Marketing Scales Handbook

A Compilation of Multi-Item Measures for Consumer Behavior & Advertising Research
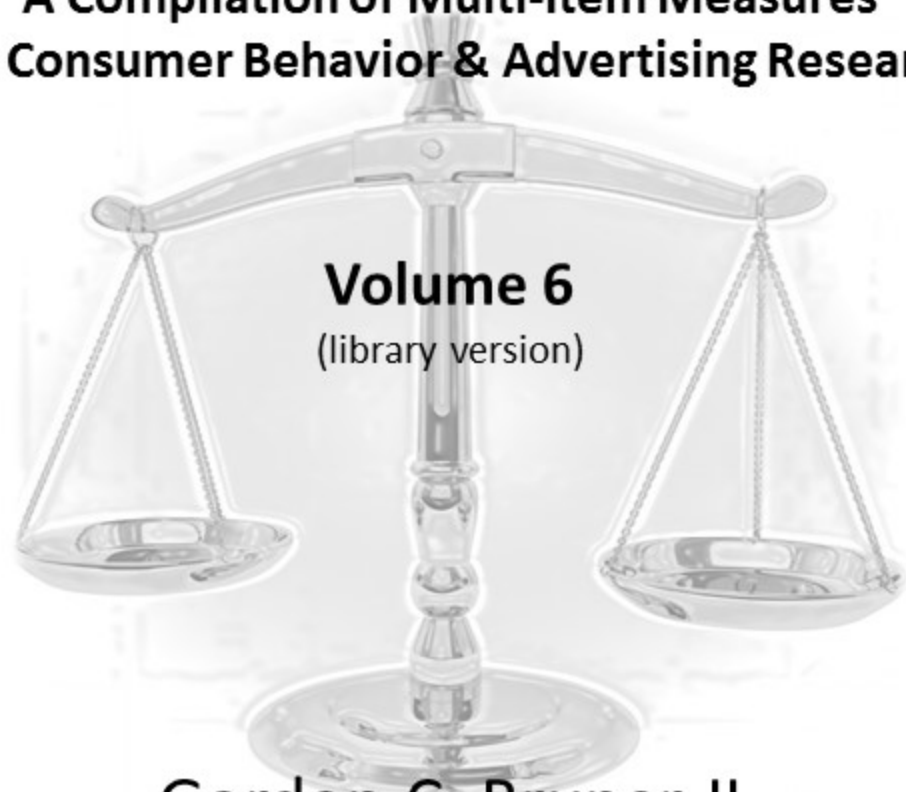
Volume 6
(library version)

Gordon C. Bruner II

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Preface

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

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

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

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

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

Acknowledgements

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Introduction

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

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

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

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

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

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

TABLE

SCALE REVIEW FORMAT

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

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

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

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

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

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

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

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

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

SCALE NAME: Acceptance of Sales Offer (Owner's)

SCALE DESCRIPTION:

Three, seven-point items are used to measure a buyer's perception of the difficulty an owner of a product appears to have had in accepting the terms of the offer to purchase the product.

SCALE ORIGIN:

The source of the scale was not stated by Srivastava and Oza (2006) but appears to have been developed by them.

RELIABILITY:

The alpha reported by Srivastava and Oza (2006) was .90.

VALIDITY:

No information bearing on the scale's validity was provided by Srivastava and Oza (2006).

REFERENCES:

Srivastava, Joydeep and Shweta Oza (2006), "Effect of Response Time on Perceptions of Bargaining Outcomes," *Journal of Consumer Research*, 33 (September), 266-272.

SCALE ITEMS:[1]

1. To what extent was the decision to accept your offer difficult for the owner?
2. How conflicted was the owner over the price you agreed upon?
3. How conflicted was the owner about your offer?

---

1. The verbal anchors for the items were *not at all* and *very much*.

SCALE NAME: Acculturation

SCALE DESCRIPTION:

Three, five-point Likert-type items are used to measure the degree to which a person from one culture feels part of another culture.

SCALE ORIGIN:

Although Laroche et al. (2007) drew heavily on ideas and phrases in some items they had used in an earlier study (Kim, Laroche, and Tomiuk 2001), this scale is unique.

RELIABILITY:

An alpha of .89 was reported for the scale by Laroche et al. (2007).

VALIDITY:

No information regarding the scale's validity was reported by Laroche et al. (2007).

REFERENCES:

Kim, C Chankon, Michel Laroche, and Marc A. Tomiuk (2001), "A Measure of Acculturation for Italian Canadians: Scale Development and Construct Validation,"" *International Journal of Intercultural Relations*, 25 (December), 607–637.

Laroche, Michel, Zhiyong Yang, Chankon Kim, and Marie-Odile Richard (2007), "How Culture Matters in Children's Purchase Influence: A Multi-Level Investigation," " *Journal of the Academy of Marketing Science*, 35 (1), 113-126.

SCALE ITEMS:[1]

1.   I consider myself to be _____.
2.   I would like to be known as "_____."
3.   I feel very attached to all aspects of the _____–_____ culture.

---

1. The name that should be placed in the blank of items #1 and #2 is the term for those in the culture in which the respondent is being acculturated, e.g., Canadian. The two blanks in item #3 are to be filled with the name of the subculture of those from the culture where the respondent was enculturated and the one in which they are being acculturated, e.g., Chinese-American.

SCALE NAME: Ad Format Beliefs (Annoyance)

SCALE DESCRIPTION:

The scale is composed of four, five-point uni-polar items that are used to measure a person's beliefs regarding the way an advertisement is visually presented with an emphasis on how irritating it is. The study by Burns and Lutz (2006) focused on the types of ad formats used online, e.g., banners, pop-ups, skyscrapers, interstitials. A five-point Likert-type response format was used with the items.

SCALE ORIGIN:

The scale was developed by Burns and Lutz (2006) based upon feedback from 21 people with a high degree of web usage and/or expertise. The descriptions provided by the individuals in the depth interviews led to 15 items being chosen to represent five hypothesized dimensions of on-line ad format perceptions.

RELIABILITY:

The scale was used with six different online ad formats and the alphas ranged from .84-.95.

VALIDITY:

No explicit examination of the scale's validity was reported by Burns and Lutz (2006). However, they did conduct a factor analysis of the 15 items (referred to above) and concluded that a three-factor solution was best rather than the five that were expected. In addition to the annoyance scale, they developed entertainment and information scales as well.

REFERENCES:

Burns, Kelli S. and Richard J. Lutz (2006), "The Function of Format: Consumer Responses to Six On-Line Advertising Formats," *Journal of Advertising*, 35 (Spring), 53-63.

SCALE ITEMS:

1.   annoying
2.   intrusive
3.   disruptive
4.   overbearing

SCALE NAME: Ad Format Beliefs (Entertainment)

SCALE DESCRIPTION:

Eight, five-point uni-polar items are used to measure a person's beliefs about the way an advertisement is visually presented with an emphasis on how novel and attractive it is. The study by Burns and Lutz (2006) focused on the types of ad formats used online, e.g., banners, pop-ups, skyscrapers, interstitials. A five-point Likert-type response format was used with the items.

SCALE ORIGIN:

The scale was developed by Burns and Lutz (2006) based upon feedback from 21 people with a high degree of web usage and/or expertise. The descriptions provided by the individuals in the depth interviews led to 15 items being chosen to represent five hypothesized dimensions of on-line ad format perceptions.

RELIABILITY:

The scale was used with six different online ad formats and the alphas ranged from .78-.89.

VALIDITY:

No explicit examination of the scale's validity was reported by Burns and Lutz (2006). However, they did conduct a factor analysis of the 15 items (referred to above) and concluded that a three-factor solution was best rather than the five that were expected. In addition to the entertainment scale, they developed annoyance and information scales as well.

REFERENCES:

Burns, Kelli S. and Richard J. Lutz (2006), "The Function of Format: Consumer Responses to Six On-Line Advertising Formats," *Journal of Advertising*, 35 (Spring), 53-63.

SCALE ITEMS:

1. innovative
2. different
3. sophisticated
4. attractive
5. elaborate
6. entertaining
7. amusing
8. eye-catching

SCALE NAME: Ad Format Beliefs (Information)

SCALE DESCRIPTION:

The scale has three, five-point uni-polar items that measure a person's beliefs regarding the way an advertisement is visually presented with an emphasis on how informative and helpful it is. The study by Burns and Lutz (2006) focused on the types of ad formats used online, e.g., banners, pop-ups, skyscrapers, interstitials. A five-point Likert-type response format was used with the items.

SCALE ORIGIN:

The scale was developed by Burns and Lutz (2006) based upon feedback from 21 people with a high degree of web usage and/or expertise. The descriptions provided by the individuals in the depth interviews led to 15 items being chosen to represent five hypothesized dimensions of on-line ad format perceptions.

RELIABILITY:

The scale was used with six different online ad formats and the alphas ranged from .78-.85.

VALIDITY:

No explicit examination of the scale's validity was reported by Burns and Lutz (2006). However, they did conduct a factor analysis of the 15 items (referred to above) and concluded that a three-factor solution was best rather than the five that were expected. In addition to the annoyance scale, they developed entertainment and information scales as well.

REFERENCES:

Burns, Kelli S. and Richard J. Lutz (2006), "The Function of Format: Consumer Responses to Six On-Line Advertising Formats," *Journal of Advertising*, 35 (Spring), 53-63.

SCALE ITEMS:

1. informative
2. useful
3. beneficial

SCALE NAME: Ad Message Involvement (Others-Focused)

SCALE DESCRIPTION:

The scale is composed of four, six-point items that measure the degree to which a person believes that some specific ads he/she was exposed to made him/her focus on his/her connection with other people.

SCALE ORIGIN:

Although Zhang (2009) drew inspiration from previous research, the scale is original to her.

RELIABILITY:

The scale was used in Study 1 by Zhang (2009) and its alpha was .80.

VALIDITY:

Zhang (2009) did not provide any information about the scale's validity.

REFERENCES:

Zhang, Jing (2009), "The Effect of Advertising Appeals in Activating Self-Construals: A Case of Bicultural Chinese Generation X Consumers," *Journal of Advertising*, 38 (1), 63–81.

SCALE ITEMS:[1]

1. These ads made me think about others.
2. These ads made me feel that I am being taken care of.
3. These ads made me feel caring.
4. These ads made me feel indebted.

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1. The extreme anchors on the response scale used by Zhang (2009) were *not at all* (1) and *a lot* (6).

SCALE NAME: Ad Message Involvement (Processing Effort)

SCALE DESCRIPTION:

The scale is composed of four, seven-point items that measure the extent to which a person reports paying attention to a particular advertisement vs. something else during a recent exposure episode. Briley and Aaker (2006) referred to the scale as *index of available attention resources*.

SCALE ORIGIN:

The source of the scale was not identified by Briley and Aaker (2006) but appears to be original to them.

RELIABILITY:

An alpha of .84 was reported by Briley and Aaker (2006).

VALIDITY:

No information regarding the scale's validity was provided by Briley and Aaker (2006).

REFERENCES:

Briley, Donnel A. (2009), personal correspondence.

Briley, Donnel A. and Jennifer L. Aaker (2006), "When Does Culture Matter? Effects of Personal Knowledge on the Correction of Culture-Based Judgments," *Journal of Marketing Research*, 43 (3), 395-408.

SCALE ITEMS:[1]

When you were reading the ad, did you:

1. feel distracted? (r)
2. feel preoccupied? (r)
3. feel that you were able to focus on the ad's message?
4. feel that you could think clearly about the ad?

---

1. The verbal anchors of the response scale were *not at all* (1) and *a lot* (7) (Briley 2009).

SCALE NAME: Ad Message Involvement (Processing Effort)

SCALE DESCRIPTION:

The scale appears to measure how much a person reports actively processing a stimulus s/he has been exposed to. In Lord, Lee, and Sauer (1994, 1995), the stimuli were mock radio commercials embedded in a recorded radio program. They referred to this measure as *commercial processing motivation* (CPM, 1994) and later as *response involvement* (1995). The stimulus toward which respondents were exposed in the study by Ahluwalia, Unnava, and Burnkrant (2001) was not clearly described but apparently was a folder containing a variety of information about the focal product including a *Consumer Reports*-type article and draft copies of advertisements. In Raju, Unnava, and Montgomery (2009) the stimulus was a print-type ad for a fictitious brand of car.

SCALE ORIGIN:

No information was provided by Lord, Lee, and Sauer (1994, 1995) as to the source of the scale but it would appear to be original to their study.

RELIABILITY:

Alphas of .93 and .89 were reported for the scale by Lord, Lee, and Sauer (1994) and (1995), respectively. Ahluwalia, Unnava, and Burnkrant (2001) reported an alpha of .85 for their version of the scale. The version of the scale used by Raju, Unnava, and Montgomery (2009) had an alpha of .87.

VALIDITY:

The validity of the scale was not specifically addressed in the studies by Lord, Lee, and Sauer (1994, 1995). However, some support for the scale's validity comes from the finding that those who scored higher in the involvement scale also scored higher on a "recognition memory index" created to determine the degree to which respondents could accurately respond to statements made about the ads they heard.

REFERENCES:

Ahluwalia, Rohini, H. Rao Unnava, and Robert E. Burnkrant (2001), "The Moderating Role of Commitment on the Spillover Effect of Marketing Communications," *Journal of Marketing Research*, 38 (Nov), 458-470.

Lord, Kenneth R., Myung-Soo Lee, and Paul L. Sauer (1994), "Program Context Antecedents of Attitude toward Radio Commercials," *Journal of the Academy of Marketing Science*, 22 (1), 3-15.

Lord, Kenneth R., Myung-Soo Lee, and Paul L. Sauer (1995), "The Combined Influence Hypothesis: Central and Peripheral Antecedents of Attitude Toward the Ad," *Journal of Advertising*, 24 (Spring), 73-85.

Raju, Sekar, H. Rao Unnava, and Nicole Votolato Montgomery (2009), "The Moderating Effect of Brand Commitment on the Evaluation of Competitive Brands," *Journal of Advertising*, 38 (2), 21-35.

SCALE ITEMS:[1]

1. very uninvolved / very involved
2. concentrating very little / concentrating very hard
3. paying very little attention / paying a lot of attention
4. I carefully considered the advertising claims about the (product name).[2]

---

1. Lord, Lee, and Sauer (1994) used each of the above items, a seven-point response format, and a scale stem that read "While listening to the radio commercials I was…" The first three items were used by Ahluwalia, Unnava, and Burnkrant (2001) with a seven-point response scale but the type of scale stem and/or directions they used is unknown. Raju, Unnava, and Montgomery (2009) used items #1-#3 and a variation of #4 as explained below.
2. This item was treated as a Likert-type measure by Lord, Lee, and Sauer (1994) and used *agree/disagree* as the verbal anchors. Raju, Unnava, and Montgomery (2009) modified the item to be a semantic-differential: *did not carefully consider the claims/carefully considered the claims*.

SCALE NAME: Ad Message Involvement (Processing Effort)

SCALE DESCRIPTION:

Four, seven-point Likert-type statements are used to measure a person's expressed level of motivation to process a specific ad message.

SCALE ORIGIN:

The scale used by Ha (1994, 1996, 1997) was an adaptation of four of the 25 items used by Laczniak and Muehling (1993). The latter had used the items to measure four different ad-related measures. Bolls and Muehling (2007) cited Muehling and Laczniak (1988) who in turn cited Andrews (1983) as the source of the items. Indeed, Andrews (1983) proposed key phrases that could be used to measure ad involvement but he does not appear to have actually used them. It was Muehling and Laczniak (1988) who appear to have been the first to use such as scale and it was subsequently adapted by themselves and other researchers.

RELIABILITY:

An alpha of .97 was calculated for the scale used by Ha (1997). Bolls and Muehling (2007) reported an alpha of .94 for their scale.

VALIDITY:

No specific information regarding the scale's validity was reported by either Ha (1996) or Bolls and Muehling (2007).

REFERENCES:

Andrews, J. Craig (1988), "Motivation, Ability, and Opportunity to Process Information: Conceptual and Experimental Manipulation Issues," in *Advances in Consumer Research* Volume 15, eds. Micheal J. Houston, Provo, UT: Association for Consumer Research, 219-225.

Bolls, Paul D. and Darrel D. Muehling (2007), "The Effects of Dual-Task Processing on Consumers' Responses to High- and Low-Imagery Radio Advertisements," *Journal of Advertising*, 36 (4), 35-47.

Ha, Louisa. (1994), "Advertising Clutter and Its Impact on Brand Equity," doctoral dissertation, Michigan State University.

Ha, Louisa (1996), "Advertising Clutter in Consumer Magazines: Dimensions and Effects," *Journal of Advertising Research,* 36 (July/August), 76–84.

Ha, Louisa (1997), Personal Correspondence.

Laczniak, Russell N. and Darrel D. Muehling (1993), "Toward a Better Understanding of the Role of Advertising Message Involvement in Ad Processing," *Psychology and Marketing,* 10 (4), 301–19.

Muehling, Darrel D. and Russell N. Laczniak (1988), "Advertising's Immediate and Delayed Influence on Brand Attitudes: Considerations Across Message-Involvement Levels," *Journal of Advertising*, 17 (4), 23-34.

SCALE ITEMS:[1]

1. I paid attention to the content of the ad.
2. I carefully read the content of the ad.
3. When I saw the ad, I concentrated on its contents.
4. I expended effort looking at the content of this ad.

---

1. Bolls and Muehling (2007) also used four, seven-point items but did not provide enough information to indicate for sure that the items were exactly the same as those shown here that were used by Ha 1994, 1996).

SCALE NAME: Ad Message Involvement (Self-Focused)

SCALE DESCRIPTION:

Four, six-point items are used in this scale to measure the degree to which a person believes that some specific ads he/she has seen made him/her focus on self and feel singular and special.

SCALE ORIGIN:

Although Zhang (2009) drew inspiration from previous research, the scale is original to her.

RELIABILITY:

The scale was used in Study 1 by Zhang (2009) and its alpha was .81.

VALIDITY:

Zhang (2009) did not provide any information about the scale's validity.

REFERENCES:

Zhang, Jing (2009), "The Effect of Advertising Appeals in Activating Self-Construals: A Case of Bicultural Chinese Generation X Consumers," *Journal of Advertising*, 38 (1), 63–81.

SCALE ITEMS:[1]

1. These ads made me think about myself.
2. These ads made me feel unique.
3. These ads made me feel independent.
4. These ads made me feel that I am on my own.

---

1. The extreme anchors on the response scale used by Zhang (2009) were *not at all* (1) and *a lot* (6).

SCALE NAME: Ad Message Involvement

SCALE DESCRIPTION:

This seven-point Likert-type scale is intended to measure the degree to which a person related so well with what was being communicated in an ad that he/she felt "drawn into" it. The scale was called *being hooked* by Escalas, Moore, and Britton (2004).

SCALE ORIGIN:

The scale was developed by Escalas, Moore, and Britton (2004) with some items coming from past studies. In Study 2, with a sample of 48 college students, the alpha for the scale was .90. Chang (2009) used the scale minus two of the items that did not apply well to the context of her study.

RELIABILITY:

The alpha for the version of the scale used by Chang (2009) was .77.

VALIDITY:

No examination of the scale's validity was reported by Chang (2009).

REFERENCES:

Chang, Chingching (2009), "'Being Hooked' by Editorial Content," *Journal of Advertising*, 38 (1), 21-33.

Escalas, Marian C. Moore, and Julie E. Britton (2004), "Fishing for Feelings? Hooking Viewers Helps!" *Journal of Consumer Psychology*, 14 (1/2), 105–114.

