....	232
Engagement with the Brand (Behavioral) .....	233
Engagement with the Brand (Cognitive) .....	234
Engagement with the Post Sender .....	235
Engagement with the Product.....	236
Engagement With the Video .....	238
Entitlement from the Online Store.....	239
Environmental Friendliness of the Package Material.....	241
Environmental Harm by the Package Material.....	242
Environmentalism (Purchasing Behavior) .....	243
Envy .....	245
Ergonomics of the Shopping Cart .....	246
Ergonomics of the Shopping Cart (Comparative) .....	247
Ethicality of the Brand .....	248
Eudaimonic Appreciation of the Story.....	249
Eudaimonic Symbolism of the Object.....	250
Exploratory Consumption (Healthy Snack).....	251
Fairness of the Subscription Plan .....	252
Fear of the Disease .....	253
Feeling Loved .....	254

Feelings of Resource Constraints .....	255
Financial Status.....	256
Finding Hidden Treasure at the Secondhand Retailer .....	258
Flow Experience of the Interface .....	260
Food Neophobia.....	261
Groundedness Outcomes (Psychological).....	262
Grounding of the AI-Based Interface .....	263
Guilt for For Not Donating (Anticipatory) .....	264
Happiness as a Future-Oriented Resource.....	265
Haptic Imagery of the Product .....	266
Haptic Sensation of One’s Hands in the Video.....	267
Health Consciousness.....	268
Heuristic Processing (Social Media Post) .....	269
Histrionic Behavior .....	270
Homogeneity of the Group .....	272
Hope for Donation Recipients .....	273
Humanness (Cause of the Feeling).....	275
Humanness (Essential Attributes) .....	276
Humanness (Unique Attributes) .....	278
Identification with Technology.....	280
Identification with the Task.....	281
Immersion in Use of the Shopping App (Expected) .....	282
Impact of Donating to the Charity.....	284
Importance of the AI Platform .....	286
Impression Management of the Salesperson .....	288
Information Search to Better Learn About the Product .....	290
Information Search to Better Use the Product .....	291
Information Search to Continue Enjoying the Product .....	292
Innovativeness (Digital Technology) .....	293
Innovativeness (Technology).....	294
Intelligence of the Device.....	296

Interactive Experience of the Shopping App (Expected) .....	297
Interest in Renting the Product From the Store .....	298
Interest in the Performer.....	299
Interest in Watching the Performance .....	300
Internal Attribution of the Decision .....	301
Involvement by the Service Provider (Affective).....	302
Involvement with the Reading Task .....	303
Issue Importance .....	304
Job Insecurity .....	306
Justification (Self) .....	307
Knowledge of the Product Class .....	308
Knowledge of the Store's Merchandise .....	309
Liberation (Psychological).....	310
Lighting in the Store.....	312
Locus of Causality (Task Motivation) .....	313
Locus of Control (Internal).....	314
Loyalty Intention to the Airline.....	316
Loyalty Intention to the Company.....	317
Loyalty Propensity (Company Dimension) .....	318
Loyalty Propensity (Customer Dimension) .....	319
Loyalty to the Business .....	320
Loyalty to the Company (Behavioral) .....	321
Loyalty to the Company (Cognitive) .....	322
Loyalty to the Store .....	323
Luxuriousness of the Brand .....	324
Masculinity .....	325
Meaningfulness of the Experience .....	326
Media Exposure to the Health Crisis .....	327
Membership Status Demotion .....	328
Mental Involvement with the Display .....	329
Mental Simulation of Eating the Food.....	330

Mind Perception (Agency).....	331
Mind Perception (Experience).....	333
Minimalism (Mindfully Curated Consumption).....	335
Minimalism (Number of Possessions) .....	336
Minimalism (Sparse Aesthetics) .....	337
Mood .....	338
Moral Appropriateness of Continuing the Emotion.....	339
Moral Self-Perception (State).....	341
Naturalness of the Object .....	343
Need for Justification .....	344
Need for Status.....	345
Need to Connect to the Past .....	346
Novelty of the Store .....	347
Novelty Seeking.....	348
Objectivity of the Decision Maker.....	349
Openness (Product Consumption) .....	350
Openness to Experience.....	351
Ownership as Part of Self-Concept .....	352
Parasocial Relationship with the Celebrity.....	354
Performance Quality Expectations.....	355
Persistence of the Team.....	356
Personal Information Importance.....	357
Personal Information Leakage .....	358
Perspective Breadth of the Team.....	359
Perspective-Taking of the Agent .....	360
Perspective-Taking of the Team.....	361
Persuasion Knowledge .....	363
Persuasive Intent of the Political Social Media Posts.....	365
Pickiness When Choosing Products.....	367
Political Identity in the United States.....	369
Political Ideology .....	370

Power Felt (State) .....	371
Power Felt (State) .....	372
Power of the Brand.....	374
Premiumness of the Store Front .....	375
Preoccupation of Others.....	376
Price Consciousness.....	377
Price Perception (Store Comparison) .....	378
Privacy Concerns (Personal Information Collection Platform) .....	379
Privacy in the Store .....	381
Privacy Intention (Online).....	382
Problem Solving by the Service .....	383
Product Artificiality .....	384
Product Attribute Strength (Charging Speed) .....	385
Product Attribute Strength (Quietness) .....	386
Product Category Importance .....	387
Product Deception.....	388
Product Feature Centrality .....	390
Product Feature Tangibility .....	391
Product Insight Experience (Aha!) .....	392
Product Properties (Affect).....	393
Product Properties (Instrumental) .....	394
Product Properties (Sensory).....	395
Product Upgrade Likelihood .....	396
Proenvironmental Behavior .....	397
Psychological Contract Obligation Fulfillment.....	399
Purchase Intention .....	400
Purchase Likelihood.....	401
Quality of the Brand .....	402
Quality of the Brand .....	403
Quality of the Fruit .....	404
Quietness of the Place .....	405