SCALE ITEMS:[1]

1. This commercial did not really hold my attention. (r)
2. This ad did not draw me in. (r)
3. This ad really intrigued me.
4. If had seen this ad at home, I'd have watched the whole thing.
5. I could not relate to this commercial. (r)
6. This commercial reminded me of experiences or feelings I've had in my own life.
7. I felt as though I was right there in the commercial experiencing the same thing.
8. I would like to have an experience like the one shown in the commercial.

---

1. The two items **not** used by Chang (2009) were #4 and #8.

SCALE NAME: Ad Message Involvement

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the extent to which a person reports that a lot of thought was given to an advertisement he/she was exposed to and it helped him/her to imagine using the product. The scale was called *depth of processing* by Smith, Chen, and Yang (2008).

SCALE ORIGIN:

Smith, Chen, and Yang (2008) cited a previous work of the lead author (Smith et al. 2007) with respect to this scale. Indeed, the previous article discussed a series of studies in which the construct had been measured. However, only one of the items used by Smith, Chen, and Yang (2008) to measure this construct was reported as being a part of the scale used in the earlier work.

RELIABILITY:

The scale had an alpha of .86 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

Smith, Robert E., Scott B. MacKenzie, Xiaojing Yang, Laura Buchholz, and William K. Darley (2007), "Modeling the Determinants and Effects of Creativity in Advertising," *Marketing Science*, 26 (6), 819–833.

SCALE ITEMS:

1. I gave the ad a lot of consideration.
2. I thought about my own life when I looked at the ad.
3. The ad stimulated my imagination.
4. I was able to imagine using the advertised product.

SCALE NAME: Ad Trust (Affect)

SCALE DESCRIPTION:

This scale uses three unipolar terms with a seven-point Likert-type response format to measure the degree to which a person feels that, in general, the advertising in a specific country is pleasing and entertaining.

SCALE ORIGIN:

The scale was crafted and validated in an admirable series of studies reported by Soh, Reid, and King (2009). Their three-stage, nine-step research design produced what they referred to as ADTRUST, a 20-item instrument. Their analyses provided evidence that trust in advertising is a multidimensional construct with four distinct factors: reliability, usefulness, affect, and willingness to rely on.

RELIABILITY:

The final version of the scale was reported to have an alpha of .83 based on a convenience sample of 600 nonstudent adults who worked for an American university at one of five of its diverse locations in the state.

VALIDITY:

A variety of evidence was provided by Soh, Reid, and King (2009) regarding the scale's concurrent, convergent, discriminant, and nomological validities.

REFERENCES:

Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King (2009), "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, 38 (2), 83-103.

SCALE ITEMS:[1]

1. likable
2. enjoyable
3. positive

---

1. The extreme verbal anchors used by Soh, Reid, and King (2009) were *strongly disagree* and *strongly agree*. The scale stem they used with the items was "Information conveyed in national advertising is . . . ."

SCALE NAME: Ad Trust (Reliability)

SCALE DESCRIPTION:

Nine, unipolar descriptors with a seven-point Likert-type response format are used to measure the degree to which a person believes that, in general, the advertising in a specific country is truthful and accurate.

SCALE ORIGIN:

The scale was crafted and validated in an admirable series of studies reported by Soh, Reid, and King (2009). Their three-stage, nine-step research design produced what they referred to as ADTRUST, a 20-item instrument. Their analyses provided evidence that trust in advertising is a multidimensional construct with four distinct factors: reliability, usefulness, affect, and willingness to rely on.

RELIABILITY:

The final version of the scale was reported to have an alpha of .96 based on a convenience sample of 600 nonstudent adults who worked for an American university at one of five of its diverse locations in the state.

VALIDITY:

A variety of evidence was provided by Soh, Reid, and King (2009) regarding the scale's concurrent, convergent, discriminant, and nomological validities.

REFERENCES:

Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King (2009), "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, 38 (2), 83-103.

SCALE ITEMS:[1]

1. honest
2. truthful
3. credible
4. reliable
5. dependable
6. accurate
7. factual
8. complete
9. clear

---

1. The extreme verbal anchors used by Soh, Reid, and King (2009) were *strongly disagree* and *strongly agree*. The scale stem they used with the items was "Information conveyed in national advertising is . . . ."

SCALE NAME: Ad Trust (Usefulness)

SCALE DESCRIPTION:

The scale is composed of four, simple items with a seven-point Likert-type response format that are intended to measure the degree to which a person believes that, in general, the advertising in a specific country has value because it helps consumers make purchase decisions.

SCALE ORIGIN:

The scale was crafted and validated in an admirable series of studies reported by Soh, Reid, and King (2009). Their three-stage, nine-step research design produced what they referred to as ADTRUST, a 20-item instrument. Their analyses provided evidence that trust in advertising is a multidimensional construct with four distinct factors: reliability, usefulness, affect, and willingness to rely on.

RELIABILITY:

The final version of the scale was reported to have an alpha of .88 based on a convenience sample of 600 nonstudent adults who worked for an American university at one of five of its diverse locations in the state.

VALIDITY:

A variety of evidence was provided by Soh, Reid, and King (2009) regarding the scale's concurrent, convergent, discriminant, and nomological validities.

REFERENCES:

Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King (2009), "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, 38 (2), 83-103.

SCALE ITEMS:[1]

1. valuable
2. good
3. useful
4. helps people make the best decisions

---

1. The extreme verbal anchors used by Soh, Reid, and King (2009) were *strongly disagree* and *strongly agree*. The scale stem they used with the items was "Information conveyed in national advertising is . . . ."

SCALE NAME: Ad Trust (Willing to Use)

SCALE DESCRIPTION:

This scale uses four, seven-point Likert-type statements to measure the degree to which a person expresses openness to use information learned from advertising when making purchase decisions.

SCALE ORIGIN:

The scale was crafted and validated in an admirable series of studies reported by Soh, Reid, and King (2009). Their three-stage, nine-step research design produced what they referred to as ADTRUST, a 20-item instrument. Their analyses provided evidence that trust in advertising is a multidimensional construct with four distinct factors: reliability, usefulness, affect, and willingness to rely on.

RELIABILITY:

The final version of the scale was reported to have an alpha of .89 based on a convenience sample of 600 nonstudent adults who worked for an American university at one of five of its diverse locations in the state.

VALIDITY:

A variety of evidence was provided by Soh, Reid, and King (2009) regarding the scale's concurrent, convergent, discriminant, and nomological validities.

REFERENCES:

Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King (2009), "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, 38 (2), 83-103.

SCALE ITEMS:[1]

1.   I am willing to rely on ad-conveyed information when making purchase-related decisions.
2.   I am willing to make important purchase-related decisions based on ad-conveyed information.
3.   I am willing to consider the ad-conveyed information when making purchase-related decisions.
4.   I am willing to recommend the good or service that I have seen in ads to my friends or family.

---

1. The extreme verbal anchors used by Soh, Reid, and King (2009) were *strongly disagree* and *strongly agree*. The scale stem they used with the items was "Information conveyed in national advertising is . . . ."

SCALE NAME: Ad's Effects on Recognition and Intentions

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a person believes that an advertisement he/she has been exposed to has increased the likelihood of remembering the brand, recommending it, and buying it.

SCALE ORIGIN:

The scale was developed by Kim, Haley, and Koo (2009). Along with the other scales used in the main study, this scale was used in a pretest and revised.

RELIABILITY:

The scale's alpha was .780 based on a sample of 400 college students (Kim 2011; Kim, Haley, and Koo 2009).

VALIDITY:

A variety of evidence was provided by Kim, Haley, and Koo (2009) in support of the scale's unidimensionality and validity (convergent and discriminant). Its AVE was .61 and .68 for product and corporate ads, respectively.

REFERENCES:

Kim, Sora (2011), personal correspondence.

Kim, Sora, Eric Haley, and Gi-Yong Koo (2009), "Comparison of the Paths From Consumer Involvement Types To Ad Responses Between Corporate Advertising And Product Advertising," *Journal of Advertising*, 38 (3), 67-80.

SCALE ITEMS:[1]

1. I am more likely to remember _____ after seeing the ad.
2. I would recommend _____ to my friends who are interested in it.
3. I am more likely to purchase _____ after seeing the ad.

---

1. The brand name should be placed in the blanks.

SCALE NAME: Advertising Avoidance (General)

SCALE DESCRIPTION:

This scale uses five items with a seven-point response format to measure how frequently a person engages in behaviors to limit exposure to advertising. Since the individual items refer to ads in five different media, scores on the scale give a sense of the person's overall ad avoidance behavior.

SCALE ORIGIN:

The scale was developed by Soh, Reid, and King (2009) in the process of developing and validating ADTRUST, a 20-item instrument composed of four subscales. While the authors drew on past research for ideas, particularly Cho and Cheon (2004), the scale is original to them.

RELIABILITY:

The scale was reported by Soh, Reid, and King (2009) to have an alpha of .80.

VALIDITY:

Although no information was provided by Soh, Reid, and King (2009) regarding this scale's validity, it was used to help provide evidence of the ADTRUST instrument's nomological validity. The low but significant negative correlation indicated that avoiding ads is more likely when they are distrusted.

REFERENCES:

Cho, Chang-Hoan, and Hongsik J. Cheon (2004), "Why Do People Avoid Advertising on the Internet?" *Journal of Advertising*, 33 (4), 89–97.

Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King (2009), "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, 38 (2), 83-103.

SCALE ITEMS:[1]

1. switch TV channels.
2. switch radio channels.
3. flip past ad pages in a magazine.
4. skip ads in the newspaper
5. avoid ads on the Web by blocking pop-up ads, scrolling down, and closing pop-up windows.

---

1. The extreme verbal anchors used by Soh, Reid, and King (2009) were *never* and *always*. The scale stem they used with the items was not described but apparently asked respondents how often they engaged in each of the ad avoidance behaviors.

SCALE NAME: Advice Suitability

SCALE DESCRIPTION:

Seven-point items are used to measure the expressed likelihood that a person would accept the opinion and selection of another person with respect to a particular product choice.

SCALE ORIGIN:

The source of the scale was not identified by Gershoff, Mukherjee, and Mukhopadhyay (2007), but it appears to have been developed by them. The construct was measured in three studies with the items varying somewhat in each study. (The details are provided below in the footnote.)

RELIABILITY:

Alphas of .87, .72, and .68 were reported by Gershoff, Mukherjee, and Mukhopadhyay (2007) for the versions of the scale used in Studies 1, 2, and 3, respectively.

VALIDITY:

Gershoff, Mukherjee, and Mukhopadhyay (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2007), "Few Ways to Love, but Many Ways to Hate: Attribute Ambiguity and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*, 33 (4), 499-505.

SCALE ITEMS:[1]

1. How likely is it that you would accept _____'s advice about _____ in the future?
2. How likely is it that _____'s future advice about _____ would be useful to you?
3. How likely is it that _____'s future opinions about _____ will be informative to you?
4. How likely is it that you would allow _____ to choose an _____ for you in the future?
5. How likely is it that you would be confident in accepting _____'s advice about _____ in the future?
6. How well do you feel _____ would understand the reasons why you rated the _____ the way you did?

---

1. In each item, one blank should name a specific person while the other names a specific object. In Study 1, Gershoff, Mukherjee, and Mukhopadhyay (2007) used items #1-#3 whereas in Study 2 they used #4 and #5. The scale was composed of #4-#6 in Study 3. In all cases, the extreme verbal anchors were *not at all* (1) and *very* (7).

SCALE NAME: Affect Toward Monetary Compensation

SCALE DESCRIPTION:

Four statements are used in this scale to measure how a person feels about money he/she has received. In the study by Raghubir and Srivastava (2009), the scale was used to measure how people felt about the compensation they received from a market research firm for participating in a study. The scale seems to be amenable for use in a wider variety of contexts such as how consumers feel about product rebates, tax refunds, and legal settlements.

SCALE ORIGIN:

Raghubir and Srivastava (2009) developed the scale based upon inspiration they received from items used by Pham et al. (2001) to measure affect.

RELIABILITY:

An alpha of .79 was reported by Raghubir and Srivastava (2009) for use of the scale in Study 2.

VALIDITY:

No evidence of the scale's validity was provided by Raghubir and Srivastava (2009).

COMMENTS:

Two Items from this scale along with four other items were used in Study 3 by Raghubir and Srivastava (2009) to produce four scales. Their item composition varied depending upon the underlying latent factor as well as the amount of money being received ($10 vs. $100). This lack of item stability is worthy of further examination if this construct is measured in the future.

REFERENCES:

Pham, Michel T., Joel B. Cohen, John W. Pracejus, and G. David Hughes (2001), "Affect Monitoring and Primacy of Feelings in Judgment," *Journal of Consumer Research*, 28 (September), 167–88.

Raghubir, Priya and Joydeep Srivastava (2009), "The Denomination Effect," *Journal of Consumer Research*, 36 (4), 701-713.

SCALE ITEMS:[1]

1. Receiving the _____ made me feel happy.
2. I had unpleasant feelings about receiving the _____.
3. Receiving the _____ made me feel good.
4. Receiving the _____ made me feel bad.

---

1. Raghubir and Srivastava (2009) did not describe the number of points on the response scale they used nor the verbal anchors. However, it is likely that it was a seven-point scale with Likert-type anchors (agree/disagree). The amount of money being received should be stated in the blanks, e.g., $100.

SCALE NAME: Affect Toward the Store

SCALE DESCRIPTION:

The scale is intended to measure the intensity of a customer's positive feelings towards a certain store.

SCALE ORIGIN:

The scale appears to have been developed by Chaudhuri and Ligas (2009) using ideas from the work of Berscheid (1983) and Richins (1997). A four item version of their scale was used in Studies 1 and 2 while a three item version was used in Study 3.

RELIABILITY:

Alphas of .89, .81, and .95 were reported for the scale by Chaudhuri and Ligas (2009) for Studies 1, 2, and 3, respectively.

VALIDITY:

Chaudhuri and Ligas (2009) tested their measurement model using SEM. Evidence was provided for the scale's convergent and discriminant validities.

REFERENCES:

Berscheid, Ellen (1983), "Emotion in Close Relationships," in *Close Relationships*, Kelly H. Harold, Ellen Berscheid, Andrew Christensen, John H. Harvey, Ted L. Huston, George Levinger, Evie McClintock, Letitia Anne Peplau, and Donald R. Peterson , eds. New York, NY: W.H. Freeman and Company.

Chaudhuri, Arjun, Mark Ligas (2009), "Consequences of Value in Retail Markets," *Journal of Retailing*, 85 (3), 406-419.

Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127–46.

SCALE ITEMS:[1]

1. I love this store.
2. I feel good when I shop at this store.
3. I enjoy my visits at this store.
4. This store puts me in a good mood.
5. This store makes me happy.

---

1. Chaudhuri and Ligas (2009) used items #1 to #4 to form the scale in Studies 1 and 2 but used #1, #2, and #5 in Study 3. Although the extreme verbal anchors varied slightly between the first two studies and the last study, in all cases the response scales had seven points and indicated some level of agreement with the statements.

SCALE NAME: Affective Response (Positive)

SCALE DESCRIPTION:

This four item, seven-point unipolar scale attempts to assess the degree to which a person is experiencing high arousal, pleasant emotions at a particular point in time.

SCALE ORIGIN:

Hennig-Thurau et al. (2006) stated that they drew four items for their scale from a six item scale by Brief et al. (1988).

RELIABILITY:

Hennig-Thurau et al. (2006) administered the scale before and after customers interacted with an employee. The alphas were .812 (pre-encounter) and .904 (post-encounter).

VALIDITY:

A variety of tests were conducted by Hennig-Thurau et al. (2006) that provided support for
the scale's unidimensionality and validity (convergent and discriminant). The AVE (average variance extracted) was above .60.

REFERENCES:

Brief, Arthur P., Michael J. Burke, Jennifer M. George, Brian S. Robinson, and Jane Webster (1988), "Should Negative Affectivity Remain an Unmeasured Variable in the Study of Job Stress?" *Journal of Applied Psychology*, 73 (May), 193-198.

Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships," *Journal of Marketing*, 70 (3), 58-73.

SCALE ITEMS:[1]

At this moment I feel . . .

1. elated.
2. peppy.
3. enthusiastic.
4. excited.

---

1. The verbal anchors used by Hennig-Thurau et al. (2006) were not described but may have been something like *agree/disagree*.

SCALE NAME: Affective Response to Brand

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements measuring the degree of positive affect a consumer has toward a brand.

SCALE ORIGIN:

No information regarding the scale's origin was provided by Chaudhuri and Holbrook (2001). It seems to have been developed for use in their study.

RELIABILITY:

An alpha of .96 was reported for the scale Chaudhuri and Holbrook (2001). Grohmann (2009) used the scale in her Study 6 and the alpha was .89.

VALIDITY:

The only information bearing on the scale's validity reported by Chaudhuri and Holbrook (2001) was that there was evidence of its discriminant validity given that its average variance extracted was much higher than its squared correlation with the three other constructs with which it was compared.

The validity of this scale was not discussed by Grohmann (2009).

REFERENCES:

Chaudhuri, Arjun and Morris B. Holbrook (2001), "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty," *Journal of Marketing*, 65 (April), 81-93.

Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.

SCALE ITEMS:

1. I feel good when I use this brand.
2. This brand makes me happy.
3. This brand gives me pleasure.

SCALE NAME: Affective Response to the Ad (Anxiety)

SCALE DESCRIPTION:

A person's anxiety-related response to an advertisement is measured in this scale using three, seven-point uni-polar items.

SCALE ORIGIN:

The terms can be found in a variety of previous affect-related scales, but, as a set, this three-item scale seems to be original to Lau-Gesk and Meyers-Levy (2009). They used it as a manipulation check for an ad intended to have an anxiety appeal.

RELIABILITY:

Lau-Gesk and Meyers-Levy (2009) reported the scale to have an alpha of .86 (n = 145 college students).

VALIDITY:

The manipulation check by Lau-Gesk and Meyers-Levy (2009) was successful. This provides some limited evidence of the scale's concurrent validity. Apart from that, no other information regarding the scale's validity was provided.

REFERENCES:

Lau-Gesk, Loraine and Joan Meyers-Levy (2009), "Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes," *Journal of Consumer Research*, 36 (4), 585-599.

SCALE ITEMS:[1]

1. anxious

2. nervous

3. uncertain

---

1. The extreme verbal anchors used by Lau-Gesk and Meyers-Levy (2009) with these terms were *not at all* (1) and *very strongly* (7).

SCALE NAME: Affective Response to the Ad (Empathy)

SCALE DESCRIPTION:

The scale is composed of five, seven-point items that are intended to measure the extent to which a person reports feeling what the characters in an advertising drama are feeling. This is not just an awareness of what the characters are feeling but absorption or "feeling into" another's affective experience. Thus, although empathy is related to sympathy, this scale is intended to measure something different. The scale was referred to as *ad response empathy* by Escalas and Stern (2003).

SCALE ORIGIN:

The scale is original to Escalas and Stern (2003) who argued that it was important to have separate measures of sympathy and empathy. Based on a literature review and several pretests they reduced an original set of items down to the ten tested in the article (five items for sympathy and five for empathy).

RELIABILITY:

Alphas of .95 (Experiment 1) and .96 (Experiment 2) were reported by Escalas and Stern (2003).

VALIDITY:

In addition to the analyses performed in the pretests, Escalas and Stern (2003) reported the results of confirmatory factor analyses in both experiments which provided evidence of each scale's unidimensionality as well as their convergent and discriminant validities.

COMMENTS:

See also Chang (2009) who used a two item version of the scale adapted for use with print ads.

REFERENCES:

Chang, Chingching (2009), "'Being Hooked' by Editorial Content," *Journal of Advertising*, 38 (1), 21-33.

Escalas, Jennifer Edson and Barbara B. Stern (2003), "Sympathy and Empathy: Emotional Responses to Advertising Dramas," *Journal of Consumer Research*, 29 (March), 566-578.

SCALE ITEMS:[1]

Directions: For the television commercial you just saw, please rate how descriptive each of the following statements is of how you personally reacted to this ad.

1.   While watching the ad, I experienced feeling as if the events were really happening to me.
2.   While watching the ad, I felt as though I were one of the characters.
3.   While watching the ad, I felt as though the events in the ad were happening to me.
4.   While watching the commercial, I experienced many of the same feelings that the characters portrayed.
5.   While watching the commercial, I felt as if the characters' feelings were my own.

---

1. The response scale was anchored by *not at all descriptive* and *very descriptive*.

SCALE NAME: Affective Response to the Ad (Fear)

SCALE DESCRIPTION:

Three, seven-point uni-polar items are used in this scale to measure a person's fear-related response to an advertisement.

SCALE ORIGIN:

The terms can be found in a variety of previous affect-related scales but, as a set, this three-item scale seems to be original to Lau-Gesk and Meyers-Levy (2009). They used it as a manipulation check for an ad intended to have a fear appeal.

RELIABILITY:

Lau-Gesk and Meyers-Levy (2009) reported the scale to have an alpha of .88 (n = 145 college students).

VALIDITY:

The manipulation check by Lau-Gesk and Meyers-Levy (2009) was successful. This provides some limited evidence of the scale's concurrent validity. Apart from that, no other information regarding the scale's validity was provided.

REFERENCES:

Lau-Gesk, Loraine and Joan Meyers-Levy (2009), "Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes," *Journal of Consumer Research*, 36 (4), 585-599.

SCALE ITEMS:[1]

1. fearful

2. scared

3. afraid

---

1. The extreme verbal anchors used by Lau-Gesk and Meyers-Levy (2009) with these terms were *not at all* (1) and *very strongly* (7).

SCALE NAME: Affective Response to the Ad (Guilt)

SCALE DESCRIPTION:

The scale is composed of three, seven-point uni-polar items that measure a person's guilt-related response to an advertisement.

SCALE ORIGIN:

The terms can be found in a variety of previous affect-related scales but, as a set, this three-item scale seems to be original to Lau-Gesk and Meyers-Levy (2009). They used it as a manipulation check for an ad intended to have a guilt appeal.

RELIABILITY:

Lau-Gesk and Meyers-Levy (2009) reported the scale to have an alpha of .85 (n = 145 college students).

VALIDITY:

The manipulation check by Lau-Gesk and Meyers-Levy (2009) was successful. This provides some limited evidence of the scale's concurrent validity. Apart from that, no other information regarding the scale's validity was provided.

REFERENCES:

Lau-Gesk, Loraine and Joan Meyers-Levy (2009), "Emotional Persuasion: When the Valence versus the Resource Demands of Emotions Influence Consumers' Attitudes," *Journal of Consumer Research*, 36 (4), 585-599.

SCALE ITEMS:[1]

1. guilty

2. remorseful

3. regretful

---

1. The extreme verbal anchors used by Lau-Gesk and Meyers-Levy (2009) with these terms were *not at all* (1) and *very strongly* (7).

SCALE NAME: Age (Cognitive)

SCALE DESCRIPTION:

This scale is intended to measure a person's attitude regarding his/her non-chronological age rather than the number of years lived. Various forms of the scale have been used over time but each has included four items that are expected to tap into somewhat different age-related traits: the age one feels, the age one looks, the age indicative of one's interests, and the age indicative of one's activities.

SCALE ORIGIN:

The scale was constructed by Barak and Schiffman (1981) on the basis of earlier work by Kastenbaum and colleagues (1972). The latter used lengthy personal interviews to examine four age dimensions. Barak and Schiffman (1981) tested a scale version of that longer measure using 324 older females. A three-week test-retest correlation was .88 (n = 15). Guttman, Lambda, and Spearman-Brown split-half tests were equal to or greater than .85. Data were gathered by Wilkes (1992) from 363 older American females. Van Auken, Barry, and Bagozzi (2006) slightly modified the ratio version of the scale and developed semantic-differential and Likert versions. They tested the three versions of the scale with an older Japanese sample (n = 752). See also Van Auken and Barry (1995) where considerable testing of the three forms of the scale was conducted with an American sample.

RELIABILITY:

Wilkes (1992) reported a composite reliability of .89. Alphas of .82, .92, .63 were reported by Van Auken, Barry, and Bagozzi (2006) for the semantic-differential, ratio, and Likert versions of the scale, respectively.

VALIDITY:

Wilkes (1992) tested three measurement-error models using LISREL 7. The evidence supported the congeneric model, suggesting that the four items are measuring the same latent variable though not with equal reliabilities or validities. A great deal of analysis of the three forms of the scale was performed by Van Auken, Barry, and Bagozzi (2006). Among the findings was that while the three forms of the scale showed sufficient evidence of convergent and discriminant validity, the semantic-differential and Likert versions performed well in terms of trait variance while the ratio scale did not. They also advise that reverse scoring in the Likert version not be used; i.e., phrase the four items in the same direction.

REFERENCES:

Barak, Benny and Leon G. Schiffman (1981), "Cognitive Age: A Non-chronological Age Variable," in *Advances in Consumer Research*, Vol. 8, Kent B. Monroe, ed. Ann Arbor, MI: Association for Consumer Research, 602-6.

Kastenbaum, Roger, Valerie Derbin, Paul Sabatini, and Steven Artt (1972), "The Ages of Me: Towards Personal and Interpersonal Definitions of Functional Aging," *Aging and Human Development*, 3 (2), 197-211.

Wilkes, Robert E. (1992), "A Structural Modeling Approach to the Measurement and Meaning of Cognitive Age," *Journal of Consumer Research*, 19 (September), 292-301.

Van Auken, Stuart (2009), personal correspondence.

Van Auken, Stuart and Thomas E. Barry (1995), "An Assessment of the Trait Validity of Cognitive Age Measures," *Journal of Consumer Psychology*, 4 (2), 107–132.

Van Auken, Stuart, Thomas E. Barry, and Richard P. Bagozzi (2006), "A Cross-Country Construct Validation of Cognitive Age," *Journal of the Academy of Marketing Science*, 34 (3), 439-455.

SCALE ITEMS:

Directions: Most people seem to have other "ages" besides their official or "date of birth" age. The questions which follow have been developed to find out about your "unofficial" age. Please specify which age group you feel

you really belong to: twenties, thirties, forties, fifties, sixties, seventies, or eighties.[1]

1. I feel as though I am in my _____.
2. I look as though I am in my _____.
3. I do most things as if I am in my _____.
4. My interests are mostly those of a _____.

Ratio[2]

1. I generally feel as though I am _____ years old.
2. I generally appear as though I am _____ years old.
3. My interests are mostly those of a person who is _____ years old.
4. I do most things as though I am _____ years old.

Semantic-Differential[3]

1. I generally feel:
2. I generally appear:
3. My interests are:
4. My activities are:

Likert[4]

1. I generally feel old.
2. I generally appear young. (r)
3. My interests are those of a young person. (r)
4. My activities are those of an old person.

---

1. These directions and the items following it are from Wilkes (1992).
2. These items were provided by Van Auken (2009). Unlike the version used by Wilkes (1992), respondents are asked to write in a specific age in the blanks rather than choose between age-categories.
3. These items were provided by Van Auken (2009). The extreme verbal anchors were *young* (1) and *old* (7).
4. These items were provided by Van Auken (2009). The extreme verbal anchors were *disagree very strongly* (1) and *agree very strongly* (7).

SCALE NAME: Age (Ideal)

SCALE DESCRIPTION:

The four items composing this scale are intended to measure a person's desired age as opposed to the number of years lived. Three forms of the scale are provided: ratio, semantic differential, and Likert.

SCALE ORIGIN:

The scale used by Van Auken, Barry, and Bagozzi (2006) seems to have been used by two of those authors in a previous study (Van Auken and Barry 1995). The idea for construct itself, however, goes back at least to Barak and Gould (1985). Van Auken, Barry, and Bagozzi (2006) developed ratio, semantic-differential, and Likert measures of the construct and tested them with an older Japanese sample (n = 752). See Van Auken and Barry (1995) where considerable testing of the three forms of the scale was conducted with an American sample.

RELIABILITY:

Alphas of .77, .92, .44 were reported by Van Auken, Barry, and Bagozzi (2006) for the semantic-differential, ratio, and Likert versions of the scale, respectively.

VALIDITY:

A great deal of analysis of the three forms of the scale was performed by Van Auken, Barry, and Bagozzi (2006). Among the findings was that while the three forms of the scale showed sufficient evidence of convergent and discriminant validity, the semantic-differential version was the only one that performed well in terms of trait variance; the Likert version was barely adequate and the ratio scale was unacceptable. The authors advised that reverse scoring in the Likert version not be used; instead, phrase the four items in the same direction. That will likely improve the reliability as well.

REFERENCES:

Benny Barak, Steven Gould (1985), "Alternative Age Measures: A Research Agenda," in *Advances in Consumer Research,* Volume 12, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT : Association for Consumer Research, Pages: 53-58.

Van Auken, Stuart (2009), personal correspondence.

Van Auken, Stuart and Thomas E. Barry (1995), "An Assessment of the Trait Validity of Cognitive Age Measures," *Journal of Consumer Psychology*, 4 (2), 107–132.

Van Auken, Stuart, Thomas E. Barry, and Richard P. Bagozzi (2006), "A Cross-Country Construct Validation of Cognitive Age," *Journal of the Academy of Marketing Science*, 34 (3), 439-455.

SCALE ITEMS:

Ratio[1]

1. I would like to feel as though I were _____ years old.
2. I would like to appear as though I were_____ years old.
3. I would like my interests to be those of someone who is _____ years old.
4. I would like to do things as though I were _____ years old.

Semantic-Differential[2]
1. I would like to feel:
2. I would like to appear as though I am:
3. I would like my interests to be those of a person who is:
4. I would like to do things as though I am:

Likert[3]

1. I would like to feel old.
2. I would like to appear as though I were young. (r)
3. I would like my interests to be those of someone who is young. (r)
4. I would like to do things as though I were old.

---

1. These items were provided by Van Auken (2009). Respondents were asked to write in a specific age in the blanks rather than choose between age-categories.
2. These items were provided by Van Auken (2009). The extreme verbal anchors were *young* (1) and *old* (7).
3. These items were provided by Van Auken (2009). The extreme verbal anchors were *disagree very strongly* (1) and *agree very strongly* (7).

SCALE NAME: Age (Least Desired)

SCALE DESCRIPTION:

Four items are used to measure what a person considers to be the most undesirable age for him- or herself. While three forms of the scale are presented here (ratio, semantic differential, and Likert), the available evidence would indicate that only the semantic differential version is recommended for use.

SCALE ORIGIN:

The scale used by Van Auken, Barry, and Bagozzi (2006) was used by two of those authors in a previous study (Van Auken and Barry 1995). Van Auken, Barry, and Bagozzi (2006) developed ratio, semantic-differential, and Likert measures of the construct and tested them with an older Japanese sample (n = 752). See Van Auken and Barry (1995) where considerable testing of the three forms of the scale was conducted with an American sample.

RELIABILITY:

Alphas of .73, .74, .32 were reported by Van Auken, Barry, and Bagozzi (2006) for the semantic-differential, ratio, and Likert versions of the scale, respectively.

VALIDITY:

Although this scale was mainly developed as a means of validating a related scale (cognitive age), a great deal of analysis of the three forms of the least desired age scale was performed by Van Auken, Barry, and Bagozzi (2006). Among the findings was that while the three forms of the scale showed sufficient evidence of convergent and discriminant validity, the semantic-differential version was the only one that performed well in terms of trait variance; the Likert and ratio formats were unacceptable due to very high error variance.

REFERENCES:

Benny Barak, Steven Gould (1985), "Alternative Age Measures: A Research Agenda," in *Advances in Consumer Research,* Volume 12, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT : Association for Consumer Research, Pages: 53-58.

Van Auken, Stuart (2009), personal correspondence.

Van Auken, Stuart and Thomas E. Barry (1995), "An Assessment of the Trait Validity of Cognitive Age Measures," *Journal of Consumer Psychology*, 4 (2), 107–132.

Van Auken, Stuart, Thomas E. Barry, and Richard P. Bagozzi (2006), "A Cross-Country Construct Validation of Cognitive Age," *Journal of the Academy of Marketing Science*, 34 (3), 439-455.

SCALE ITEMS:

Ratio[1]

1. The age that I would least like to feel is _____.
2. The age that I would least like to appear is _____.
3. The age that I would least like to be for my current interests is _____.
4. The age that I would least like to be to do the things that I do now is _____.

Semantic-Differential[2]

1. My least desired age to feel is:
2. My least desired age to appear is:
3. My least desired age for my current interests is:

4.   My least desired age for the activities I do now is: _____

Likert[3]

1.   My least desired age to feel is old
2.   My least desired age to appear is young. (r)
3.   My least desired age for my current interests is young. (r)
4.   My least desired age for the activities that I do now is old.

---

1. These items were provided by Van Auken (2009). Respondents were asked to write in a specific age in the blanks rather than choose between age-categories.
2. These items were provided by Van Auken (2009). The extreme verbal anchors were *young* (1) and *old* (7).
3. These items were provided by Van Auken (2009). The extreme verbal anchors were *disagree very strongly* (1) and *agree very strongly* (7).

SCALE NAME: Aggressiveness

SCALE DESCRIPTION:

A person's tendency to respond angrily and with hostility when provoked is measured in this scale using six, seven-point Likert-type items.

SCALE ORIGIN:

The scale used by Reynolds and Harris (2009) is composed of items used by Buss and Perry (1992). The latter set of authors developed an instrument for measuring four aggressiveness factors. Items from each of those factors were used by Reynolds and Harris (2009).

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .92.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .56.

COMMENTS:

Despite the evidence provided by Reynolds and Harris (2009), there is reason to be concerned about the scale's dimensionality given that the items in this scale were found to be part of four different types of aggressiveness in the studies by Buss and Perry (1992).

REFERENCES:

Buss, Arnold H. and Mark Perry (1992), "The Aggression Questionnaire," *Journal of Personality and Social Psychology*, 63 (3), 452–459.

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:

1. Given enough provocation, I may hit another person.
2. I rarely find myself disagreeing with other people. (r)
3. When people annoy me, I tell them what I think.
4. When frustrated, I let my irritation show.
5. Some of my friends think that I am hot-headed.
6. When people are especially nice, I wonder what they want.

SCALE NAME: Alienation (Consumer)

SCALE DESCRIPTION:

This Likert-type scale is intended to measure the degree to which a consumer has negative beliefs about and is alienated from business in general.

SCALE ORIGIN:

The scale is original to Singh (1990), but he notes that he drew on the work of Allison (1978). The latter developed a 35-item measure of consumer alienation. Although the two scales have some similar items and measure the same construct, they are not the same scale nor is one a subset of the other.

In turn, Reynolds and Harris (2009) drew upon Singh (1990) to develop their version of the scale.

RELIABILITY:

An alpha of .80 was reported by Singh (1990) for the car repair version of the scale. Reynolds and Harris (2009) said their scale has an alpha of .92.

VALIDITY:

The items in the scale used by Singh (1990) were analyzed using common factor analysis. The results were interpreted as showing evidence of unidimensionality, with the main factor explaining 47% of the total variance.

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .54.

COMMENTS:

Four transactions were examined in the study by Singh (1990). However, only the items relating to car repair were reported. To the extent that researchers wish to use the scale to study complaints in a nonrepair context, one of the other three versions of the scale might be more appropriate.

REFERENCES:

Allison, Neil K. (1978), "A Psychometric Development of a Test for Consumer Alienation from the Marketplace," *Journal of Marketing Research*, 15 (November), 565–575.

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

Singh, Jagdip (1990), "A Typology of Consumer Dissatisfaction Response Styles," *Journal of Retailing*, 66 (Spring), 57–97.

SCALE ITEMS:[1]

1. Shopping is usually an unpleasant experience.
2. Consumers are unable to determine what products will be sold in the stores.
3. In general, companies are plain dishonest in their dealings with the consumer.
4. Business firms stand behind their products and guarantees. (r)
5. The consumer is usually the least important consideration to most companies.
6. As soon as they make a sale, most businesses forget about the buyer.
7. Most companies care nothing at all about the consumer.
8. In general, people must be willing to tolerate poor service from most businesses.
9. In general, businesses who offer product and service guarantees will honor them. (r)

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1. Singh (1990) used items #1-#7 with a six-point Likert-type format. The version of the scale used by Reynolds and Harris (2009) had a seven-point response format and used items very similar to #1, #3, #5, and #7 as well as #8 and #9 which were more distinct.

SCALE NAME: Anger

SCALE DESCRIPTION:

Multiple items are purported to capture a person's frustration and irritation with a stimulus. In the studies by Taylor (1994; Taylor and Claxton 1994), a seven-point, seven-item scale was used. As a result of the studies by Richins (1997), a four-point, three-item scale was developed. In the studies conducted by Argo, Dahl, and Morales (2006), five, seven-point items were used.

SCALE ORIGIN:

Although the items used by Taylor (1994; Taylor and Claxton 1994) could have come from several sources, most notably Edell and Burke (1987), the scale as a whole does not appear to be a modification of any one previously used scale. The process used to gather a sample of items and then refine them suggests that the scale should be considered original. Likewise, Richins (1997) drew on terms from previous measures as well as her own series of studies to develop and refine several emotion-related scales into the CES (Consumption Emotion Set). The source of the items used by Argo, Dahl, and Morales (2006) is not clear.

RELIABILITY:

Alphas of .76 (Study 1, n = 67 college students), .97 (Study 2, n = 94 college students), and .86 (Study 3, n = 101 college students) were reported for the version of the scale used by Argo, Dahl, and Morales (2006). Richins (1997) only reported alphas for Studies 4 (.91) and 5 (.87). Alphas of .92 and .90 were reported for the versions of the scale used by Taylor (1994) and Taylor and Claxton (1994), respectively.

VALIDITY:

No information regarding the scale's validity was provided by Argo, Dahl, and Morales (2006). Richins (1997) did not directly examine the validity of the scale. A great deal of effort was expended, however, in a creative use of MDS (multi-dimensional scaling) to note whether the items that composed each scale clustered together. No examination of the scale's validity was reported by Taylor and Claxton (1994). However, some idea of the scale's dimensionality can be gleaned from the principal component factor analysis that was conducted on the items that composed this scale and the items for two other mood-related scales. The seven items in the Anger scale all loaded on the same factor and had low loadings on the other two factors presented. Likewise, Taylor (1994) described the results of factor analysis of the four items she used and four items that composed another scale. Two dimensions were clear and accounted for 69% of the variance.

REFERENCES:

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others," *Journal of Marketing*, 70 (2), 81-94.

Edell, Julie E. and Marian C. Burke (1987), "The Power of Feelings in Understanding Advertising Effects," *Journal of Consumer Research*, 14 (December), 421–33.

Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127–46.

Taylor, Shirley (1994), "Waiting for Service: The Relationship Between Delays and Evaluations of Service," *Journal of Marketing*, 58 (April), 56–69.

Taylor, Shirley and John D. Claxton (1994), "Delays and the Dynamics of Service Evaluations," *Journal of the Academy of Marketing Science*, 22 (Summer), 254–64.

SCALE ITEMS:[1]

1. Bored

2. Annoyed
3. Powerless
4. Angry
5. Irritated
6. Helpless
7. Frustrated
8. Bad
9. Mad

---

1. Taylor (1994) used items #2, #4, #5, and #7. Taylor and Claxton (1994) used items #1-#7 and a response scale anchored by *not at all* (1) and *very* (7). Richins (1997) used items #4, #5, and #7 with a four-point scale ranging from *not at all* to *strongly*. Items #2, #4, and #7-#9 were used by Argo, Dahl, and Morales (2006) and the verbal anchors were *not at all* (1) and *very* (7).