Reactance to the Salesperson’s Recommendations .....	406
Reactance (Trait) .....	407
Realism of the Object .....	408
Realism of the Object (Visual) .....	410
Realism of the Person .....	411
Recalling Happy Memories to Improve Mood .....	412
Recommendation Intention .....	413
Regret (Product Choice) .....	414
Relationship with the Brand (Expected).....	416
Relationship with the Service Provider (Communal) .....	417
Relationship with the Service Provider (Exchange).....	419
Retailer’s Ability to Customize for the Consumer’s Needs Across Channels .....	421
Retailer’s Consistency Across Channels .....	422
Retailer’s Customer Service Across Channels .....	423
Retailer’s Delivery Quality .....	424
Retailer’s Information Safety Across Channels .....	425
Retailer’s Loyalty Program Across Channels .....	426
Retailer’s Product Returns Policy Across Channels .....	427
Retailer’s Products and Pricing Across Channels .....	428
Risk Aversion (General) .....	429
Riskiness of the Product Category.....	430
Ruggedness of the Object .....	431
Salesperson’s Adaptive Selling Behaviors .....	433
Satisfaction with Life .....	434
Satisfaction with the Price.....	435
Satisfaction with the Salesperson .....	436
Satisfaction with the Search Results .....	437
Satisfaction With the Visit to the Place .....	438
Savings Goal with the Purchase Decision.....	439
Scarcity of Food .....	440
Scarcity of Safety .....	441

Scarcity of Shelter .....	442
Search Query Forethought .....	443
Self-Alienation .....	445
Self-Concept Clarity .....	447
Self-Concept (Relational) .....	448
Self-Regulatory Focus (Environmental Sustainability).....	449
Self-Regulatory Orientation (Assessment) .....	451
Self-Regulatory Orientation (Locomotion) .....	452
Self-Signaling Decision Motivation .....	453
Self-Transcendence .....	454
Sensation-Seeking.....	455
Sense of Audience When Communicating .....	457
Sentimental Value .....	459
Service Quality of the Employee.....	460
Settler Orientation.....	462
Severity of Getting the Disease .....	463
Shopping Orientation (Deliberative Processing) .....	464
Side Effects Severity .....	465
Sincerity of the Company's Apology.....	466
Skepticism of the Company's Low Prices .....	468
Smoking-Related Beliefs (Negative) .....	469
Smoking-Related Beliefs (Positive) .....	470
Social Attention Avoidance.....	471
Social Connectedness of the Brand .....	472
Social Connectedness of the Experience .....	473
Social Connection with Others in the Course .....	474
Social Distance from Others in the Task.....	475
Social Distance from the Patients.....	476
Social Distancing Behavior.....	477
Social Experience with the Agent .....	478
Social Identification .....	479



Social Image Concern .....	480
Social Imposition (Invitation Message) .....	481
Social Interaction Avoidance .....	482
Social Judgment.....	483
Sophistication of the Object.....	484
Specialness of the Purchase .....	486
Speech Clarity.....	487
Spontaneity of the Experience .....	488
Stability (Personal) .....	489
Store Preference (State).....	490
Strength of Feelings.....	491
Survey Response Effort .....	492
Survey Response Satisficing .....	493
Susceptibility of Getting the Disease.....	495
Sustainable Behavior Intentions .....	496
Sympathy for the Charity's Recipients .....	498
Systematic Processing (Social Media Post) .....	499
Targetedness of the Posts .....	500
Technology Savviness.....	502
Temporal Focus (Present) .....	503
Temporal Perspective.....	505
Theme of the Story (Hedonic) .....	506
Theme of the Story (Serious) .....	507
Thought Focus (Self vs. Others).....	508
Threat Level.....	509
Threat to Human Identity.....	510
Tie Strength .....	512
Time Pressure (Shopping) .....	513
Transportation (Narrative) .....	514
Traveler Orientation.....	515
Trust in Decision-Making.....	516

Trust in Scientists.....	517
Typicality of Touching the Product in an Advertisement .....	518
Uncertainty of Financial Sufficiency .....	519
Uncertainty of the Article .....	521
Uniqueness (Self).....	522
Uniqueness (Self).....	524
User-Friendliness of the Information .....	525
Vaccination Interest.....	526
Value of the Object.....	528
Value of the Offer (Affective) .....	529
Value of the Product.....	530
Value of the Store's Products .....	531
Value of the Waiting Time .....	532
Variety-Seeking Tendency (Products).....	533
Wastefulness of the Company's Overstock Reduction.....	534
Well-Being .....	535
Well-Being .....	536
Willingness to Forgive.....	537
Willingness to Purchase the Product at the Market.....	538
Willingness to Shop at the Store .....	539
Word-of-Mouth Intention for the Brand (Electronically) .....	540
Word-of-Mouth Likelihood (Negative) .....	541
Subject Index .....	542
About the Author .....	549



# 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,” unnecessarily making more “me too” measures rather than adopting ones that have already been developed. That led to the process of gathering scales from top scholarly journals in the field of marketing, describing critical information about the measures, and producing what became the first volume of the *Marketing Scales Handbook* series. I had no idea at that time how so many volumes would eventually be published. While I do not have an exact count, the information I do have indicates more than 1,000 university libraries around the world have at least one of the volumes and that does not include the individuals who have their own copies. The point is that this work has made an impact. Professors, students, practitioners, and others have been able to easily determine what measures are available and then either “borrow” them, “adapt” them, or develop a new scale.