SCALE NAME: Anger at Service Provider

SCALE DESCRIPTION:

Three, nine-point Likert-type items are used to measure the extent to which a customer is mad at a service provider due to an experience that has occurred. As phrased by Bonifield and Cole (2008), the statements were hypothetical because the subjects in their study were asked to respond to an incident in a video they watched. Simple rephrasing of the items by dropping the word "would" enables them to be used when customers have actually experienced something (when it is not hypothetical).

SCALE ORIGIN:

Bonifield and Cole (2008) developed the scale based on inspiration from work by Folkes, Koletsky, and Graham (1987).

RELIABILITY:

An alpha of .87 (n = 100 college students) was reported for the scale by Bonifield and Cole (2008).

VALIDITY:

No information regarding the scale's validity was reported by Bonifield and Cole (2008).

REFERENCES:

Bonifield, Carolyn and Catherine A. Cole (2008), "Better Him than Me: Social Comparison Theory and Service Recovery," *Journal of the Academy of Marketing Science*, 36 (4), 565-577.

Folkes, Valerie. S., Susan Koletsky, John L. Graham (1987), "A Field Study of Causal Inferences and Consumer Reaction: The View From the Airport," *Journal of Consumer Research*, 13 (March), 534–539.

SCALE ITEMS:[1]

1. I would feel angry about my experience at this _____.
2. I would feel very displeased with the service at this _____.
3. The more I think about it, the more hostile I would feel towards the _____.

---

1. A word or brief phrase describing the service provider should be placed in the blanks, e.g., restaurant.

SCALE NAME: Animosity (Economic)

SCALE DESCRIPTION:

The scale is composed of three items that are intended to measure the degree to which a person expresses beliefs about the negative effects a particular ethnic group (probably a minority) is having on another group (probably the country's ethnic majority).

SCALE ORIGIN:

The scale was developed by Ouellet (2007) as an adaptation of items by Klein, Ettenson, and Morris (1998). Unlike the latter's scale which focused on another country's negative business effects on one's own country, Ouellet's (2007) scale measures the negative effects of one ethnic group within a country on another group.

RELIABILITY:

The scale was used in Study 4 by Ouellet (2007, p. 120) and was reported to have an alpha of .71.

VALIDITY:

Ouellet (2007) used this animosity scale and another scale (ethnic ethnocentrism) in Study 4 to test the discriminant validity of a consumer racism scale being developed. Two tests provided support for the rascism scale's discriminant validity and apparently the same support was provided for the animosity scale as well.

REFERENCES:

Klein, Jill Gabrielle, Richard Ettenson, and Marlene D. Morris (1998), "The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China," *Journal of Marketing*, 62 (January), 89-100.

Ouellet, Jean-François (2007), "Consumer Racism and Its Effects on Domestic Cross-Ethnic Product Purchase: An Empirical Test in the United States, Canada, and France," *Journal of Marketing*, 71 (1), 113-128.

SCALE ITEMS:[1]

1.   _____ are doing business unfairly with _____ in _____.
2.   _____ are keeping _____ out of good jobs on purpose in this country.
3.   _____ are unfair with us business-wise.

---

1. Although not perfectly clear, Ouellet (2007) appears to have used a five-point response format with Likert-type anchors, something like *agree/disagree*. The first blanks in the items above should be filled with the name of a focal ethnic group, probably a minority. The second blank in items #1 and #2 should be filled with the name of another group, probably the ethnic majority of the focal country. The third blank in item #1 should have the name of the focal country.

SCALE NAME: Anomia

SCALE DESCRIPTION:

The scale is composed of six, seven-point Likert-type items that measure the degree to which a person expresses pessimism regarding life and feeling disconnected from the social system.

SCALE ORIGIN:

The source of the items is the scale used by Harris (2008) was Srole (1956). The former says that he used six of the nine items from the cynicism dimension of Srole's (1956) anomia scale.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .89.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others. The measurement model was found to have a good fit and evidence for the scale's discriminant and convergent was found. The scale's AVE was .90.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

Srole, Leo (1956), "Social Integration and Certain Corollaries: An Exploratory Study," *American Social Review*, 21 (6), 709–16.

SCALE ITEMS:

1.   Nowadays, a person has to live pretty much for today and let tomorrow take care of itself.
2.   In spite of what some people say, the lot (situation/condition) of the average citizen is getting worse and not better.
3.   It's hardly fair to bring a child into the world with the way things look for the future.
4.   Most people in public office are not really interested in the problems of the average citizen.
5.   These days, a person doesn't really know whom he can count on.
6.   Most people don't really care what happens to the next.

SCALE NAME: Anthropomorphizing

SCALE DESCRIPTION:

The scale is composed of six items that are intended to measure the extent to which a person views two objects as having a human-like quality and, in particular, being a pair in some way. Aggarwal and McGill (2007) used the scale with beverage bottles.

SCALE ORIGIN:

Aggarwal and McGill (2007) did not describe the source of the scale but there is little doubt that they developed it for use in their study of product anthropomorphism.

RELIABILITY:

An alpha of .88 was reported by Aggarwal and McGill (2007) for use of the scale in their Study 3.

VALIDITY:

Aggarwal and McGill (2007) did not provide any information regarding the scale's validity.

COMMENTS:

See also another measure of anthropomorphizing in the article by Aggarwal and McGill (2007). It is not reviewed separately due to its poor reliability and need for further improvement.

REFERENCES:

Aggarwal, Pankaj and Ann L. McGill (2007), "Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products," *Journal of Consumer Research*, 34 (4), 468-479.

SCALE ITEMS:[1]

1.   The _____ seemed like two people.
2.   The _____ seemed like a pair.
3.   The _____ were an ideal pair.
4.   The _____ seemed odd as a pair. (r)
5.   The combination seemed to be a pair.
6.   The _____ looked like a pair.

---

1. The verbal anchors for the items were not described by Aggarwal and McGill (2007) but could have been Likert-type (agree/disagree) in nature. The items shown here were created based upon the short paraphrases provided in the article.   An appropriate name for the objects being examined should be placed in the blanks.

SCALE NAME: Anticipated Regret of Losing a Gamble

SCALE DESCRIPTION:

This three item, seven-point scale is intended to measure the degree to which a person who is participating in some sort of a gamble is experiencing stress about not winning.

SCALE ORIGIN:

Mandel and Nowlis (2008) did not provide any information about the origin of the scale. It would appear to have been developed by them for Study 3 of the set of four described in their article.

RELIABILITY:

The alpha for the scale was .81 (Mandel and Nowlis 2008).

VALIDITY:

No information regarding the scale's validity was discussed by Mandel and Nowlis (2008).

REFERENCES:

Mandel, Naomi and Stephen M. Nowlis (2008), "The Effect of Making a Prediction about the Outcome of a Consumption Experience on the Enjoyment of That Experience," *Journal of Consumer Research*, 35 (1), 9-20.

SCALE ITEMS:[1]

1. How much regret will you feel if you do not win the gamble?
2. How badly will you feel if you do not win the gamble?
3. How nervous are you to find out if you win or not?

---

1. The extreme verbal anchors for the response scale used by Mandel and Nowlis (2008) were *not at all* (1) to *very much* (7).

SCALE NAME: Anxiety

SCALE DESCRIPTION:

Seven statements are used to measure the degree that a person indicates experiencing negative physiological and emotional symptoms, most likely as a reaction to stress.

SCALE ORIGIN:

The scale used by Burroughs (Burroughs 2005; Burroughs and Rindfleisch 2002) is a slight adaptation of a scale developed by Lovibond and Lovibond (1995). The former phrased the items in the present tense while the latter phrased them in the past tense. Also, the former used a seven-point agree/disagree response scale while the latter used a four-point response format ranging from *did not apply to me at all* to *applied to me very much or most of the time*. The seven-item scale is the short version of the fourteen-item anxiety subscale of a larger instrument called DASS (depression, anxiety, and stress scales). Ridgway, Kukar-Kinney, and Monroe (2008) appear to have used the original form of the scale.

RELIABILITY:

The alpha for the scale as used by Burroughs and Rindfleisch (2002) was .86 (n = 373). The form of the scale used by Ridgway, Kukar-Kinney, and Monroe (2008) had an alpha of .72 (n = 551).

VALIDITY:

Burroughs and Rindfleisch (2002) reported that the scale was negatively related to happiness and life satisfaction while being positively related to neuroticism, depression, and stress. This pattern of correlations along with general evidence from the LISREL analysis of all their measures provided support for the scale's validity.
Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine their anxiety scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index.
There was a moderate positive correlation between the two as expected.

REFERENCES:

Burroughs, James E. (2005), Personal Correspondence.
Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.
Lovibond. P. F. and S. H. Lovibond (1995) (1995), "The Structure of Negative Emotional States: Comparison of the Depression Anxiety Stress Scales (DASS) with the Beck Depression and Anxiety Inventories," *Behaviour Research and Therapy*, 33 (3), 335-343.
Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:[1]

1. I am often aware of the action of my heart in the absence of physical exertion (e.g., heart racing, skipping a beat).
2. I often experience dryness in my mouth.
3. I often experience difficulty breathing (e.g. excessively rapid breathing, breathlessness in the absence of physical exertion).
4. I often experience trembling (e.g. in the hands).
5. I worry about situations in which I might panic and make a fool of myself.
6. I often feel close to panic.
7. I often feel scared without any good reason.

---

1. These are the phrasings used by Burroughs and Rindfleisch (2002) along with a seven-point Likert-type response format. In contrast, Ridgway, Kukar-Kinney, and Monroe (2008) used a four-point response scale as the original did. Their phrasings may have been the same as the original as well.

SCALE NAME: Appeal Type (Charity)

SCALE DESCRIPTION:

Four, seven-point items compose this scale and are intended to measure the belief that an appeal one has been exposed to is either focused on benefits for others or benefits for self. Although the items do not specifically reference a charity, that is the context for which they were developed and most naturally employed.

SCALE ORIGIN:

The origin of the scale used by White and Peloza (2009) was not specified but it appears to have been developed by them for use in a pretest (n = 33) as a manipulation check on ads that the subjects would be exposed to in Study 1.

RELIABILITY:

The alphas for the scale were reported by White and Peloza (2009) to be .85 when used with a self-appeal and .70 when used with an others-appeal.

VALIDITY:

Although White and Peloza (2009) did not directly examine the validity of the scale they did use it as a manipulation check to determine the extent to which participants viewed the appeals that were created for use in the experiment. Indeed, the self-appeal was judged to be significantly more self-focused than the others-appeal. This provides some limited evidence of the scale's predictive validity.

REFERENCES:

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-24.

SCALE ITEMS:[1]

1. To what degree is this an altruistic appeal, i.e., focused on helping others? (r)
2. To what degree is this appeal associated with looking out for the interests of others? (r)
3. To what degree is this an egoistic appeal, i.e., focused on helping oneself?
4. To what degree is this appeal associated with looking out for one's own interests?

---

1. The extreme verbal anchors for the response scale were not stated by White and Peloza (2009) but were probably something like *others-benefit* (1) and *self-benefit* (7).

SCALE NAME: Appropriateness of the Job

SCALE DESCRIPTION:

Three, five-point Likert-type statements are used to measure the degree to which a person believes that a job described in an advertisement is suitable and relevant given his/her education, experience, and interests.

SCALE ORIGIN:

The source of the scale was not stated by Feldman, Bearden, and Hardesty (2006) but was probably developed by them.

RELIABILITY:

An alpha of .70 was reported for the scale by Feldman, Bearden, and Hardesty (2006).

VALIDITY:

Feldman, Bearden, and Hardesty (2006) conducted a series of confirmatory factor analyses that provided evidence of both discriminant and convergent validity for the scale.

REFERENCES:

Feldman, Daniel C., William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (Spring), 123-141.

SCALE ITEMS:

1. I believe the company is seeking to hire people like me.
2. The jobs being offered seem appropriate for someone with my education and interests.
3. The jobs being advertised here are appropriate for me, given the amount of work experience I've had.

SCALE NAME: Argument Strength

SCALE DESCRIPTION:

The persuasive power of some information a person has been exposed to is measured in this scale using three, seven-point items.

SCALE ORIGIN:

White and Peloza (2009) cited Wheeler, Petty, and Bizer (2005). While the latter did, indeed, measure argument strength, they used just a one item scale. Thus, it may be most accurate to say that White and Peloza (2009) developed the scale based on inspiration received from the work of Wheeler, Petty, and Bizer (2005).

RELIABILITY:

The alpha for the scale was reported by White and Peloza (2009) to be .88 (n = 160 undergraduate students).

VALIDITY:

White and Peloza (2009) did not discuss the scale's validity.

REFERENCES:

Wheeler, S. Christian, Richard E. Petty, and George Y. Bizer (2005), "Self-Schema Matching and Attitude Change: Situational and Dispositional Determinants of Message Elaboration," *Journal of Consumer Research*, 31 (4), 787–797.

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-124.

SCALE ITEMS:[1]

1. How strong were the arguments?
2. How compelling was the information given?
3. How persuasive was the information?

---

1. The extreme verbal anchors for the response scale were not stated by White and Peloza (2009).

SCALE NAME: Arousal

SCALE DESCRIPTION:

The scale is composed of four, seven-point unipolar items intended to measure the level of arousal evoked by a particular stimulus. The two stimuli measured in the study by Faseur and Geuens (2006) were ads and feeling induction tasks (writing about an emotional event in their lives).

SCALE ORIGIN:

According to Geuens (2009), the scale used by Faseur and Geuens (2006) was in Dutch and borrowed from work by Pieters and Klerk-Warmerdam (1996). Although the four items shown below are not explicitly among the 50 in the list shown in Pieters and Klerk-Warmerdam (1996), the difference is apparently due to variance in the way the authors of the two studies translated their work from Dutch into English (Geuens 2009)

RELIABILITY:

An alpha of .89 was reported by Faseur and Geuens (2006) when the scale was used in a pretest with regard to ad-evoked arousal. In the main study, the scale was used to measure ad-evoked arousal and context-induced arousal with the alphas being .71 and .82, respectively.

VALIDITY:

No information regarding the scale's validity was reported by Faseur and Geuens (2006).

REFERENCES:

Faseur, Tine and Maggie Geuens (2006), "Different Positive Feelings Leading to Different Ad Evaluations: The Case of Coziness, Excitement, and Romance," *Journal of Advertising*, 35 (Winter), 129-142.

Geuens, Maggie (2009), personal correspondence.

Pieters, Rik G. M. and Marianne de Klerk-Warmerdam (1996), "Ad-evoked Feelings: Structure and Impact on A$_{ad}$ and Recall," *Journal of Business Research*, 37 (2), 105-114.

SCALE ITEMS:[1]

1. calmness (r)
2. enthusiasm
3. action
4. energy

---

1. The scale instructions asked respondents to indicate to what extent the focal stimulus evoked the feelings stated in the four items (Geuens 2009). The English translation of the extreme verbal anchors are *did not evoke the feeling at all* and *evoked the feeling very much*.

SCALE NAME: Arousal (Positive)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure the degree to which a person feels that he/she is experiencing pleasurable stimulation in his/her life.

SCALE ORIGIN:

Thomson (2006) slightly adapted items for his scale from a scale by Sheldon et al. (2001).

RELIABILITY:

The scale was used by Thomson (2006) in Study 3 and the alpha was .88.

VALIDITY:

No information regarding the scale's validity was reported by Thomson (2006).

REFERENCES:

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology,* 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:

1. I feel I am experiencing new sensations and activities.
2. I feel intense physical pleasure and enjoyment.
3. I feel I have found new sources and types of stimulation for myself.

SCALE NAME: Arousal-Seeking Tendency

SCALE DESCRIPTION:

This scale is used to measure the level of stimulation and arousal a person prefers. Over time, it has been used with different numbers of items and response alternatives. Two long versions have been offered by the originator. A five-item subset was used by Dawson, Bloch, and Ridgway (1990) and referred to as "stimulation seeking."

SCALE ORIGIN:

The 40-item version of the scale was constructed by Mehrabian and Russell (1974). Three studies with three separate samples of University of California undergraduates (203, 316, and 214) were conducted to arrive at the final 40 item inventory. An initial set of items was generated from similar measures such as curiosity, change-seeking, and sensation-seeking. Some items were written to augment those borrowed from past studies and to tap into dimensions not represented by the other measures. Among other things, the final scale consisted of those items that had the best item-total correlations, the highest factor loadings, and the lowest correlations with social desirability. Scores on the 40-item version had a correlation of .96 with a larger 125 item version. A Kuder-Richardson reliability coefficient of .87 was reported for the 40-item set. A test-retest correlation of .88 was calculated for a group of 78 students. A pattern of correlations with measures of other personality constructs provided evidence of construct validity.

The 32-item version of the scale has 25 items in common with the longer version and 7 new items. A brief description of its development is provided by Mehrabian, who says it "has greater internal consistency and somewhat different theoretical properties" than the earlier scale (1978, p. 724). The reliability (KR) was said to be .93 and evidence of the scale's discriminant validity was given.

RELIABILITY:

Dawson, Bloch, and Ridgway (1990) reported an alpha of .76 for their short version of the scale. A reliability (LISREL) of .89 was reported for the version of the scale used by Steenkamp and Baumgartner (1992). The other two studies did not provide any information regarding the scale's reliability.

Gourken, Devitte, and Warlop (2009) used the 32-item version and reported its alpha to be .89.

VALIDITY:

No examination of the scale's validity was reported by either Dawson, Bloch, and Ridgway (1990) or Gourken, Devitte, and Warlop (2009).

Although the principal components factor analysis conducted by Steenkamp and Baumgartner (1992) produced at least five factors with eigenvalues greater than one, the authors concluded that the scale was basically unidimensional because of scree plots of the eigenvalues. Scores on the scale had correlations of between .46 and .76 with three other measures of optimum stimulation level, which provides some evidence of convergent validity. A confirmatory factor analysis of all four scales also provided some evidence of convergent validity, because Arousal-Seeking Tendency not only loaded significantly on the underlying construct but it was also the second highest standardized factor loading (.85) of the four measures tested.

COMMENTS:

See also Goodwin and Etgar (1980) as well as Raju (1980).

REFERENCES:

Dawson, Scott, Peter H. Bloch, and Nancy M. Ridgway (1990), "Shopping Motives, Emotional States, and Retail Outcomes," *Journal of Retailing*, 66 (Winter), 408-27.

Goodwin, Stephen and Michael Etgar (1980), "An Experimental Investigation of Comparative Advertising: Impact of Message Appeal, Information Load, and Utility of Product Class," *Journal of Marketing Research*, 17 (May), 187-

202.

Gourken, Garoline, Siegfried Devitte, and Luk Warlop (2009), "Me, Myself, and My Choices: The Influence of Private Self-Awareness on Choice," *Journal of Marketing Research*, 46 (5), 682-692.

Mehrabian, Albert (1978), "Characteristic Individual Reactions to Preferred and Unpreferred Environments," *Journal of Personality*, 40 (December), 717-31.

Mehrabian, Albert and James A. Russell (1974), An Approach to Environmental Psychology, Cambridge, MA: MIT Press.

Raju, P. S. (1980), "Optimum Stimulation Level: Its Relationship to Personality, Demographics, and Exploratory Behavior," *Journal of Consumer Research*, 7 (December), 272-82.

Steenkamp, Jan-Benedict E. M. and Hans Baumgartner (1992), "The Role of Optimum Stimulation Level in Exploratory Consumer Behavior," *Journal of Consumer Research*, 19 (December), 434-48.

SCALE ITEMS:[1]

Directions: Please indicate the degree of your agreement or disagreement with each of the following statements.[2]

1. Designs or patterns should be bold and exciting.
2. I feel best when I am safe and secure.(r)
3. I would like the job of a foreign correspondent for a newspaper.
4. I don't pay much attention to my surroundings.(r)
5. I don't like the feeling of wind in my hair.(r)
6. I prefer an unpredictable life that is full of change to a more routine one.
7. I wouldn't like to try the new group-therapy techniques involving strange body sensations.(r)
8. Sometimes I really stir up excitement.
9. I never notice textures.(r)
10. I like surprises.

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1. The Arousal-Seeking Tendency scale is copyrighted by Dr. Albert Mehrabian. The ten items here were used with permission. The additional items can be obtained by writing for permission to: Albert Mehrabian, Ph.D., 1130 Alta Mesa Road, Monterey, CA 93940. Telephone: (408) 649-5710.
2. The verbal anchors used by Mehrabian and Russell (1974) for the nine item version of the scale were *very strong disagreement* (-4) and *very strong agreement* (+4).

SCALE NAME: Attachment Bond Intensity

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type statements that are intended to measure how much emotional distress a person says would be experienced if separated from a particular object. The object could be a person, place, or thing; in the case of the studies by Thomson (2006), the object was "human brands" such as celebrities and other well-known people.

SCALE ORIGIN:

Thomson (2006) stated that he adapted and extended items from Hazan (Hazan and Shaver 1994; Hazan and Zeifman 1994).

RELIABILITY:

The scale was used by Thomson (2006) in Studies 1 and 3 with the alphas being .89 and .93, respectively.

VALIDITY:

Although Thomson (2006) did not explicitly discuss the validity of the scale, the information given regarding an exploratory factor analysis and testing of structural models provide some support for the scale's unidimensionality as well as its convergent and discriminant validities.

REFERENCES:

Hazan. Cindy and Phillip R. Shaver (1994), "Attachment as an Organizational Framework for Research on Close Relationships," *Psychological Inquiry*, 5(1), 1-22.

Hazan. Cindy and Debra Zeifman (1994), "Sex and the Psychological Tether," in *Advances in Personal Relationships: Attachment Processes in Adulthood*, Vol. 5, Kim Bartholomew and Daniel Perlman. eds. London: Jessica Kingsley, 151-77.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:

1. I feel better if I am not away from or without _____ for long periods of time.
2. I miss _____ when _____ is not around.
3. If _____ were permanently gone from my life, I'd be upset.
4. Losing _____ forever would be distressing to me.

SCALE NAME: Attachment to the Brand

SCALE DESCRIPTION:

Three uni-polar items are used in this scale to measure the strength of the emotional connection a consumer feels with a brand.

SCALE ORIGIN:

Swaminathan, Stilley, and Ahluwalia (2009) did not state the origin of the scale but it seems to have been developed by them for use in their study. They stated they were building upon the view that brand attachment had three dimensions: affection, passion, and connection (Thomson, MacInnis, and Park 2005). Their scale was meant to capture the connection dimension.

RELIABILITY:

The scale's alpha was .70 in the study by Swaminathan, Stilley, and Ahluwalia (2009).

VALIDITY:

The validity of the scale was not addressed by Swaminathan, Stilley, and Ahluwalia (2009).

REFERENCES:

Swaminathan, Vanitha, Karen M. Stilley, and Rohini Ahluwalia (2009), "When Brand Personality Matters: The Moderating Role of Attachment Styles," *Journal of Consumer Research*, 35 (6), 985-1002.

Thomson, Matthew, Deborah J. MacInnis, and Whan C. Park (2005), "The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands," *Journal of Consumer Psychology*, 15 (1), 77–91.

SCALE ITEMS:[1]

1. bonded
2. attached
3. connected

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1. The scale stem used with these items was not stated by Swaminathan, Stilley, and Ahluwalia (2009). Also, not specified was the number of points on the response scale. It appears to have been five points. The verbal anchors were *not at all* and *very well*.

SCALE NAME: Attention to Ad (Brand Evaluation)

SCALE DESCRIPTION:

This six-item, seven-point Likert-type scale is used to measure how much attention is paid to the brand and its features featured in an advertisement.

SCALE ORIGIN:

Laczniak and Muehling (1993) indicated that this scale has been used previously by Andrews (1988). Chang (2007) cited Laczniak and Muehling (1993) as the source.

RELIABILITY:

A Cronbach's alpha was reported by Laczniak and Muehling (1993) to be .83. An alpha of .86 was reported by Chang (2007).

VALIDITY:

No examination of scale validity was reported in either study.

REFERENCES:

Andrews, J. Craig (1988), "Motivation, Ability and Opportunity to Process Information: Conceptual and Experimental Manipulation Issues," in *Advances in Consumer Research* Vol. 15, Michael J. Houston, ed. Provo, UT: Association for Consumer Research, 219-225.

Chang, Chingching (2007), "The Relative Effectiveness of Comparative and Noncomparative Advertising: Evidence for Gender Differences in Information-Processing Strategies," *Journal of Advertising*, 36 (1), 21-35.

Laczniak, Russell N. and Darrel D. Muehling (1993), "The Relationship Between Experimental Manipulations and Tests of Theory in an Advertising Message Involvement Context," *Journal of Advertising,* 22 (3), 59-74.

SCALE ITEMS:

(I paid attention to what was stated in the ad . . .)

1.   . . . so I could evaluate the advertised brand.
2.   . . . to help me evaluate the brand featured in it.
3.   . . . so that I could determine the attributes of the brand featured in it.
4.   . . . so that I could determine the benefits of the brand featured in it.
5.   . . . so that I could rate the quality of the brand featured in it.
6.   . . . so that I could determine what the brand featured in it had to offer.

SCALE NAME: Attention to the Webpage

SCALE DESCRIPTION:

Six, seven-point items are used to measure the degree to which a person describes a webpage as being effective at getting and holding his/her attention. The scale also seems to measure a person's level of motivation to process information on the webpage during the exercise.

SCALE ORIGIN:

Geissler, Zinkhan, and Watson (2006) received inspiration for the scale they developed from measures used in the dissertation by Madden (1982).

RELIABILITY:

An alpha of .83 was reported for the scale by Geissler, Zinkhan, and Watson (2006).

VALIDITY:

No information about the scale's validity was provided by Geissler, Zinkhan, and Watson (2006). However, they did say that the scale was unidimensional based upon a factor analysis.

REFERENCES:

Geissler, Gary L., George M. Zinkhan, and Richard T. Watson (2006), "The Influence of Home Page Complexity on Consumer Attention, Attitudes, and Purchase Intent," *Journal of Advertising*, 35 (Summer), 69-80.

SCALE ITEMS:

1. At gaining my attention, the Web home page was: *not effective / effective*.
2. At holding my attention, the Web home page was: *not effective / effective*.
3. During my review of the Web home page, I was: *not alert / alert*.
4. During my review of the Web home page, I was: *unemotional / emotional*.
5. During my review of the Web home page, I was: *not observant / observant*.
5. During my review of the Web home page, I was: *aimless / motivated*.

SCALE NAME: Attention to the Website

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that measure the degree to which a person says that his/her mind was focused on the task of browsing a website rather than on something else. The scale was referred to as the *attention* subfactor of a second-order construct that Wang et al. (2007) called *flow*. While this factor and the others measured by Wang et al. (2007) might as a set be viewed as composing flow, they do not individually appear to measure flow, thus, are not referred to here as such.

SCALE ORIGIN:

Wang et al. (2007) developed the scale based on inspiration received from items developed by Trevino and Webster (1992; Webster, Trevino, and Ryan 1993).

RELIABILITY:

Alphas of .57 (convenience sample of 337 college students) and .86 (250 randomly selected people from a national online panel) were reported for the scale as used in Study 1 and Study 2, respectively (Wang et al. 2007).

VALIDITY:

Although the validity of this scale was not specifically discussed by Wang et al. (2007), the authors examined it using confirmatory factor analysis in both studies. The implication was that there was support for the scale's convergent and discriminant validities.

REFERENCES:

Trevino, L.K. and J. Webster (1992), "Flow in Computer-Mediated Communication: Electronic Mail and Voice Mail Evaluation and Impacts," *Communication Research*, 19 (5), 539–73.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

Webster, Jane, Linda Klebe Trevino, and Lisa Ryan (1993), "The Dimensionality and Correlates of Flow in Human-Computer Interactions," *Computers in Human Behavior*, 9 (4), 411–26.

SCALE ITEMS:

When navigating on this Web site:
1. I was aware of distractions. (r)
2. I was totally absorbed in what I was doing.
3. I thought about other things. (r)

SCALE NAME: Attitude Toward Complaining (Personal Norms)

SCALE DESCRIPTION:

The scale is composed of several Likert-type items measuring the extent to which a person believes it is appropriate for consumers to complain when they experience a dissatisfying transaction.

SCALE ORIGIN:

The origin of the scale used by Richins (1983) is provided in Richins (1982), which shares the same database. Thirty-one items were generated based upon depth interviews and then tested. A final group of 15 items was factor analyzed, which resulted in three complaint-related factors, one of which is the scale discussed here.

Singh (1990) modified the scale: three items were added and two were dropped. Two of the three items added by Singh were slight modifications of items used in a ten-item measure described by Day (1984). Harris (2008) cited Singh (1990) as the source of the scale he used.

Moorman (1998) used a six item scale from Richins and Verhage (1985) but two of the items were dropped due to low item-total correlations..

RELIABILITY:

Alphas of .87, .71, .62 and .67 were reported by Harris (2008), Moorman (1998), Richins (1983), and Singh (1990), respectively.

VALIDITY:

Information regarding the unidimensionality of the scale used by Richins (1983) is provided in Richins (1982). Singh (1990) factor analyzed eight items: five from his version of this scale and three items from the Societal Benefits version of the scale. A two factor structure with negligible cross-loadings resulted.

No information was provided by Moorman (1998) about the validity of the four items she used. Some light can be shed on it, however, by referring to the original study by Richins (1982). She envisioned these items to be part of three different dimensions of complaining. Her data and analysis indicated that three of the items loaded highest on the same factor while the fourth (#4 below) loaded on another factor. Not only does this raise some doubt about the unidimensionality of the four item set used by Moorman (1998) but it also brings into question its validity.

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others. The measurement model was judged to have adequate fit and evidence for the scale's discriminant and convergent was found. The scale's AVE was .83.

REFERENCES:

Day, Ralph L. (1984), "Modeling Choices Among Alternative Responses to Dissatisfaction," in *Advances in Consumer Research*, V. 11, Tom Kinnear, ed. Ann Arbor, MI: Association for Consumer Research, 496-499.

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing,* 84 (4), 461-476.

Moorman, Christine (1998), "Market-Level Effects of Information: Competitive Responses and Consumer Dynamics," *Journal of Marketing Research*, 35 (February), 82-98.

Richins, Marsha L (1982), "An Investigation of Consumers' Attitudes Toward Complaining," in *Advances in Consumer Research*, V. 9, Andrew Mitchell, ed. Ann Arbor, MI: Association for Consumer Research, 502-506.

Richins, Marsha L. (1983), "An Analysis of Consumer Interaction Styles in the Marketplace," *Journal of Consumer Research*, 10 (June), 73-82.

Richins, Marsha L. and Bronislaw J. Verhage (1985), "Seeking Redress for Consumer Dissatisfaction: The Role of Attitudes and Situational-Factors," *Journal of Consumer Policy*, 8 (March), 29-43.

Singh, Jagdip (1990), "A Typology of Consumer Dissatisfaction Response Styles," *Journal of Retailing*, 66 (Spring), 57-97.

SCALE ITEMS:[1]

1.   Most people don't make enough complaints to businesses about unsatisfactory products.
2.   I feel a sense of accomplishment when I have managed to get a complaint [to a store] taken care of satisfactorily.
3.   People are bound to end up with unsatisfactory products once in a while so they shouldn't complain [about them]. (r)
4.   It bothers me quite a bit if I don't complain about an unsatisfactory product [when I know I should].
5.   It sometimes feels good to get my dissatisfaction and frustration with the product off my chest by complaining.
6.   I often complain when I'm dissatisfied with business or products because I feel it is my duty to do so.
7.   I don't like people who complain to stores because usually their complaints are unreasonable. (r)
8.   People have a responsibility to society to tell stores or manufacturers when products are unsatisfactory.

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1. Richins (1982, 1983) used a five-point response format with item #1 and the long versions of #2, #3, and #4. Singh (1990) used a six point scale along with items #5, #6, #7, and the short versions of #3 and #4. Moorman (1998) used a seven-point scale with items #1, the short version of #2, and the long versions of #4 and #8. A seven-point scale was used by Harris (2008) with items #5 and #6 along with the short versions of #3 and #4. Each author used a Likert-type (*agree/disagree*) verbal anchors.

SCALE NAME: Attitude Toward Drinkers (Alcohol)

SCALE DESCRIPTION:

The scale is composed of six, five-point semantic differentials assessing a person's stereotypic beliefs about people who consume alcohol.

SCALE ORIGIN:

The scale was developed by Russell, Norman, and Heckler (2009). Three of the items came from a much larger set of items used by Pechmann and Knight (2002) to measure attitudes about teenage smokers.

RELIABILITY:

The scale's alpha was .92 (Russell, Russell, and Grube 2009).

VALIDITY:

Russell, Russell, and Grube (2009) did not provide any information bearing on the scale's validity.

REFERENCES:

Pechmann, Cornelia and Susan J. Knight (2002), "An Experimental Investigation of the Joint Effects of Advertising and Peers on Adolescents' Belief and Intentions about Cigarette Consumption," *Journal of Consumer Research*, 29 (June), 5-19.

Russell, Cristel Antonia, Dale W. Russell, and Joel W. Grube (2009), "Nature and Impact of Alcohol Messages in A Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

SCALE ITEMS:

In general, I think people who drink are:

1. fun / boring
2. smart / dumb
3. cool / uncool
4. good / bad
5. attractive / unattractive
6. appealing / unappealing

SCALE NAME: Attitude Toward DTC Advertising

SCALE DESCRIPTION:

This three item, four-point Likert-type scale measures a person's beliefs regarding direct-to-consumer (DTC) advertising of prescription drugs. These beliefs could be considered perceptions of the benefits of DTC.

SCALE ORIGIN:

Lee, Salmon, and Paek (2007) drew inspiration for developing their scale from previous measures of the construct. Their scale initially had five items but two were dropped after having low loadings in an exploratory factor analysis.

RELIABILITY:

An alpha of .65 was reported for the scale (Lee, Salmon, and Paek 2007).

VALIDITY:

Although the validity of the scale was not explicitly addressed by Lee, Salmon, and Paek (2007), some support is assumed given that the confirmatory factor analysis of all of the study's scales showed good fit indices.

REFERENCES:

Lee, Byoungkwan, Charles T. Salmon, and Hye-Jin Paek (2007), "The Effects of Information Sources on Consumer Reactions to Direct-to-Consumer (DTC) Prescription Drug Advertising: A Consumer Socialization Approach," *Journal of Advertising*, 36 (1), 107-119.

SCALE ITEMS:

1. Prescription drug ads made me aware of treatments that I did not know about.
2. Prescription drug ads reminded me to follow directions or advice from my doctor.
3. Prescription drug ads helped me to have better discussions about my health with a doctor, pharmacist or other.

SCALE NAME: Attitude Toward General Business Ethics

SCALE DESCRIPTION:

The scale is composed of four, five-point Likert-type items that measure the degree to which a person believes in following the law and practicing business with high integrity.

SCALE ORIGIN:

The scale was developed by Vitell, Rallapalli, and Singhapakdi (1993). The authors generated 30 items from the American Marketing Association's (AMA) code of ethics at the time. Data were gathered from members of the AMA. Factor analysis and testing led to several items being dropped. Ultimately, scales were developed for the five factors that appeared to underlie the remaining items. One of the factors was called General Honesty and Integrity and seems to be the one used by Bearden, Money, and Nevins (2006).

RELIABILITY:

Vitell, Rallapalli, and Singhapakdi (1993) reported an alpha of .67 from their sample of AMA members (n=504). Alphas of .76 and .66 were reported for the scale by Lastovicka et al. (1999) for their U.S. (n=339) and Japanese (n=253) consumer samples, respectively.

VALIDITY:

Beyonds what is stated in the Origin (above), Vitell, Rallapalli, and Singhapakdi (1993) provided some limited evidence in support of the scale's nomological validity. Although Bearden, Money, and Nevins (2006) did not examine the validity of the business ethics scale, they did successfully use it along with some other scales to provide evidence of nomological validity for two long-term orientation scales they developed.

REFERENCES:

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), "A Measure of Long-Term Orientation: Development and Validation," *Journal of the Academy of Marketing Science*, 34 (3), 456-467.

Vitell, Scott J., Kumar C. Rallapalli, and Anusorn Singhapakdi (1993), "Marketing Norms: The Influence of Personal Moral Philosophies and Organizational Ethical Culture." *Journal of the Academy of Marketing Science*, 21 (4), 331-337.

SCALE ITEMS:

1. One should always adhere to all applicable laws and regulations.
2. One should always accurately represent one's education, training, and experience.
3. One must always be honest in serving consumers, clients, employees, suppliers, distributors, and the public.
4. One should not knowingly participate in a conflict of interest without prior notice to all parties involved.

SCALE NAME: Attitude Toward Luxury Brands (Social-Adjustive)

SCALE DESCRIPTION:

Four, seven-point items are used to measure the degree to which luxury brands are viewed as facilitating self-expression and helping to project a particular image in social settings.

SCALE ORIGIN:

The source of the scale was not identified by Wilcox, Kim, and Sen (2009) but it appears to have been developed by them. The items are conceptually similar to ones used in several previous self-congruence scales but are most similar to a scale by Grewal, Mehta, and Kardes (2004).

RELIABILITY:

The scale was used by Wilcox, Kim, and Sen (2009) in three studies but the alphas were only reported for Studies 1 (.74) and 3 (.90).

VALIDITY:

No information regarding the scale's validity was provided by Wilcox, Kim, and Sen (2009).

REFERENCES:

Grewal, Rajdeep, Raj Mehta, Frank R. Kardes (2004), "The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes," *Journal of Marketing Research*, 41 (February), 101-115.

Wilcox, Keith, Hyeong Min Kim, and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (2), 247-259.

SCALE ITEMS:[1]

1. Luxury brands are a symbol of social status.
2. Luxury brands help me fit into important social situations.
3. I like to be seen wearing luxury brands.
4. I enjoy it when people know I am wearing a luxury brand.

---

1. The extreme verbal anchors used with these items were *completely disagree* (1) and *completely agree* (7). The version of these items used in Study 3 actually named a brand rather than being stated generally as "luxury brands."

SCALE NAME: Attitude Toward Luxury Brands (Value-Expressive Function)

SCALE DESCRIPTION:

The degree to which luxury brands are viewed as expressing something about one's self (beliefs, attitudes, values) is measured with this scale using four, seven-point Likert-type items.

SCALE ORIGIN:

The source of the scale was not identified by Wilcox, Kim, and Sen (2009) but it appears to have been developed by them. The items are conceptually similar to ones used in several previous self-congruence scales but are most similar to a scale by Grewal, Mehta, and Kardes (2004).

RELIABILITY:

The scale was used by Wilcox, Kim, and Sen (2009) in three studies but the internal consistency was only reported for Studies 1 and 3 (alpha was .89 in both cases).

VALIDITY:

No information regarding the scale's validity was provided by Wilcox, Kim, and Sen (2009).

REFERENCES:

Grewal, Rajdeep, Raj Mehta, Frank R. Kardes (2004), "The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes," *Journal of Marketing Research*, 41 (February), 101-115.

Wilcox, Keith, Hyeong Min Kim, and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (2), 247-259.