With nearly 6,000 scales described and reviewed by now, it is disappointing that too many researchers are still creating “me too” scales without explaining why existing measures were not used. While writing this volume, it was increasingly becoming apparent that articles and their scales were more difficult to work with compared to what I dealt with in previous years. For example, in the early years, articles had one or a few studies compared to many more articles now that report multiple primary studies in the body of the articles as well as several more in the Web Appendices. On top of that, far too many authors fail to identify the source of their scales and their psychometric quality. While there are certainly scholars who have done great work in developing measures and reporting them in their articles, they are in the minority.

Finally, this is the last volume of the *Marketing Scales Handbook* series. It has been 13 years since I retired from academia. The workload has greatly increased, nearly being a full-time job. It is time for me to do other things, especially since my life involves 17 family members (spouse, kids, and grandkids). I am not going so far as to say I will stop doing any scale-related work of some sort but I can say there are no plans to write any more volumes. If and when some activity of significance occurs, I will announce it at Facebook ([facebook.com/MarketingScales/](https://facebook.com/MarketingScales/)) or the Office of Scale Research ([scaleresearch.siu.edu](https://scaleresearch.siu.edu)).

*May your measures always be valid!*

Fort Worth, Texas  
May 2025

# Acknowledgements

. . . . .

When describing scales, I have depended most heavily upon information provided in the journal articles in which the measures were reported. There were cases, however, when I needed more information or clarification. When that happened, I attempted to contact the authors. Too many authors did not respond to my requests. Listed below are those who did respond. My gratitude is extended to:

Chethana Achar	Tim Döring	Stephanie C. Lin
Dorothea N. Aliman	Linying (Sophie) Fan	Wendy De La Rosa
Paolo Antonetti	Ximena Garcia-Rada	Deepika Naidu
Brittney Bauer	Anne Hamby	Olivia Petit
Uri Barnea	Thorsten Hennig-Thurau	Leah Smith
Dora E. Bock	Chris Hydock	Ronn J. Smith
Bradley Profe	Tak Huang	Tatiana Sokolova
Hannah Chang	Yuwei Jiang	Matt Thomson
Noah Castelo	Carol Esmark Jones	Anneleen Van Kerckhove
Arnaud De Bruyn	Yitian (Sky) Liang	Yi Li

Thanks also go to Catherine Corry (*Book Cover Designs By CC*).

Finally, as with previous volumes and even more so this time, I thank my wife for understanding the time and effort I put into this work since 1987. She has graciously excused the many times I have said “No, I am too busy.” With this being the final volume of the series, I will be saying “yes, let’s do that” much more.

GCBM

# Introduction

. . . . .

Volumes 1 to 12 of this series had multi-item scales that were reported in articles published in six of the top marketing journals between 1980 and 2021. (See the table below for the six journals.) This volume of the series covers the scales that were reported in articles published in 2022 and 2023. 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, e.g., viewers, patients, donors, members. Further, acceptable scales must have had three or more items, have sufficient level of psychometric quality, and be reflective measures rather than formative.

There were three other criteria used to select scales for this book. As described below, one was a constraint 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. Having alternative measures of the same construct can be useful to researchers so 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 strict rule to guide this constraint, the more measures of a construct that have been reviewed in previous volumes, the less likely 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 as done since Volume 7. The printer (Kindle Direct Publishing) has a page limit for paperback books. With that in mind, an initial examination was made of all the articles from six of the top marketing journals published in 2022 and 2023. From that group, 215 articles received more scrutiny because they appeared to have measures of the type focused on in the series. After closer examination, 40 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 175 articles from the marketing literature that provided the 450 scales reviewed for this volume.

Assigning names to the scales in the books has been a challenge. It is not as simple as calling measures the same thing as authors of the articles have done. 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 that would make more sense to readers. In general, scales were assigned names based on the constructs that 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 in the book, the Table of Contents is a useful place to begin. The Subject Index is even more helpful but space limits the scales to being associated with just a few keywords.

Finally, the layout of reviews is the same as in previous 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**

For each scale, a name is given at the top of the page on which a description begins. Several issues are taken into account when assigning a name. (See the discussion in the Introduction.) In a few cases, multiple scales have been given the same name because they appear to measure the same or very similar construct, e.g., Anthropomorphism of the Object, Quality of the Brand, Well-Being.

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. The most common type of measure in the book is three Likert-type items with a seven-point response format.

#### **Origin:**

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. When authors do not cite a scale's source, it can leave the impression that a measure is original even though some digging reveals that they borrowed it from an extant source. Far too often, the opposite occurs. Many authors have described their scale as "adapted" from some source yet comparing the information shows little resemblance between them. That is noted when relevant.

#### **Reliability:**

For the most part, reliability is described in terms of internal consistency, most typically with Cronbach's alpha. In the few cases when it is reported by authors, a scale's temporal stability (test-retest correlation) is provided. 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 or test 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. The overwhelming majority of authors have not discussed validity or provided evidence of it. (The reason for this systemic omission is unknown.) At the other extreme, a few authors have provided so much information in their articles and supplementary material that the support for a scale's validity is merely summarized here.

#### **Comments:**

This section 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 in this section



it is noted that minor changes can make the scale usable in other contexts.

## References:

Every source cited in a review is referenced in this section. The primary journals from which articles were examined for scales were 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***. Additional journals, books, proceedings, and other sources have been cited when relevant. As stated in the Acknowledgements, some authors were contacted for information but most did not respond. For those who responded and provided useful information, they are cited in this section.

## Scale Items:

The statements, adjectives, or questions that composed a scale are listed in this section and are generally referred to as *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. Some of the measures were merely described by authors as “Likert-type” and the verbal anchors of the response scales were not stated. In many of the reviews when response information is lacking, something is provided by the editor. The graphic version of the scales and how they were laid out in a questionnaire are not provided 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 in an article’s composition, 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 here because authors of the scales rarely provided them in their articles. Suggestions have been given by the editor sometimes, especially when the items by themselves do not make sense. Potential users of a scale should feel free to contact the creators or others who are referenced and ask them about the instructions or other matters related to the measure.

# **Scale Reviews**

## ANTHROPOMORPHISM OF THE OBJECT

Using five, seven-point items, the scale measures the degree to which a person believes a particular object exhibits humanlike mental and emotional characteristics.

### Origin:

Uysal, Alavi, and Bezençon (2022) used the scale in Study 1 (n = 238) and 2 (n = 601). Data were collected in both studies from residents of the U.K. who were current users of an artificial intelligence assistant, e.g., Amazon's Alexa, Apple's Siri. The authors created the scale by borrowing key words and phrases from a measure by Epley et al. (2008). The scale was also used by Castelo et al. (2023) who used it in Study 4A and recruited 597 American participants from Prolific Academic.

### Reliability:

The alphas of the scale were .86 and .90 in Studies 1 and 2, respectively (Uysal, Alavi, and Bezençon (2022, p. 1162). When used by Castelo et al. (2023) the alpha was .91.

### Validity:

CFA was apparently conducted in both studies (Uysal, Alavi, and Bezençon (2022). The authors stated that conventional processes for testing convergent and discriminant validities were conducted. The AVEs for anthropomorphism were .73 and .67 (Study 2). Apart from that, details and discussion regarding validity are not provided.

The scale's validity was not discussed in the article by Castelo et al. (2023).

### References:

- Castelo, Noah, John W. C. Carr, Christin Hildebrand, and Alexander P. Henkel (2023), "Understanding Consumer Reactions to Service Bots," *Journal of Consumer Research*, 50 (4), 1153–1175.
- Epley, Nicholas, Daniel F. Ames, and John T. Cacioppo (2008), "Creating Social Connection Through Technology: Production: Loneliness and Perceived Agency in Gadgets, Gods, and Grounds," *Psychological Science*, 19 (2), 114–120.
- Uysal, Aydinur, Saeed Alavi, and Valéry Bezençon (2022), "Trojan Horse or Useful Helper? A Relationship Perspective on Artificial Intelligence Assistants with Humanlike Features," *Journal of Academic Marketing Science*, 50 (6), 1153–1175.

Directions: Indicate how much you agree that \_\_\_\_\_ . . .<sup>2</sup>

1. has a mind of its own.
2. has intentions.
3. has free will.

## ENVIRONMENTALISM (PURCHASING BEHAVIOR)

Sixteen, seven-point Likert items are used to measure the extent to which a consumer intentionally engages in behaviors that are believed to have less harmful impacts on the environment.

### Origin:

Sokolova, Krishna, and Döring (2023, Web Appendix I) used the scale in Study C with data collected from a final sample of 199 participants recruited from Amazon Mechanical Turk. The 16 items are from a 30-item scale originally developed by Roberts (1996) that was referred to as *Ecologically Conscious Consumer Behavior*. The reasoning for Sokolova, Krishna, and Döring (2023) to use the particular 16 items listed below was to focus on general product preference rather than specific packaging (Döring 2024).

### Reliability:

The alpha for the scale was .96 (Sokolova, Krishna, and Döring 2023, p. 478).

### Validity:

The validity of the scale was not discussed by Sokolova, Krishna, and Döring (2023).

### References:

- Döring, Tim (2024), personal communication.
- Roberts, James A. (1996), *The Development of a Profile of the Socially Responsible Consumer for the 1990s and Its Marketing, Management and Public Policy Implications*, unpublished doctoral dissertation, University of Nebraska-Lincoln, NE.
- Sokolova, Tatiana (2024), personal communication.
- Sokolova, Tatiana Krishna, and Tim Döring (2023), "Paper Meets Plastic: The Perceived Environmental Impact of Product Packaging," *Journal of Consumer Research*, 50 (3), 468–491.

### Scale

1. I normally make a conscious effort to limit my use of products that are made of or use scarce resources.
2. I do not buy products which have excessive packaging.
3. Whenever I have a choice, I always choose that product which contributes to the least amount of waste.
4. When I understand the potential damage to the environment that some products can cause, I do not purchase these products.
5. I have switched products for ecological reasons.
6. I use a recycling center or in some way recycle some of my household trash.
7. I make every effort to buy paper products made from recycled paper.
8. I have convinced members of my family or friends not to buy some products which are harmful to the environment.

## REALISM OF THE OBJECT

The scale has three, seven-point Likert-type items that measure how much a person believes an image looks real, particularly as it pertains to what is experienced in a virtual reality context. Two versions of the scale are described.

### Origin:

Hohenberg, and Homburg (2022) used the scale in Study 2 (a laboratory experiment) with data from 210 participants. No other information was provided about the sample. In the scale described below, the object in one version of the scale referred to a store while in the other version the reference was to products. To create their scales, the authors drew inspiration from Chikudate and Wilson (2014) who developed five scales in order to measure what they viewed as a core construct of the realism construct.