SCALE ITEMS:[1]

1. Luxury brands reflect the kind of person I see myself to be.
2. Luxury brands help me communicate my self-identity.
3. Luxury brands help me express myself.
4. Luxury brands help me define myself.

---

1. The extreme verbal anchors used with these items were *completely disagree* (1) and *completely agree* (7). The version of these items used in Study 3 actually named a brand rather than being stated generally as "luxury brands."

SCALE NAME: Attitude Toward Prices (Allocative Effects)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a consumer is sensitive to the "allocative" effects of prices such that buying an expensive product leaves less money for other purchases.

SCALE ORIGIN:

Völckner (2008) did not state the origin of this scale. She appears to have developed it for her study.

RELIABILITY:

An alpha of .878 and a construct reliability of .710 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:

1.   The higher the price of a product the more I get the feeling to do without some other products I would like to purchase.
2.   I perceive the price of a product in a negative role because it indicates the amount of money that must be given up in order to obtain the product.
3.   Before making a purchase I consider the amount of money available for spending on other products I would like to purchase.

SCALE NAME: Attitude Toward Product Placement

SCALE DESCRIPTION:

This four item, nine-point scale measures a viewer's opinion regarding the use (placement) of branded products within the storyline of TV shows. Although stated with reference to TV shows, slight rephrasing of the items for use in similar entertainment contexts (movies, plays, music videos) can be made easily.

SCALE ORIGIN:

The scale was developed by Homer (2009). She drew heavily on another measure of the construct (Russell 2002), in fact, one of the items (#4) comes directly from Russell's scale.

RELIABILITY:

An alpha of .76 was reported for the scale by Homer (2009).

VALIDITY:

No examination of the scale's validity was reported by Homer (2009).

REFERENCES:

Homer, Pamela (2009), "Product Placements: The Impact of Placement Type and Repetition on Attitude," *Journal of Advertising*, 38 (3), 21-31.

Russell, Cristel Antonia (2002), "Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude," *Journal of Consumer Research*, 29 (December), 306-318.

SCALE ITEMS:[1]

1. I object to studios' increased use of product placements in TV shows. (r)
2. Using brand name products in TV shows is OK with me.
3. I don't mind seeing brand name products in TV shows as long as they are realistically shown.
4. TV shows should use fictitious brands rather than existing brands. (r)

---

1. The anchors used by Homer (2009) with nine-point scales anchored by *agree/disagree*. Identification of which items should be reverse coded was not noted by Homer (2009). Judgment has been used here to indicate the ones which are likely to require reversal when calculating scale scores.

SCALE NAME: Attitude Toward the Ad (Brand Reinforcement)

SCALE DESCRIPTION:

This Likert-type scale is purported to measure a consumer's attitude toward an ad with heavy emphasis on the extent to which the ad reinforces existing beliefs about a brand.

SCALE ORIGIN:

This scale represents one of the attitude constructs measured by the Leo Burnett Viewer Response Profile (Schlinger 1979a, 1979b). An original list of 600 attitudinal statements was culled from verbatim responses of more than 400 viewers of 14 different commercials and story boards. These were reduced to 139 items through deletion of duplications and those items that were deemed to be inappropriate by the researchers. The surviving statements were analyzed empirically to determine factor structure and discriminant characteristics of individual items.

Different versions of the Viewer Response Profile (VRP) have been used over time and have varied in their total number of items and the number of factors they represent. With regard to the Brand Reinforcement subscale, it is far from clear what Schlinger considered to be the primary version. Schlinger (1979a) shows it has only two items yet also refers to a three-item version. Schlinger (1979b) refers to a seven item scale while Schlinger and Green (1980) as well as Olson, Schlinger, and Young (1982) used six item versions.

RELIABILITY:

The stability (30 day test-retest) of a three item version of the scale was reported to be .96 (Schlinger 1979a). Stout and Rust (1993) reported an alpha coefficient of .74. The construct reliabilities reported by Strasheim, Pitt, and Caruana (2007) for a two item version were .85 and .86. (Although the items were the same and the data were the same, the slightly different reliabilities appear to have been caused by the nature of the other items being analyzed in the confirmatory factor analyses. See the validity section below.)

VALIDITY:

Although support for the validity of the VRP and, thereby, this particular scale, was claimed by Schlinger (1979a; Olson, Schlinger, and Young 1982), it is far from clear what version of the scale was being validated. Even if support was found for one version, it would not be appropriate to conclude that the other versions were just as valid. As noted previously, it seems that each article by Schlinger and colleagues described a different version of the VRP instrument. While Schlinger (1979a, p. 39) claimed that Brand Reinforcement was one of the stable factors in the set, that claim was brought into question in a study by Zinkhan and Burton (1989) where the two items identified by Schlinger (1979a) did not load high on any factor, much less on one that could be described as "brand reinforcement." Because of that, Zinkhan and Burton (1989) recommended that this factor be eliminated from the profile instrument.

Strasheim, Pitt, and Caruana (2007) conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. In contrast to the findings of Zinkhan and Burton (1989), support was found for both sets' reliabilities and validities as well as for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

REFERENCES:

Olson, David, Mary Jane Schlinger, and Charles Young (1982), "How Consumers React to New Product Ads," *Journal of Advertising Research*, 22 (3), 24-30.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2), 37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John Eighmey, ed. Chicago: American Marketing Association, 171-97.

Schlinger, Mary Jane and Leila Green (1980), "Art-Work Storyboards versus Finished Commercials," *Journal of Advertising Research*, 20 (6), 19-23.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

Zinkhan, George and Scot Burton (1989), "An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions to Advertisements," *Journal of Advertising*, 18 (4), 6-14.

SCALE ITEMS:[1]

1. That's a good brand and I wouldn't hesitate recommending it to others.
2. I know that the advertised brand is a dependable, reliable one.
3. What they said about the product was dishonest. (r)
4. As I watched, I thought of reasons why I should not buy the product. (r)
5. The commercial described certain specific product characteristics that are undesirable to me. (r)
6. I found myself disagreeing with some things in the commercial. (r)
7. The commercial made exaggerated and untrue claims about the product. (r)
8. I will definitely buy the brand in the commercial.

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1. The sets of items used by the various authors are: Olson, Schlinger, and Young (1982): 1, 2, 3, 4 and two other unidentified items; Schlinger (1979a): 1, 2; Schlinger (1979b): 1, 2, 3, 4; Schlinger and Green (1980): 1, 2, 7, 8; Stout and Rust (1993): 1-7; and, Zinkhan and Burton (1989): 1 and 2. The version tested by Strasheim, Pitt, and Caruana (2007) was composed of items 1 and 2.

SCALE NAME: Attitude Toward the Ad (Comprehension)

SCALE DESCRIPTION:

Three items are used in this scale to measure the extent to which a person views an advertisement as being understandable. It does <u>not</u> measure the accuracy with which a message has been interpreted. By reverse-scoring the items, the scale measures comprehension. Without the reverse-scoring, the scale would be measuring miscomprehension.

SCALE ORIGIN:

The scale used by Schweidel, Bradlow, and Williams (2006) was apparently developed by MacInnis, Rao, and Weiss (2002). The latter reported the scale to have an alpha of .86.

RELIABILITY:

Schweidel, Bradlow, and Williams (2006) reported an alpha of .91 for the scale.

VALIDITY:

No details were provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's validity.

REFERENCES:

MacInnis, Deborah J., Ambar G. Rao, and Allen M. Weiss (2002), "Assessing When Increased Media Weight of Real-World Advertisements Helps Sales," *Journal of Marketing Research*, 39 (November), 391-407.

Schweidel, David A., Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243.

SCALE ITEMS:[1]

The ad was:

1.   confusing. (r)
2.   hard to follow. (r)
3.   puzzling. (r)

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1. No information was provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's response format. It is likely that it used an *agree/disagree* format with five or seven points.

SCALE NAME: Attitude Toward the Ad (Comprehension)

SCALE DESCRIPTION:

This scale is composed of three, seven-point Likert-type items that measure the degree to which a person who has been exposed to an advertisement believes that the claims made in it were simple to understand.

SCALE ORIGIN:

Smith, Chen, and Yang (2008) cited MacInnis and Jaworski (1989) but that article is a theoretical piece and no empirical research was conducted. Thus, it appears that Smith, Chen, and Yang (2008) developed the scale themselves though inspiration for the construct (comprehension) came from MacInnis and Jaworski (1989).

RELIABILITY:

The scale had an alpha of .76 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

MacInnis, Deborah J., and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Toward an Integrative Framework," *Journal of Marketing*, 53 (4), 1–23.

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

SCALE ITEMS:

1.   The ad claims were easy to understand.
2.   I was able to comprehend the claims made in the ad.
3.   The ad claims were hard to understand. (r)

SCALE NAME: Attitude Toward the Ad (Confusion)

SCALE DESCRIPTION:

This is Likert-like scale is purported to measure the degree of confusion experienced by a viewer of a TV commercial.

SCALE ORIGIN:

The scale was developed in a study by Lastovicka (1983) on the basis of items from a longer list from the Leo Burnett Storyboard Test (1977). Subjects were exposed by Lastovicka (1983) in small groups to one of six different 60 second television commercials, then answered one open-ended question in which they were asked to list retrospectively the thoughts they had while viewing the commercial. The products advertised were six real, branded products (beer, blue jeans, soft drinks, and automobiles). Results of item measurements were factor analyzed, resulting in three factors representing relevance, confusion, and entertainment. Each factor was treated as a scale measuring that respective construct and subjected to multitrait-multimethod testing per Kalleberg and Kluegel (1975). The comparison method was a content analysis of verbatim responses to the open ended question.

Stout and Rust (1993) as well as Strasheim, Pitt, and Caruana (2007) cited Schlinger (1979a, 1979b) as the source of their scales.

RELIABILITY:

Alphas of .731 (Lastovicka 1983) and .74 (Stout and Rust 1993) have been reported for the scale. Strasheim, Pitt, and Caruana (2007) reported the construct reliability to be .85 for both the four and the three item versions of the scale they tested.

VALIDITY:

Although support was found for the unidimensionality of these items, confirmatory factor analysis of multitrait-multimethod data indicated that there was an unacceptably high level of random error associated with this scale when compared to an open-ended measure.

Strasheim, Pitt, and Caruana (2007) conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. Not only was support found for both sets' reliabilities and validities but also for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

COMMENTS:

See Ewing, Salzberger, and Sinkovics (2005) for an in depth analysis of a four-item version of the scale.

REFERENCES:

Ewing, Michael T., Thomas Salzberger, and Rudolf R. Sinkovics (2005), "An Alternative Approach to Assessing Cross-Cultural Measurement Equivalence in Advertising Research," *Journal of Advertising*, 34 (1), 17-36.

Kalleberg, A.L. and J.R. Kluegel (1975), "Analysis of the Multitrait-Multitrait Matrix: Some Limitations and an Alternative," *Journal of Applied Psychology*, 60 (February), 1-9.

Lastovicka, John L. (1983), "Convergent and Discriminant Validity of Television Rating Scales," *Journal of Advertising*, 12 (2), 14-23, 52.

Leo Burnett Company, Inc. (1977), *Manual for the Leo Burnett Storyboard Test System*, Chicago: Leo Burnett Co.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2),

37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John Eighmey, ed. Chicago: American Marketing Association, 171-97.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

SCALE ITEMS:[1]

1. I clearly understood the commercial. (r)
2. The commercial was too complex.
3. I was not sure what was going on in the commercial.
4. I was so busy watching the screen, I did not listen to the talk.
5. The commercial went by so quickly that it just did not make an impression on me.
6. It required a lot of effort to follow the commercial.
7. It was distracting - trying to watch the screen and listen to the words at the same time.
8. It was too complex; I was not sure what was going on.

---

1. Lastovicka (1983) used items #1-#5. Stout and Rust (1993) used items #4, #6, and #8. The two sets of items tested by Strasheim, Pitt, and Caruana (2007) were #4, #6-#8 and #6-#8.

SCALE NAME: Attitude Toward the Ad (Creativeness)

SCALE DESCRIPTION:

Fifteen, seven-point semantic differentials are used to measure the degree to which an advertisement is viewed as being original, well-made, and logical. Although the studies described below applied the scale to advertisements, it appears amenable for use with other creative aspects of marketing such as sales presentations, sales promotion, event marketing, etc.

SCALE ORIGIN:

The scale used by White and Smith (2001) as well as Heiser, Sierra, and Torres (2008) was taken from a larger instrument developed by O'Quin and Besemer (1989). That instrument was made to judge the creativeness of products and used fifty-five items to measure eleven dimensions of the construct. Due to the potential fatigue in completing the full instrument and the low marginal utility compared to an abridged version, White and Smith (2001) only used items for the three dimensions most relevant to advertisements.

RELIABILITY:

Alphas of .91 and .931 have been reported for the scale by White and Smith (2001) and Heiser, Sierra, and Torres (2008), respectively.

VALIDITY:

Neither White and Smith (2001) not Heiser, Sierra, and Torres (2008) reported evidence in support of the scale's validity. The latter did, however, state that "all three dimensions loaded on the same factor" (p. 80). The structure of the construct and this scale are concerns. If the construct has three dimensions then we would expect three factors. Until there is evidence to show otherwise, and assuming that the fifteen items are unidimensional, it may be best to view these three types of creativity as merely "facets" of the construct rather than distinct dimensions of the some higher order construct. Future users are urged to carefully examine the dimensionality of the 15 items before treating them as unidimensional.

REFERENCES:

Heiser, Robert S., Jeremy J. Sierra, and Ivonne M. Torres (2008), "Creativity via Cartoon Spokespeople in Print Ads: Capitalizing on the Distinctiveness Effect," *Journal of Advertising*, 37 (4), 75–84.

O'Quin, Karen and Susan Besemer (1989), "The Development, Reliability, and Validity of the Revised Creative Product Semantic Scale," *Creativity Research Journal*, 2 (4), 267-278.

White, Alisa (2003), Personal Correspondence.

White, Alisa and Bruce L. Smith (2001), "Assessing Advertising Creativity Using the Creative Product Semantic Scale," *Journal of Advertising Research*, 41 (November/December), 27-34.

SCALE ITEMS:

Originality subscale

1. overused / fresh
2. predictable / novel
3. usual / unusual
4. ordinary / unique
5. conventional / original

Logical subscale

1. illogical / logical
2. senseless / makes sense

3. irrelevant / relevant
4. inappropriate / appropriate
5. inadequate / adequate

Well-Crafted

1. bungling / skillful
2. botched / well-made
3. crude / well-crafted
4. sloppy / meticulous
5. careless / careful

SCALE NAME: Attitude Toward the Ad (Empathy)

SCALE DESCRIPTION:

A nine-item, six-point Likert scale is used to measure a consumer's attitude toward an ad with an emphasis on the extent to which he/she relates to it personally.

SCALE ORIGIN:

This scale represents one of the attitude dimensions measured by the Leo Burnett Viewer Response Profile and, as a set, these items were first published by Schlinger (1979b). However, she and her colleagues have used varying sets of items in several other studies (Olson, Schlinger, and Young 1982; Schlinger 1979a; Schlinger and Green 1980). Of the 52 items used by Stout and Rust (1993), 44 matched those items used by Schlinger (1979b) and were used to produce six scales.

RELIABILITY:

Alphas of .70 and .82 were reported for the scale by LaTour, Pitts, and Snook-Luther (1990) and Stout and Rust (1993), respectively. Strasheim, Pitt, and Caruana (2007) reported the construct reliabilities to be .89 and .88 for their five and three item versions of the scale, respectively.

VALIDITY:

No evidence regarding the scale's validity was provided for the scale except by Strasheim, Pitt, and Caruana (2007). They conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. Not only was support found for both sets' reliabilities and validities but also for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

REFERENCES:

LaTour, Michael S., Robert E. Pitts, and D. Snook-Luther (1990), "Female Nudity, Arousal, and Ad-Response: An Experimental Investigation," *Journal of Advertising*, 19 (4), 51-62.

Olson, David, Mary Jane Schlinger,and Charles Young (1982), "How Consumers React to New Product Ads," *Journal of Advertising Research*, 22 (3), 24-30.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2), 37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John Eighmey, ed. Chicago: American Marketing Association, 171-97.

Schlinger, Mary Jane and Leila Green (1980), "Art-Work Storyboards versus Finished Commercials," *Journal of Advertising Research*, 20 (6), 19-23.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

SCALE ITEMS:[1]

1. The commercial irritated me—it was annoying.

2. The commercial was in poor taste.
3. I felt as though I was right there in the commercial experiencing the same thing.
4. The commercial was silly.
5. I liked the commercial because it was personal and intimate.
6. That commercial insults my intelligence.
7. I felt the commercial talked down to me.
8. It was an unrealistic commercial—very farfetched.
9. The commercial was very realistic—that is, true to life.
10. I felt that the commercial was acting our what I feel at times.
11. That's my idea - the kind of life the commercial showed.

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1. The first nine items are those used by LaTour, Pitts, and Snook-Luther (1990) as well as Stout and Rust (1993). The two sets of items tested by Strasheim, Pitt, and Caruana (2007) were 3, 5, 9-11 and 3, 10, and 11.

SCALE NAME: Attitude Toward the Ad (Empathy)

SCALE DESCRIPTION:

The scale is composed of three statements that measure the degree to which a viewer of a commercial believes that he/she feels what the characters in the advertisement feel.

SCALE ORIGIN:

The scale used by Schweidel, Bradlow, and Williams (2006) is a subset of items from a scale apparently developed by MacInnis, Rao, and Weiss (2002).

RELIABILITY:

Schweidel, Bradlow, and Williams (2006) reported an alpha of .87 for the scale.

VALIDITY:

No details were provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's validity.

REFERENCES:

MacInnis, Deborah J., Ambar G. Rao, and Allen M. Weiss (2002), "Assessing When Increased Media Weight of Real-World Advertisements Helps Sales," *Journal of Marketing Research*, 39 (November), 391-407.

Schweidel, David A., Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243.

SCALE ITEMS:[1]

1. I could relate to the characters in the advertisement.
2. I felt they were right there in the advertisement.
3. I was experiencing the same thoughts and feelings as the characters in the advertisement.

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1. No information was provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's response format. It is likely that it used an *agree/disagree* format with five or seven points.

SCALE NAME: Attitude Toward the Ad (Entertaining)

SCALE DESCRIPTION:

This Likert-type scale is intended to measure the degree to which a commercial one has been seen was considered to be fun and exciting. Some of the users referred to is as the *stimulation* while others called it *entertainment*.

SCALE ORIGIN:

This scale represents one of the attitude constructs measured by the Leo Burnett Viewer Response Profile (Schlinger 1979a, 1979b). An original list of 600 attitudinal statements was culled from verbatim responses of more than 400 viewers of 14 different commercials and story boards. These were reduced to 139 items through deletion of duplications and those items that were deemed to be inappropriate by the researchers. The surviving statements were analyzed empirically to determine factor structure and discriminant characteristics of individual items.

Different versions of the Viewer Response Profile (VRP) have been used by various authors and the sets varied in their total number of items and the number of factors they represented. That is also true of the subscales shown here.

RELIABILITY:

Despite the many uses over time, little information regarding the scale's reliability has been reported. The stability (30 day test-retest) of a five item version of the scale was reported to be .86 (Schlinger 1979a). Stout and Rust (1993) reported an alpha coefficient of .90 for the eleven item version of the scale they used while the alpha was .872 for the rather different set of five items used by Lastovicka (1983). Strasheim, Pitt, and Caruana (2007) reported the construct reliabilities to be .90 and .91 for the seven and four item versions of the scale they tested, respectively.

VALIDITY:

Although support for the validity of the VRP and, thereby, this particular scale, was claimed by Schlinger (1979a; Olson, Schlinger, and Young 1982), it is far from clear what version of the scale was being validated. Even if support was found for one version, it would not be appropriate to conclude that the other versions were just as valid. The factor analysis conducted by Zinkhan and Burton (1989) on 18 items from the VRP showed that of the seven items that were supposed to measure the stimulation factor, three of them loaded much higher on other dimensions. Lastovicka (1983) provided some evidence of validity for the version of the scale he used but it is probably the most unique of the uses listed here.

Strasheim, Pitt, and Caruana (2007) conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. Not only was support found for both sets' reliabilities and validities but also for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

REFERENCES:

Lastovicka, John L. (1983), "Convergent and Discriminant Validiy of Television Commercial Rating Scales," *Journal of Advertising*, 12 (2), 14-23, 52.

Olson, David, Mary Jane Schlinger, and Charles Young (1982), "How Consumers React to New Product Ads," *Journal of Advertising Research*, 22 (3), 24-30.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2), 37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John

Eighmey, ed. Chicago: American Marketing Association, 171-97.

Schlinger, Mary Jane and Leila Green (1980), "Art-Work Storyboards versus Finished Commercials," *Journal of Advertising Research*, 20 (6), 19-23.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

Zinkhan, George and Scot Burton (1989), "An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions to Advertisements," *Journal of Advertising*, 18 (4), 6-14.

SCALE ITEMS:[1]

1. It was dull and boring. (r)
2. The commercial was lots of fun to watch and to listen to.
3. I thought it was quite clever and entertaining.
4. The commercial was amusing.
5. The enthusiasm of the commercial is catching—it picks you up.
6. The commercial was tender.
7. The commercial was dreamy.
8. The commercial was playful.
9. The characters (or persons) in the commercial capture your attention.
10. The commercial was exciting.
11. The commercial was unique.
12. The ad wasn't just selling the product, it was entertaining me; I appreciated that.
13. It's the kind of commercial that keeps running through your mind after you've seen it.
14. I just laughed at it; I thought it was funny and good.
15. I have seen this commercial before. (r)
16. I have seen this commercial so many times that I am tired of it. (r).

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1. The sets of items used by the various authors are: Lastovicka (1983): 2, 3, 12, 15, 16; Olson, Schlinger, and Young (1982): 3-5, 8-11; Schlinger (1979a): 2, 3, 5, 9, 12-14; Schlinger (1979b): 1-11; Schlinger and Green (1980): 1-5, 8-11; Stout and Rust (1993): 1-11; and, Zinkhan and Burton (1989): 2, 3, 5, 9, 12-14. The seven item version by Strasheim, Pitt, and Caruana (2007) was composed of 2, 3, 5, 9, 12-14 and the ones in the four item version were 2, 3, 5, and 12.

SCALE NAME: Attitude Toward the Ad (Familiarity)

SCALE DESCRIPTION:

This Likert-type scale measures the degree to which a viewer expresses familiarity with a commercial. Depending upon the items being used to compose the scale, a sense of tedium towards the ad and/or possibly irritation is being captured as well. In that case, the scale could be used as a measure of ad wearout.

SCALE ORIGIN:

These items, or key terms in them, can be traced back to the work of Wells and McConville (1971). However, as a set, this scale is one of the attitude dimensions measured by the Leo Burnett Viewer Response Profile (VRP) which Schlinger and colleagues used in various forms (Olson, Schlinger, and Young 1982; Schlinger 1979a, 1979b; Schlinger and Green 1980).

RELIABILITY:

As noted above, variations of the scale have been used in several published studies. However, only in a few cases has the internal consistency for a particular set of items been reported. Stout and Rust (1993) reported an alpha of .72 for their version of the scale. Strasheim, Pitt, and Caruana (2007) reported the construct reliabilities to be .67 and .69 for their three and two item versions of the scale, respectively.

VALIDITY:

Although support for the validity of the VRP and, thereby, this particular scale, was claimed by Schlinger (1979a; Olson, Schlinger, and Young 1982), it is far from clear what version of the scale was being validated. Even if support was found for one version, it would not be appropriate to conclude that the other versions were just as valid.

Strasheim, Pitt, and Caruana (2007) conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. Not only was support found for both sets' reliabilities and validities but also for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

REFERENCES:

Olson, David, Mary Jane Schlinger, and Charles Young (1982), "How Consumers React to New Product Ads," *Journal of Advertising Research*, 22 (3), 24-30.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2), 37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John Eighmey, ed. Chicago: American Marketing Association, 171-97.

Schlinger, Mary Jane and Leila Green (1980), "Art-Work Storyboards versus Finished Commercials," *Journal of Advertising Research*, 20 (6), 19-23.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

Wells, William, Clark Leavitt, and Maureen McConville (1971), "A Reaction Profile for TV Commercials," *Journal of Advertising Research*, 11 (6), 11-17.

SCALE ITEMS:[1]

1. This kind of commercial has been done many times . . . it's the same old thing.
2. I've seen this commercial so many times — I'm tired of it.
3. I think that this is an unusual commercial; I'm not sure I've seen another one like it.[2]
4. Familiar.
5. Saw before.

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1. The items used by the various authors were: Olson, Schlinger, and Young (1982): 2, 4, 5; Schlinger (1979a): 1, 2, 3; Schlinger (1979b): 2, 4, 5; Schlinger and Green (1980): 1, 2, 4, 5; and, Stout and Rust (1993): 2, 4, 5. The two sets of items tested by Strasheim, Pitt, and Caruana (2007) were 1-3 and 1 and 2.
2. Although not noted in any of the studies, it would appear from the phrasing that scores on this item should be reverse-coded.

SCALE NAME: Attitude Toward the Ad (Informative)

SCALE DESCRIPTION:

The scale is composed of three statements that measure how much a person believes an advertisement provides information that is useful in making a brand selection and decision.

SCALE ORIGIN:

The scale used by Schweidel, Bradlow, and Williams (2006) is a subset of items from a larger scale developed by Puto and Wells (1984). A variety of evidence was provided by Puto and Wells (1984) in support of the larger scale and its companion (an ad's transformational focus) psychometric quality.

RELIABILITY:

Schweidel, Bradlow, and Williams (2006) reported an alpha of .69 for the scale.

VALIDITY:

No details were provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's validity.

REFERENCES:

Puto, Christopher P. and William D. Wells (1984), "Informational and Transformational Advertising: The Differential Effects of Time," in *Advances in Consumer Research,* Volume 11, eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, Pages: 638-643.

Schweidel, David A., Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243.

SCALE ITEMS:[1]

1.   The commercial did not teach you what to look for when buying this product. (r)
2.   You can now accurately compare this brand with other competing brands on matters that are important to you.
3.   This advertisement is uninformative. (r)

---

1. No information was provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's response format. It is likely that it used an *agree/disagree* format with five or seven points.

SCALE NAME: Attitude Toward the Ad (Interesting)

SCALE DESCRIPTION:

The scale is composed of three items that measure the extent to which a person believes an advertisement is arousing and pleasant.

SCALE ORIGIN:

The items used by Schweidel, Bradlow, and Williams (2006) come from a larger set of items developed into a scale by MacInnis, Rao, and Weiss (2002).

RELIABILITY:

Schweidel, Bradlow, and Williams (2006) reported an alpha of .87 for the scale.

VALIDITY:

No details were provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's validity.

REFERENCES:

MacInnis, Deborah J., Ambar G. Rao, and Allen M. Weiss (2002), "Assessing When Increased Media Weight of Real-World Advertisements Helps Sales," *Journal of Marketing Research*, 39 (November), 391-407.

Schweidel, David A., Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243.

SCALE ITEMS:[1]

The ad was:

1. interesting.
2. entertaining.
3. boring.

---

1. No information was provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's response format. It is likely that it used an *agree/disagree* format with five or seven points.

SCALE NAME: Attitude Toward the Ad (Intrusiveness)

SCALE DESCRIPTION:

Seven descriptors are used to measure the extent to which a person perceives that an advertisement has interfered with his/her processing of the non-advertising content of a medium, e.g., watching a TV program, surfing the web, reading articles in a magazine. Although the construct is theorized to lead to negative affective reactions (irritation) and behavioral responses (avoidance), it is viewed as distinct from them.

SCALE ORIGIN:

Using a literature review, a thesaurus, and some advertising researchers, the authors (Li, Edwards, and Lee 2002) generated 11 items that were then tested in two studies. The results of those studies yielded a seven item scale.

RELIABILITY:

Alphas of .90 (interstitials), .85 (TV commercials), and .88 (magazine ads) were reported for the scale (Li, Edwards, and Lee 2002). Edwards, Li, and Lee (2002) reported an alpha of .91 based on the interstitials in their study. Alphas of .88 (Study 1) and .91 (Study 3) were reported by Wang and Calder (2006) with regard to a print ad.

VALIDITY:

Several forms of validity were provided for the scale by Li, Edwards, and Lee (2002).The process used for item generation provided some degree of content validity. The final set of seven items was unidimensional for three media contexts (web, TV, magazine). Finally, evidence of nomological validity was provided by showing that the construct measured by the scale had a strong impact on ad irritation which in turn influenced a couple of forms of ad avoidance. See a different form of the model tested by Edwards, Li, and Lee (2002).

REFERENCES:

Edwards, Steven M., Hairong Li and Joo-Hyun Lee (2002), "Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-Up Ads," *Journal of Advertising*, 29 (3), 83-95.

Li, Hairong, Steven M. Edwards, and Joo-Hyun Lee (2002), "Measuring the Intrusiveness of Advertisements: Scale Development and Validation," *Journal of Advertising*, 31 (2), 37-47.

Wang, Jing and Bobby J. Calder (2006), "Media Transportation and Advertising," *Journal of Consumer Research*, 33 (September), 151-162.

SCALE ITEMS:[1]

When the ad was shown, I thought it was . . .

1. Distracting
2. Disturbing
3. Forced
4. Interfering
5. Intrusive
6. Invasive
7. Obtrusive

---

1. Instead of using seven-point Likert-type response format (*agree/disagree*) as the other authors did, Wang and Calder (2006) used a five-point response scale ranging from *very slightly or not at all* to *extremely*.

SCALE NAME: Attitude Toward the Ad (Manipulative)

SCALE DESCRIPTION:

This six-item, seven-point Likert-type scale measures a person's belief that an advertisement was unacceptably persuasive.

SCALE ORIGIN:

The scale was developed by Campbell (1995). In a couple of sessions before her main study, she got ideas for items from one set of subjects and then tested those items with another set. The alpha for the scale in the pretest (n=21) was .93 and it was .90 (n=123) in the main experiment.

RELIABILITY:

An alpha of .89 (n=118) was reported by Chang (2007).

VALIDITY:

No examination of scale validity was reported by Chang (2007).

REFERENCES:

Campbell, Margaret C. (1995), "When Attention-Getting Advertising Tactics Elicit Consumer Inferences of Manipulative Intent: The Importance of Balancing Benefits and Investments," *Journal of Consumer Psychology*, 4 (3), 225-254.

Chang, Chingching (2007), "The Relative Effectiveness of Comparative and Noncomparative Advertising: Evidence for Gender Differences in Information-Processing Strategies," *Journal of Advertising*, 36 (1), 21-35.

SCALE ITEMS:

1.   The way this ad tries to persuade people seems acceptable to me. (r)
2.   The advertiser tried to manipulate the audience in ways that I don't like.
3.   I was annoyed by this ad because the advertiser seemed to be trying to inappropriately manage or control the consumer audience.
4.   I didn't mind this ad; the advertiser tried to be persuasive without being excessively manipulative. (r)
5.   This ad was fair in what was said and shown. (r)
6.   I think that this advertisement is unfair.

SCALE NAME: Attitude Toward the Ad (Memorable)

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a person who has been exposed to an advertisement describes its message as being easy to remember and having learned a lot from it.

SCALE ORIGIN:

Smith, Chen, and Yang (2008) cited MacInnis and Jaworski (1989) but that article is a theoretical piece and no empirical research was conducted. Thus, it appears that Smith, Chen, and Yang (2008) developed the scale themselves based on some inspiration received from the work of MacInnis and Jaworski (1989).

RELIABILITY:

The scale had an alpha of .89 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

MacInnis, Deborah J., and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Toward an Integrative Framework," *Journal of Marketing*, 53 (4), 1–23.

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

SCALE ITEMS:

1. I remember a lot about the ad message.
2. The claims made in the ad were memorable.
3. The ad message was easy to learn and remember.

SCALE NAME: Attitude Toward the Ad (Overall)

SCALE DESCRIPTION:

The scale is composed of seven-point, Likert-type statements that are intended to measure a person's attitude toward a particular advertisement.

SCALE ORIGIN:

Although the key descriptors in the statements have been commonly used in semantic differential measures of attitude toward the ad in the past, the set of statements used by Lee and Mason (1999) appears to be original to their study. Kim, Haley, and Koo (2009) adapted the scale for use in their study.

RELIABILITY:

An alpha of .91 was reported for the scale (Lee and Mason 1999). Lee (2000) reported an alpha of .93 for use of the scale with two different ads. The version of the scale used by Kim, Haley, and Koo (2009) had an alpha of .946 (Kim 2011).

VALIDITY:

No evidence of the scale's validity was reported in either study by Lee (2000; Lee and Mason 1999). A variety of evidence was provided by Kim, Haley, and Koo (2009) in support of their scale's unidimensionality and validity (convergent and discriminant). Its AVE was .88 and .81 for product and corporate ads, respectively.

REFERENCES:

Kim, Sora (2011), personal correspondence.

Kim, Sora, Eric Haley, and Gi-Yong Koo (2009), "Comparison of the Paths From Consumer Involvement Types To Ad Responses Between Corporate Advertising And Product Advertising," *Journal of Advertising*, 38 (3), 67-80.

Lee, Yih Hwai (2000), "Manipulating Ad Message Involvement through Information Expectancy: Effects on Attitude Evaluation and Confidence," *Journal of Advertising*, 29 (2), 29-43.

Lee, Yih Hwai and Charlotte Mason (1999), "Responses to Information Incongruency in Advertising: The Role of Expectancy, Relevancy, and Humor," *Journal of Consumer Research*, 26 (September), 156-169.

SCALE ITEMS:[1]

1. I dislike the ad. (r)
2. The ad is appealing to me.
3. The ad is attractive to me.
4. The ad is interesting to me.
5. I think the ad is bad. (r)

---

1. Lee and Mason (1999) and Lee (2000) used items #1-#5. Kim, Haley, and Koo (2009) used items similar to #2-#4 and a positive version of #1.

SCALE NAME: Attitude Toward the Ad (Receptiveness)

SCALE DESCRIPTION:

This scale has three, seven-point Likert-type items that measure the extent to which a person believes that an advertisement is responsible for helping him/her to be more willing to consider other views than his/her preconceptions about some object. The scale was called *resistance* by Smith, Chen, and Yang (2008) because they reverse-scored each item.

SCALE ORIGIN:

The source of the scale used by Smith, Chen, and Yang (2008) appears to be dissertation research by one of the authors (Yang 2006).

RELIABILITY:

The scale had an alpha of .93 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

Yang, Xiaojing (2006), *The Impact of Perceived Advertising Creativity on Ad Processing and Response*, unpublished doctoral dissertation, Bloomington, Indiana: Indiana University.

SCALE ITEMS:

1. The ad caused me to be more open-minded.
2. The ad got me to consider views different from my own.
3. The ad got me to be more flexible in my views.

SCALE NAME: Attitude Toward the Ad (Relevant News)

SCALE DESCRIPTION:

Various Likert-type statements are used to measure the degree to which a person believes that an advertisement contains information that is useful in some way.

SCALE ORIGIN:

This scale represents one of the attitude constructs measured by the Leo Burnett Viewer Response Profile (Schlinger 1979a, 1979b). An original list of 600 attitudinal statements was culled from verbatim responses of more than 400 viewers of 14 different commercials and story boards. These were reduced to 139 items through deletion of duplications and those items that were deemed to be inappropriate by the researchers. The surviving statements were analyzed empirically to determine factor structure and discriminant characteristics of individual items.

Different versions of the Viewer Response Profile (VRP) have been used over time and have varied in their total number of items and the number of factors they represent. With regard to the Relevant News subscale, the first five items (shown in the list below) have been used more than any of the other items.

RELIABILITY:

Despite the several uses of the scale, little information regarding its reliability has been reported. The stability (30 day test-retest) of a five item version of the scale was reported to be .87 (Schlinger 1979a). Stout and Rust (1993) reported an alpha coefficient of .90 for an eleven item version. Strasheim, Pitt, and Caruana (2007) reported the construct reliabilities to be .87 and .84 for the five and three item versions of the scale they tested, respectively.

VALIDITY:

Although support for the validity of the VRP and, thereby, this particular scale, was claimed by Schlinger (1979a; Olson, Schlinger, and Young 1982), it is far from clear what version of the scale was being validated. Even if support was found for one version, it would not be appropriate to conclude that the other versions were just as valid. While Schlinger (1979a, p. 39) claimed that Relevant News was one of the stable factors in the set, that claim was brought into question in a study by Zinkhan and Burton (1989) where two of five items had very low loadings on the Relevant News factor.

Strasheim, Pitt, and Caruana (2007) conducted a thorough analysis of the full set of items used by Schlinger (1979a), referring to it as VRP32 because of the 32 items representing seven factors. They also offered a smaller set, calling it VRP20 because it used twenty items to represent the seven factors. Not only was support found for both sets' reliabilities and validities but also for their cross-cultural invariances. Having said that, the psychometric quality of VRP20 was higher than for VRP32.

REFERENCES:

Olson, David, Mary Jane Schlinger, and Charles Young (1982), "How Consumers React to New Product Ads," *Journal of Advertising Research*, 22 (3), 24-30.

Schlinger, Mary Jane (1979a), "A Profile of Responses to Commercials," *Journal of Advertising Research*, 19 (2), 37-48.

Schlinger, Mary Jane (1979b), "Attitudinal Reactions to Advertisements," in *Attitude Research Under the Sun*, John Eighmey, ed. Chicago: American Marketing Association, 171-97.

Schlinger, Mary Jane and Leila Green (1980), "Art-Work Storyboards versus Finished Commercials," *Journal of Advertising Research*, 20 (6), 19-23.

Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" *Journal of Advertising*, 22 (1), 61-71.

Strasheim, Arien, Leyland Pitt, and Albert Caruana (2007), "Psychometric Properties of the Schlinger Viewer Response Profile (VRP): Evidence from a Large Sample," *Journal of Advertising*, 36 (4), 101-114.

Zinkhan, George and Scot Burton (1989), "An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions to Advertisements," *Journal of Advertising*, 18 (4), 6-14.

SCALE ITEMS:[1]

1.   The commercial gave me a new idea.
2.   The commercial reminded me that I'm dissatisfied with what I'm using now and I'm looking for something better.
3.   I learned something from the commercial that I didn't know before.
4.   The commercial told about a new product I think I'd like to try.
5.   During the commercial I thought how that product might be useful to me.
6.   I would be interested in getting more information about the product.
7.   The commercial made me think I might try the brand—just to see if it's as good as they say.
8.   The commercial showed me the product has certain advantages.
9.   The commercial message was important for me.
10.   The commercial made me feel the product is right for me.
11.   The ad didn't have anything to do with me or my needs. (r)
12.   I don't see how the product has much to do with what was shown in the commercial. (r)
13.   What they showed didn't demonstrate the claims they were making about the product. (r).

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1. The sets of items used by the various authors are: Olson, Schlinger, and Young (1982): 1-3, 5-7; Schlinger (1979a): 1-5; Schlinger (1979b): 1-11; Schlinger and Green (1980): 1, 2, 4, 5, 8, 9, 11-13; Stout and Rust (1993): 1-11; and, Zinkhan and Burton (1989): 1-5. The five item version by Strasheim, Pitt, and Caruana (2007) was composed of 1-5 and the ones in the four item version were 3-5.