### Reliability:

The composite reliabilities of the scales reported by Harz, Hohenberg, and Homburg (2022, p. 171) were .98 (store) and .91 (products).

### Validity:

CFA was used to examine some aspects of the discriminant validities of the two scale versions (Harz, Hohenberg, and Homburg 2022, p. 171). Support was found for the scales' discriminant validities with respect to the two measures used in the analysis. The AVEs of the scales were .95 and .91 for the store and products versions, respectively (p. 171).

### Comments:

Although the scales were used by Harz, Hohenberg, and Homburg (2022) with reference to a store and to products, it is possible to rephrase the sentences in order to measure other objects, e.g., museum, zoo, etc. The sentences are rephrased, however, the more prudent it is to examine the discriminant validities of the scales.

### References:

- Chikudate, Lijiang, and Kari Wilson (2014), "Perceived Realism: Dimensions and Roles in Effective Persuasion," *Communication Research*, 41 (6), 828–851.
- Harz, Nathaniel, Hohenberg, and Christian Homburg (2022), "Virtual Reality in New Product Development: Insights from Prelaunch Sales Forecasting for Durables," *Journal of Business Research*, 137, 167–179.

### Scale Items:

1. The visual depiction of the \_\_\_\_\_ seemed real.
2. The visual depiction of the \_\_\_\_\_ was realistic.
3. The \_\_\_\_\_ shown during the simulation looked real.

## UNCERTAINTY OF FINANCIAL SUFFICIENCY

Using four, 101-point Likert items, the scale measures how much a person believes it is difficult to predict if he/she will have enough money to cover expenses during a certain period of time. The scale is phrased for a context in which a person is filling out the scale after going through a simulation. The scale can be easily modified to refer to one's actual uncertainty about a certain period of time.

### Origin:

De La Rosa and Tully (2022) used the scale in Studies 3, 4, and 5. The authors referred to the construct being measured as *prediction uncertainty*. The source of the scale was not provided.

### Reliability:

The alphas reported for the scale were .92, .91, and .90 for Studies 3, 4, and 5, respectively (De La Rosa and Tully 2022, pp. 999, 1000, 1003).

### Validity:

The scale's validity was not discussed by De La Rosa and Tully (2022). However, the authors did conduct a principal component analysis of the uncertainty items along with items from another scale (financial status). As shown in Table 1, the items loaded on different factors which provide some preliminary support for the scale's validity and discriminant validity of both scales.

### Comments:

Participants engaged in a life simulation paradigm in each study where they incurred money and expenses. They completed the scale afterwards. As noted above, the items were phrased by the authors with reference to what participants thought and felt with respect to the simulation. The scale appears to be modified to measure participants' attitudes with regard to their real circumstances. *income and expenses make it easy to predict whether I will have enough money to cover my expenses*. Modifications that are made, however, the more important it is to provide the scale with a clear context and quality before using it in theory testing.

### References:

De La Rosa, M. and Stephanie M. Tully (2022), "The Impact of Payment Frequency on Consumer Spending and Subjective Wealth Perceptions," *Journal of Consumer Research*, 48 (6), 1-15.

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

1. My income and expenses made . . .

1. it easy to predict whether I would have enough money \_\_\_\_\_. (r)
2. it difficult to predict whether I would have enough money \_\_\_\_\_.

# Subject Index<sup>1</sup>

■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Ability: (see <i>Capability</i> )	360, 379, 383	Attention: 3, 34, 51, 121, 123, 226, 227, 230, 238, 260, 270, 303, 329, 376, 471	Benefits: 34, 80, 217, 319
Acceptable: 69, 262	328		Benevolence: 47, 273, 284, 508
Accuracy: 147, 517	Anthropomorphism: 16-22, 30, 115, 127, 221, 275, 276, 278, 331, 333	Attractiveness: 85, 403	Beliefs: 103, 118, 166, 189
Activity: 48, 39, 201		Attributions: 19, 21, 22, 144, 301, 313	Believability: 50, 58
Adoption: 293, 294,	Anxiety: 26, 203, 253, 483	Augmented Reality: (see <i>Reality</i> )	Body: 66, 121, 267
Advertising: 5-7, 12, 13, 14, 22, 29, 34, 49-54, 60, 93, 126, 127, 151, 152, 166, 196, 201, 225, 228, 230, 250, 264, 267, 275, 382, 416, 518	Apology: 466, 537	Authenticity: 101- 114, 128-130, 134	Brand: 32, 56-58, 60, 72, 93, 126-144, 157, 158, 165, 166, 171, 231- 234, 248, 324, 374, 402, 403, 416, 472, 540
Advice: 55, 293	Appeal: 72, 393, 395, 525	Autonomy: 47, 118, 313, 407	Capability: 118, 157, 160, 224, 272, 314, 331, 333, 516
Aesthetics: 39, 337, 351	Appearance: 19, 20, 22, 30, 460	Availability: 138, 176, 422, 539	Career: ( <i>See Work</i> )
Affect: 8, 9, 11-14, 16, 23, 25, 26, 31, 33, 43, 65, 75, 115, 132, 146, 195, 200, 220- 223, 232, 236, 245, 265, 275, 292, 302, 333, 338, 339, 393	Appreciation: 176, 528	Avoidance: 261, 336, 471, 477, 482	Careful: 303, 335, 443, 464, 480, 492
AI <sup>2</sup> : 16, 18, 30, 35, 41, 42, 160, 221, 223, 262, 272, 296, 286, 313,	Appropriateness: 69, 116, 182, 339	Awareness: 381, 509	Cause: 275, 313
	Approval: 348, 457, 469	Beauty: 39, 121	Celebrity: 299, 300, 354
	Arousal: 29, 54, 123, 203, 491	Behavioral: 34, 139, 196, 205, 207, 213, 216, 233, 235, 236, 243, 252, 269, 270, 293, 294, 298, 316, 321, 336, 382, 397, 400, 433, 452, 477, 488, 496, 538	Challenge: 356, 359
	Art: ( <i>See Aesthetics</i> )		Change: 222, 284, 348, 433
	Assertive: 371, 374		Channels: 44, 421- 423, 425-428
	Assessment: 189, 349		
	Association: 54, 167		
	Assortment: 85, 428		
	Atmospherics: 85, 312, 376		
	Attachment: 32, 33		

Character ( <i>person</i> ):	357, 480, 483	Creativity: 163, 186,	Distraction: 376,
122, 127, 152, 411	Confidence: 44, 99,	351, 392,	Diversity: 174, 176,
Charity: 15, 47, 61,	147-150, 157,	Crisis: 180, 327	359
211, 212, 273,	160, 224, 262,	Culture: 174-178, 192	Dominance: 371, 372,
284, 498	371, 372, 447,	Curiosity: 51, 290,	374
Choice: 148, 150,	491, 521	351, 533	Donate: 15, 47, 61,
198, 367, 377,	Conflict: 35, 182, 517	Customization: 49,	211, 212, 264,
414, 464	Confusion: 14, 445	421	273, 284
Clarity: 169, 447, 487	Congruence: 165,	Damage: 242, 404,	Eating: 38, 169, 204,
Cognition: 14, 16, 89,	166, 221, 225,	510	216, 251, 261,
151, 152, 203,	272, 445	Deals: 196, 319, 530,	268, 330
234, 236, 443	Connectedness: 167,	531	Education: 185, 474
Comfortable: 41, 121,	168, 297, 343,	Debt: 24, 197	Effectiveness: 212,
246, 429	346, 462, 472-	Decision-making:	284, 383
Commitment: 145,	474, 512	150, 172, 198,	Efficacy: 15, 314, 397
399	Consequences: 171,	199, 208, 301,	Effort: 203, 464, 492,
Community: 126,	430, 465	344, 349, 359,	493
153-155, 462, 515	Conservation: 397,	367, 377, 439,	Embarrassment: 24,
Company: 32, 45, 62,	496	453, 464, 516	31, 197
156, 180, 193,	Consistency: 422, 489	Deception: 50, 155,	Emotions: ( <i>see Affect</i> )
224, 317-322,	Control: 15, 144, 171,	197, 210, 288,	Empathy: 89, 151,
534, 466, 468	208, 211, 222,	388, 468	152, 221, 223,
Comparison: 23, 80,	246, 247, 314,	Dependability: 158,	361, 498
141, 142, 245,	331, 363	341	Employees: 42, 200,
247, 272, 378, 490	Convenience: 172,	Desirability: 38, 204-	223, 417, 419, 460
Competence: 157-	427, 439	208, 348, 403	Encouragement: 451,
160, 186, 296, 460	Coordination: 173,	Development: 83, 84	452
Competition: 321,	525	Difficulty: 198, 215,	Endorsement: ( <i>see</i>
322	Cost: 156, 180	246, 487, 519	<i>Recommendation</i> )
Complaining: 205,	Coupons: 182-184	Discount: 217, 422	Engagement: 3, 97,
541	COVID: 68, 120, 253,	Disgust: 13, 53	185, 213, 226-
Computers: 63, 502	306, 327, 463, 495	Disposal: ( <i>see Waste</i> )	238, 260, 282,
Concern: 34, 40, 68,	Credibility: 50, 128,	Displays: 329,	297, 303, 514 ( <i>see</i>
199, 223, 304,	134, 210	Dissonance: 105, 445,	<i>also Involvement</i> )



Enjoyment: 39, 48 64, 65, 73, 95, 174, 228, 236, 281, 292, 350, 438, 535	Family: 52, 440-442 Fear: 187, 253, 261, 379, 495 Features: 84, 291, 367, 390, 394	Groceries: 196, 513 Groups ( <i>people</i> ): 127, 173, 272, 479 Guilt: 31, 116, 307 Happiness: 8, 9, 12, 25, 33, 64, 65, 75, 232, 265, 338, 412, 434, 529, 536	Imagine: 5, 34, 169, 266, 267, 330- 361, 457, 514 Importance: 39, 48, 52, 80, 129, 193, 249, 250, 268, 276, 280, 281, 286, 304, 326, 345, 357, 387, 390, 479
Entertainment: 43, 95, 299, 300, 355, 506	Financial: 24, 156, 197, 199, 256, 519 Flow: 3, 227, 236, 260, 282	Harmful: 69, 241- 243, 253, 510 Health: 66, 68, 120, 146, 251, 253, 268, 327, 469, 470, 476, 477, 495, 526, 535	Improvement: 83, 396, 449 Impulsive: 207, 488 Income: 256, 518 Influence: 27, 58, 93, 101, 107, 288, 363, 363, 406
Environment: 241- 243, 388, 397, 449, 496	Food: 38, 40, 66, 116, 169, 204, 261, 276, 330, 343, 404, 440	Hedonic: 43, 73, 228, 506 Helpfulness: 87, 146, 341, 383, 423, 508	Information: 172, 290-292, 357, 358, 379, 425, 521, 525
Ethics: 248, 341	Forgiveness: ( <i>see</i> <i>Apology</i> )	Home: 442, 462 Honesty: 76, 128 Humanness: 16-21, 127, 275-278, 331	Innovative: 84, 133, 293, 294, 347, 351, 392, 502
Evaluation: 8, 189, 230, 349, 451	Freedom: 118, 310, 488	Ideas: 163, 351 Identification: 136, 164, 168, 280, 281, 354, 369, 370, 462, 479, 515	Integrity: 60, 103, 108 Intelligence: 186, 296 Intensity: ( <i>see</i> <i>Strength</i> )
Excitement: 9, 25, 73, 123, 529	Frequency: 170, 216 Friendly: 21, 32, 55, 87, 154	Illness: 120, 253, 463, 476, 495	Intention: 144, 170, 205, 298, 316, 317, 320, 382, 396, 400, 401, 413, 496, 537,
Exclusivity: 85, 135	Friends: 182-184, 354, 413, 481, 512	Image: 97, 98, 165, 288, 324, 393- 395, 408, 410, 480	
Expectations: 23, 25, 55, 99, 101, 170, 209, 239, 282, 306, 355, 416, 419, 436, 519	Frugality: 336, 337 Frustration: 11, 145, 198		
Expensive: 375, 378	Fun: 43, 64, 65, 73, 95, 124, 228, 470		
Experiences: 64, 65, 73, 85, 111, 195, 326, 333, 438, 455, 459, 473, 478, 488	Future: 170, 265, 503, 505		
Expertise: 74, 308, 309	Genuine: 107-110, 114, 134, 466		
Fairness: 117, 252, 435, 517	Goals: 173, 183, 184, 199, 356, 359, 365, 439, 448, 453		
Familiarity: 140, 430, 512			

539, 540	Love: 138, 146, 254	Norms: 153-155, 248	Personality: 87, 101-105, 208, 262, 270, 351, 407, 429
Interaction: 41, 42, 91, 195, 297, 406, 478	Loyalty: 138, 139, 316-323, 328, 426	Nostalgia: (see <i>Memory</i> )	Persuasion: (See <i>Influence</i> )
Interest: 34, 51, 68, 137, 213, 231, 234, 298-300, 396, 526	Luxuries: 132, 133, 324	Novelty: 347, 348, 455	Phone: 33, 63
Internet: 189, 382, 437 (see also <i>Website</i> )	Manipulation: 60, 288	Obligation: 145, 399	Place: 75, 438
Intrusive: 23, 407	Marriage: 199, 448	Openness: 178, 192, 350, 351, 455, 533	Plan: 252, 331, 443
Investments: 83, 84	Meaningful: 52, 249, 250, 286, 326, 434, 454, 507	Offensive: 11, 53	Pleasure: 12, 41, 64, 65, 338
Involvement: 3, 185, 213, 226, 227, 260, 268, 280, 281, 302, 303, 502	Media: 189, 327	Orders: (see <i>Purchase</i> )	Political: 27, 69, 76, 210, 304, 365, 369, 370
Irritation: 53, 406, 481	Members: 328, 361, 474, 479, 481	Orientation: 193, 369, 370, 462, 503	Possessions: 21, 335, 336
Job: (see <i>Work</i> )	Memory: 346, 412, 459	Outcomes: (see <i>Consequences</i> )	Posts: 269, 365, 499, 540
Joy: 12, 333, 434, 454	Message: 27, 210, 481	Ownership: 171, 336, 352	Power: 224, 371, 372, 374, 431
Judgment: 24, 26	Money: 183, 217, 256, 323, 439, 519	Packaging: 100, 127, 241-243, 394	Preference: 111, 141, 321-323, 490
Justification: 307, 344	Morality: 76, 248, 318, 339, 341	Participation: 39, 48	Price: 377, 378, 422, 428, 435, 468, 530
Kindness: 87, 498	Motivation: 113, 164, 185, 204, 207, 313, 451, 452, 480	Past: 346, 459, 503, 505	Pride: 232, 281, 333
Knowledge: 74, 76, 290-292, 296, 308, 309, 363, 447	Movement: 201, 267, 518	Patronage: (see <i>Loyalty</i> )	Privacy: 63, 160, 197, 357, 358, 379-382
Learning: 215, 290, 392	Music: 39, 71	Pay: (see <i>Purchase</i> )	Problem: 325, 383
Likeability: 38, 56, 61, 77, 81, 92	Name: 72, 231, 411	Peacefulness: 32, 454	Product: 4, 8, 21, 22, 38, 45, 80, 81, 84, 107, 111-114, 135, 137, 140, 147, 148, 172, 174, 176, 191, 207, 225, 230,
Logical: 325, 349	Nature: 343, 384, 449	Perception: 5, 71, 97, 98, 123, 201, 226, 238, 260, 267, 329, 330, 408, 410	
Loss: 306, 328	Needs: 344-346, 417, 440-442, 508	Performance: 42, 133, 299, 300, 355, 402	
	Nervousness: 26, 187	Personal: 63, 80, 357, 358, 363, 379	
	Newness: 251, 348, 533		

236, 243, 266, 290-292, 298, 308, 309, 317, 350, 352, 377, 384-397, 400, 401, 403, 408, 414, 427, 428, 430, 464, 486, 518, 530, 531, 533, 538	Reality: 97, 98, 169, 391, 408-411	421-428, ( <i>see also</i> <i>Store</i> )	Services: 41, 42, 156, 171, 195, 302, 350, 383, 417, 419, 423, 436, 460, 478
Production: 4, 83, 168,	Reasoning: 307, 344	Rewards: 239, 426	Severity: 463, 465
Profit: 126, 156	Reciprocity: 145, 417, 419	Risk: 68, 429, 430, 455, 465, 495, 509	Sex: 29, 54, 270
Protection: 120, 425, 449	Recommendation: 191, 225, 406, 413, 549 ( <i>see also</i> <i>Advice</i> )	Robotic: 18, 20, 30, 41, 42, 115, 200, 275-278, 296, 331, 333, 383, 483	Sharing: 153, 154, 182-184, 473
Proximity: 120, 405, 477	Recovery: 180, 466	Sadness: 265, 338, 412	Shopping: 9, 46, 62, 73, 85, 91, 196, 209, 246, 247, 258, 282, 297, 323, 367, 464, 513, 490, 539
Purchase: 81, 139, 141, 148, 172, 191, 205, 243, 255, 298, 317, 320, 321, 377, 400, 401, 404, 406, 424, 464, 486, 538	Recycling: 243, 397, 496	Safety: 225, 441	Similarity: 18, 19, 142, 165, 166, 272, 475, 476
Quality: 4, 56, 195, 355, 375, 402- 404, 424, 460, 487, 528	Regret: 264, 414, 466	Salespeople: 45, 46, 87-91, 191, 288, 406, 433, 436	Skepticism: 50, 388, 468
Quantity: 255, 256, 336	Relationships: 52, 145, 167, 184, 318, 319, 416- 419, 448, 472, 474, 512	Satisfaction: 81, 92, 255, 414, 434-438	Skills: 160, 215, 516
Ratings: 81, 142	Reliability: 56, 158	Saving: 183, 439	Smoking: 35, 469, 470
Read: 43, 269, 303, 327, 499, 514, 521	Reputation: 4, 480	Scarcity: 135, 440- 442	Social: 24, 120, 153- 155, 164, 178, 184, 197, 248, 457, 470, 471, 475, 482
	Resolution: 180, 383	Search: 113, 114, 290-292, 437, 443	Social Class: ( <i>see</i> <i>Status</i> )
	Resources: 180, 233, 255, 442	Security: 425, 441	Social Media: 77, 110, 205, 235, 269, 365, 382, 499, 500, 540
	Respect: 45, 46, 57, 91, 121, 339, 345	Selective: 335, 367	
	Responsibility: 4, 314, 399, 534	Self: 101-105, 301, 445, 449-454, 508	
	Responsiveness: 492, 493	Self-concept: 113, 136, 165, 166, 352, 370, 447, 448, 453, 479, 522, 524	
	Restaurant: 216, 261	Self-efficacy: 15, 262, 314, 516	
	Rest: 470, 535, 536	Senses: 97, 395	
	Restriction: 255, 310		
	Retail: 44, 85, 205, 239, 258, 298,		

Sound: 100, 158, 386, 405, 487	Surprise: 258, 392	Truth: 210, 288, 388	Variety: 350, 455, 533
Spatial: 98, 124, 337	Support: 27, 153, 213, 344, 417	Trust: 60, 128, 210, 276, 341, 425,	Virtual Reality: (see <i>Reality</i> )
Sports: ( <i>see Team</i> )	Symbolism: 129, 250, 324	Typical: 218, 518	Visual: 5, 312, 329, 330, 337, 393-
Speed: 71, 385, 423, 424	Tangible: 391, 408, 411	Uncertainty: 150, 306, 429, 430,	395, 404, 408, 410, 528
Stability: 220, 262, 489	Targeting: 49, 500	519, 521	Vote: 27, 69, 210, 304, 365
Status: 135, 209, 239, 324, 328, 345, 375, 484	Task: 8, 23, 163, 186, 230, 281, 286, 313, 303, 475, 492, 493	Understanding: 14, 55, 89, 151, 152, 161, 263, 269, 360, 361, 447, 487, 499	Warmth: 55, 200, 275, 276
Stimulation: 234, 407	Team: 48, 173, 356, 359, 361	Unique: 278, 347, 375, 486, 522, 524	Waste: 40, 116, 241, 242, 534
Strength: 374, 385, 431, 491	Technology: 18, 19, 133, 160, 215, 280, 286, 293, 294, 502	Unusual: 218, 261, 533	Watch: 95, 238, 299, 300, 329
Stress: 33, 203, 222, 536	Television: 3, 93, 95, 327	Usage: 6, 7, 170, 215, 232-234, 291, 293, 309	Website: 73, 231
Store: 9, 62, 92, 97, 98, 100, 196, 309, 312, 320, 329, 347, 375, 376, 378, 381, 401, 403, 408, 490, 531, 539 ( <i>See also Retail</i> )	Threats: 509, 510	Usefulness: 42, 347, 390	Weird: 187, 218
Story: 43, 58, 249, 250, 506, 507, 514	Time: 124, 211, 220, 233, 282, 493, 503, 505, 513, 532	Valuable: 258, 528- 532	Weight: 66, 147, 266
Stress: 203, 513, 536	Touch: 246, 266, 267, 391, 518	Values: 101, 103, 117, 129, 130, 132, 134, 153-	Willingness: 401, 537-539
Superiority: 245, 402, 484	Tradition: 116, 178	155, 369, 370, 453, 454	WOM <sup>3</sup> : 139, 205, 540, 541
	Trash: ( <i>see Waste</i> )		Work: 306, 325
	Travel: 178, 217, 515		Worry: 24, 26, 40, 310, 358, 379, 457, 483, 510

.....

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. Artificial Intelligence

3. 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 his research 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. Thirteen volumes of the series 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 in 2012 but continued to review scales and publish the *Handbook* series until 2025. 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 music. Most important of all, he is a devout Christian, an adherent of the faith though not the religion.