SCALE NAME: Attitude Toward the Ad (Transformative)

SCALE DESCRIPTION:

Three statements are used to measure the degree to which a person relates to a brand as portrayed in an ad and feels good about it.

SCALE ORIGIN:

The scale used by Schweidel, Bradlow, and Williams (2006) is a subset of items from a scale developed by Puto and Wells (1984). That larger scale was intended to measure the extent to which an ad "transforms" the experience of using a brand. A variety of evidence was provided by Puto and Wells (1984) in support of this scale and its companion (an ad's informational focus) psychometric quality.

RELIABILITY:

Schweidel, Bradlow, and Williams (2006) reported an alpha of .81 for the scale.

VALIDITY:

No details were provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's validity.

REFERENCES:

Puto, Christopher P. and William D. Wells (1984), "Informational and Transformational Advertising: The Differential Effects of Time," in *Advances in Consumer Research,* Volume 11, eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, Pages: 638-643.

Schweidel, David A., Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243.

SCALE ITEMS:[1]

1.   This brand fits your lifestyle well.
2.   You could really relate to this commercial.
3.   It's hard to put into words, but this commercial leaves you with a good feeling about using this brand.

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1. No information was provided by Schweidel, Bradlow, and Williams (2006) regarding the scale's response format. It is likely that it used an *agree/disagree* format with five or seven points.

SCALE NAME: Attitude Toward the Ad (Truthfulness)

SCALE DESCRIPTION:

Four, five-point Likert-type statements are used to measure the degree to which a person believes that an advertisement is credible.

SCALE ORIGIN:

The origin of the scale was not stated by Feldman, Bearden, and Hardesty (2006) but was probably developed by them. However, three of the items are very similar to a scale developed by Block and Keller (1995).

RELIABILITY:

An alpha of .79 was reported for the scale by Feldman, Bearden, and Hardesty (2006).

VALIDITY:

Feldman, Bearden, and Hardesty (2006) conducted a series of confirmatory factor analyses that provided evidence of both discriminant and convergent validity for the scale.

REFERENCES:

Feldman, Daniel C., William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (Spring), 123-141.

Block, Lauren G. and Punam Anand Keller (1995), "When to Accentuate the Negative: The Effects of Perceived Efficacy and Message Framing on Intentions to Perform a Health-Related Behavior," *Journal of Marketing Research*, 32 (May), 192–203.

SCALE ITEMS:

1. The ad appears to be a truthful advertisement.
2. The information contained in the advertisement is credible.
3. I think the information contained in the ad is believable.
4. Some of the claims made in the ad are exaggerated.

SCALE NAME: Attitude Toward the Ad (Uniqueness)

SCALE DESCRIPTION:

The scale measures a person's evaluation of an ad's distinctiveness. Homer (1995) used four, nine-point semantic differentials. Homer (2006) used six semantic-differentials with an unknown number of points on the response scale.

SCALE ORIGIN:

These items have had only minor usage as part of broader Aad measures. No known use of these items as a set has been made other than by Homer (1995, 2006).

RELIABILITY:

An alpha of .95 was reported by Homer (1995) for the scale. She reported an alpha of .93 for the version she used in 2006.

VALIDITY:

No examination of the scale's validity was reported by Homer (1995), though it was stated that a factor analysis was conducted and the items in this scale loaded on the same dimension. Homer (2006) examined the validity of her measures but the specific details were not given for each scale. She did indicate, however, that all scales were found to exhibit adequate evidence of discriminant validity.

REFERENCES:

Homer, Pamela M. (1995), "Ad Size as an Indicator of Perceived Advertising Costs and Effort: The Effects on Memory and Perceptions," *Journal of Advertising*, 24 (Winter), 1–12.

Homer, Pamela M. (2006), "Relationships Among Ad-Induced Affect, Beliefs, and Attitudes: Another Look," *Journal of Advertising*, 35 (Spring), 35-51.

SCALE ITEMS:[1]

What are your attitude toward the ad for _____ (not the store).

1. Dull / Exciting
2. Unoriginal / Original
3. Not unique / Unique
4. Not entertaining / Entertaining
5. Unhip / hip
6. Not fun / fun

---

1. The name of the business should be placed in the blank.

SCALE NAME: Attitude Toward the Ad's Format

SCALE DESCRIPTION:

Four, five-point semantic-differentials are used to measure a person's attitude about the way an advertisement is visually presented. The study by Burns and Lutz (2006) focused on ad formats used online, e.g., banners, pop-ups, skyscrapers, interstitials.

SCALE ORIGIN:

The scale was developed by Burns and Lutz (2006). They deliberately created the scale so that it was based on different items than the scale they used to measure attitude toward the ad. This was done in order to minimize the problem of shared method variance.

RELIABILITY:

The scale was used with six different online ad formats and the alphas were uniformly high, ranging from .92 to .97.

VALIDITY:

No explicit examination of the scale's validity was reported by Burns and Lutz (2006). However, they did conduct a factor analysis of the items composing this scale and those of the A_{ad} scale. The items loaded on the expected factors which provides some limited evidence in support of convergent and discriminant validity.

REFERENCES:

Burns, Kelli S. and Richard J. Lutz (2006), "The Function of Format: Consumer Responses to Six On-Line Advertising Formats," *Journal of Advertising*, 35 (Spring), 53-63.

SCALE ITEMS:

1. liked by me / disliked by me
2. one of the best formats / one of the worst formats
3. an excellent ad format / a poor ad format
4. I love it / I hate it

SCALE NAME: Attitude Toward the Advertiser

SCALE DESCRIPTION:

The scales consist of various bi-polar adjectives designed to capture a consumer's overall evaluation of a specified advertiser. As used by Rifon et al. (2004), the scale measured attitude toward the sponsor of a website.

SCALE ORIGIN:

Each of the studies described here uses a slightly different version of the scale and it is not clear what the origin is. Several of the authors cited MacKenzie and Lutz (1989) as the source.

RELIABILITY:

The internal consistency of the scale is uniformly high. Cronbach's alphas of .93 (Lohse and Rosen 2001), .96 (Muehling 1987), .90 (Mackenzie and Lutz 1989), .90 (Rifon et al. 2004), .96 (Simpson, Horton, and Brown 1996), .84 (Sinclair and Irani 2005), .97 (Speed and Thompson 2000), and .90 (Thota and Biswas 2009) were reported for the various versions of the scale.

VALIDITY:

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

REFERENCES:

Lohse, Gerald L. and Dennis L. Rosen (2001), "Signaling Quality and Credibility in Yellow Pages Adverting: The Influence of Color and Graphics on Choice," *Journal of Advertising*, 30 (2), 73-85.

Mackenzie, Scott B. and Richard J. Lutz (1989), "An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context," *Journal of Marketing*, 53 (April), 48-65.

Muehling, Darrel D. (1987), "Comparative Advertising: The Influence of Attitude-Toward-the-Brand on Brand Evaluation," *Journal of Advertising*, 16 (4), 43-49.

Rifon, Nora J., Sejung Marina Choi, Carrie S. Trimble and Hairong Li (2004), "Congruence Effects In Sponsorship," *Journal of Advertising*, 33 (1), 29-42.

Simpson, Penny M., Steve Horton, and Gene Brown (1996), "Male Nudity in Advertisements: A Modified Replication and Extension of Gender and Product Effects," *Journal of the Academy of Marketing Science*, 24 (Summer), 257-262.

Sinclair, Janas and Tracy Irani (2005), "Advocacy Advertising for Biotechnology," *Journal of Advertising*, 34 (3), 59-73.

Speed, Richard and Peter Thompson (2000), "Determinants of Sports Sponsorship Response," *Journal of the Academy of Marketing Science*, 28 (2), 226-238.

Thota, Sweta Chaturvedi and Abhijit Biswas (2009), "I Want to Buy the Advertised Product Only! An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross-Promotion Context," *Journal of Advertising*, 38 (1), 123–136.

SCALE ITEMS:[1]

Please rate the advertiser of this ad using the following descriptions:
1. good / bad
2. pleasant / unpleasant
3. favorable / unfavorable
4. positive / negative
5. reputable / not reputable
6. dislike the advertiser a lot / like the advertiser a lot

Lohse and Rosen (2001): 1, 2, 3 7-point
Mackenzie and Lutz (1989): 1, 2, 3 7-point
Muehling (1987): 1, 3, 4 7-point
Rifon et al. (2004): 1, 2, 3 7-point
Simpson, Horton, and Brown (1996): 1, 2, 3, 5 9-point
Sinclair and Irani (2005): 1, 2, 3
Speed and Thompson (2000): 1, 2, 3, 6 7-point
Thota and Biswas (2009): 1, 3, 6 7-point

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1. The scale stem could be stated something like what is shown here. The "advertiser" might also be referred to as "the sponsor" or "the company."

SCALE NAME: Attitude Toward the Brand (Fashionable)

SCALE DESCRIPTION:

The degree to which a person believes that a brand's products are modern and visually appealing is measured using three, seven-point Likert-type items.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2006). In addition to using the scale in several pretests, Kwon and Lennon (2009) used the scale as pre- and post-measures in the two main experiments (n1 = 630, n2 = 650). In all cases the samples were composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2 ranged from .943 to .954.

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009). However, structural equation modeling was used to test some of Experiment 1's hypotheses and to do that it would seem this scale had to meet some minimum level of validity.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2006), "Development of an Online Brand Image Measurement for Multi-Channel Apparel Retailers," in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, (No. 63), San Antonio, TX.

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:[1]

1. This brand's _____ are stylish.
2. This brand's _____ are attractive.
3. This brand's _____ are up-to-date.

---

1. A generic term for the brand's products should be placed in the blanks, e.g., clothes.

SCALE NAME: Attitude Toward the Brand (Trustworthiness)

SCALE DESCRIPTION:

This scale is composed of nine-point Likert-type items intended to measure the degree to which a person believes that a brand will continue to deliver what it has promised. The scale was referred to as *brand credibility* by Erdem, Swait, and Valenzuela (2006).

SCALE ORIGIN:

Most of the items used by Erdem and Swait (2004; Erdem, Swait, and Valenzuela 2006) came directly from or were variations on items used by Erdem and Swait (1998).

RELIABILITY:

Erdem and Swait (2004) reported an alpha of .89 for the scale. No reliability was reported by Erdem, Swait, and Valenzuela (2006).

VALIDITY:

No information regarding the scale's validity was provided by Erdem and Swait (2004). Erdem, Swait, and Valenzuela (2006) provided support for the convergent and discriminant validities of the scale using data pooled across several countries and two product categories.

REFERENCES:

Erdem, Tulin and Joffre Swait (1998), "Brand Equity as a Signaling Phenomenon," *Journal of Consumer Psychology*, 7 (April), 131-157.

Erdem, Tulin and Joffre Swait (2004), "Brand Credibility, Brand Consideration and Choice," *Journal of Consumer Research*, 31 (June), 191-198.

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.

SCALE ITEMS:[1]

1. This brand delivers what it promises.
2. This brand's product claims are believable.
3. Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less.
4. This brand has a name you can trust.
5. This brand doesn't pretend to be something it isn't.
6. This brand is committed to delivering on its claims, no more and no less.
7. This brand has the ability to deliver what it promises.

---

1. Erdem and Swait (2004) used the first five items. Erdem, Swait, and Valenzuela (2006) used all of the items except for #5.

SCALE NAME: Attitude Toward the Brand in the Ad

SCALE DESCRIPTION:

The scale is composed of four statements and uses a seven-point, Likert-type response format. The items are intended to measure a person's attitude toward a particular brand featured in an ad that the person has been exposed to.

SCALE ORIGIN:

Although most of the key descriptors in the statements have been commonly used in semantic differential measures of attitude toward the brand in the past, the set of statements used by Lee and Mason (1999) appears to be original to their study. Kim, Haley, and Koo (2009) adapted the scale for use in their study.

RELIABILITY:

An alpha of .92 was reported for the scale by Lee and Mason (1999). Lee (2000) reported alphas of .93 (computer) and .89 (monitor) for use of the scale with two different ads. The version of the scale used by Kim, Haley, and Koo (2009) had an alpha of .918 (Kim 2011).

VALIDITY:

No evidence of the scale's validity was reported by Lee and Mason (1999). A variety of evidence was provided by Kim, Haley, and Koo (2009) in support of their scale's unidimensionality and validity (convergent and discriminant). Its AVE was .72 and .73 for product and corporate ads, respectively.

REFERENCES:

Kim, Sora (2011), personal correspondence.

Kim, Sora, Eric Haley, and Gi-Yong Koo (2009), "Comparison of the Paths From Consumer Involvement Types To Ad Responses Between Corporate Advertising And Product Advertising," *Journal of Advertising*, 38 (3), 67-80.

Lee, Yih Hwai (2000), "Manipulating Ad Message Involvement through Information Expectancy: Effects on Attitude Evaluation and Confidence," *Journal of Advertising*, 29 (2), 29-43.

Lee, Yih Hwai and Charlotte Mason (1999), "Responses to Information Incongruency in Advertising: The Role of Expectancy, Relevancy, and Humor," *Journal of Consumer Research*, 26 (September), 156-169.

SCALE ITEMS:[1]

1.   The brand in the ad is likely to possess the stated ad claims.
2.   I react favorably to the brand.
3.   I feel positively towards the brand.
4.   I dislike the brand. (r).
5.   I am more interested in the brand as a result of seeing the message.

1. Lee and Mason (1999) and Lee (2000) used items #1-#4. Kim, Haley, and Koo (2009) used #5, items similar to #2 and #3, and a positive version of #4.

SCALE NAME: Attitude Toward the Brand of Beer (Affective)

SCALE DESCRIPTION:

The scale measures a person's hedonic and/or subjective assessment of a brand of beer. Several variations of the scale were used by Homer (2006) in the series of studies she conducted. The response format was not described but appears to have been a Likert-type. The scale was referred to as "abstract beliefs" by Homer (2006).

SCALE ORIGIN:

Many of the individual items have been part of previously developed scales but applying the sets of items to a beverage appears to be original to Homer (2006).

RELIABILITY:

Alphas of .88, .93, and .87 were reported for the various sets of items used in Study 1, a pre-test of Study 2, and Study 2, respectively (Homer 2006).

VALIDITY:

Although statistics were not provided for each item, general support for the scale's convergent and discriminant validities came from the confirmatory factor analyses conducted by Homer (2006) in Study 1 and Study 2.

REFERENCES:

Homer, Pamela M. (2006), "Relationships Among Ad-Induced Affect, Beliefs, and Attitudes: Another Look," *Journal of Advertising*, 35 (Spring), 35-51.

SCALE ITEMS:[1]

1. is fun
2. is refreshing
3. is satisfying
4. tastes good
5. is pleasurable
6. is relaxing
7. is enjoyable
8. is exciting

---

1. The first four items were used in Study 1. Items #1, #2, and #4-#7 were used in the second pretest before Study 2. Items #1, #2, #4, #5, #7, and #8 were used in Study 2.

SCALE NAME: Attitude Toward the Brand of Beer (Cognitive)

SCALE DESCRIPTION:

The scale measures a person's evaluation of a beer's attributes having to do with the utilitarian and/or physical nature of the product. Several variations of the scale were used by Homer (2006) in the series of studies she conducted. The response format was not described but appears to have been a Likert-type. The scale was referred to as "concrete beliefs" by Homer (2006).

SCALE ORIGIN:

Many of the individual items have been part of previously developed scales but the sets of items themselves appear to be original to Homer (2006).

RELIABILITY:

Alphas of .87, .82, and .86 were reported for the various sets of items used in Study 1, a pre-test of Study 2, and Study 2, respectively (Homer 2006).

VALIDITY:

Although statistics were not provided for each item, general support for the scale's convergent and discriminant validities came from the confirmatory factor analyses conducted by Homer (2006) in Study 1 and Study 2.

REFERENCES:

Homer, Pamela M. (2006), "Relationships Among Ad-Induced Affect, Beliefs, and Attitudes: Another Look," *Journal of Advertising*, 35 (Spring), 35-51.

SCALE ITEMS:[1]

1. has a long-lasting head
2. is a good buy for the money
3. is made of the finest ingredients
4. is not bitter
5. has few calories
6. is thirst-quenching
7. is nutritious
8. is healthy
9. has a strong taste
10. all natural
11. has fruit flavoring
12. is cheap

---

1. The first five items were used in Study 1. Items #6-#10 were used in the second pretest before Study 2. Items #3-#5, #6-#9, #11 and #12 were used in Study 2.

SCALE NAME: Attitude Toward the Business Decision

SCALE DESCRIPTION:

The scale is composed of seven-point semantic differentials that measure a person's attitude about a business activity or proposal, with an emphasis on the wisdom of the decision. Grant and Tybout (2008) used it to measure a person's evaluation of a business venture that respondents read about.

SCALE ORIGIN:

No information was provided by Grant and Tybout (2008) regarding the source of the scale. It appears to have been developed by them for their studies.

RELIABILITY:

Alphas were .78 (Study 2) and .85 (Study 3) for the versions of the scale used in Study 2 and Study 3, respectively (Grant and Tybout 2008).

VALIDITY:

No information was provided by Grant and Tybout (2008) regarding the scale's validity, however, in both Study 2 and Study 3 they conducted confirmatory factor analyses that indicated the items loaded on one factor.

REFERENCES:

Grant, Susan Jung and Alice M. Tybout (2008), "The Effect of Temporal Frame on Information Considered in New Product Evaluation: The Role of Uncertainty," *Journal of Consumer Research*, 34 (6), 897-913.

SCALE ITEMS:[1]

1.   like / dislike
2.   good idea / not a good idea
3.   likely to succeed / unlikely to succeed
4.   a savvy move / a foolish move[2]
5.   sensible / not sensible
6.   a unique idea / a common idea
7.   interesting idea / uninteresting idea
8.   likely to try/unlikely to try
9.   pleasing / disappointing
10.   favorable / unfavorable

---

1. Items #1 to #6 were used by Grant and Tybout (2008) in Study 2 while items #1, #3-#5, and #7-#10 were used in Study 3. No explanation was given for the difference.
2. These terms were used in Study 2. They were slightly different in Study 3: savvy idea / foolish idea.

SCALE NAME: Attitude Toward the Company (General)

SCALE DESCRIPTION:

The scale is composed of five, seven-point items that assess a person's overall opinion of a company. As used by Pope, Voges, and Brown (2004), the items were phrased as semantic-differentials. In contrast, the authors' later study (Pope, Voges, and Brown 2009) adapted the scale to be Likert-type.

SCALE ORIGIN:

Pope, Voges, and Brown (2004) modified a scale developed by Javalgi et al. (1994). They dropped one of the items used by the latter and turned each of the remaining items into a semantic-differential by adding the negation of the existing phrase, e.g., is well managed / is not well managed.

RELIABILITY:

An alpha of .86 was reported for the scale used by Pope, Voges, and Brown (2004). Pope, Voges, and Brown (2009) used the scale in their two studies at four points in time over several weeks. The alphas ranged from .79 to .82 in Study 1 and .72 to 79 in Study 2.

VALIDITY:

No evidence regarding the scale's validity was provided in the studies by Pope, Voges, and Brown (2004, 2009).

REFERENCES:

Javalgi, Rajshekhar G., Mark B. Traylor, Andrew C. Gross, and Edward Lampman (1994), "Awareness of Sponsorship and Corporate Image: An Empirical Investigation," *Journal of Advertising*, 23 (4), 47-58.

Pope, Nigel K., Kevin E. Voges, and Mark R. Brown (2004), "The Effect of Provocation in the Form of Mild Erotica on Attitude to the Ad and Corporate Image," *Journal of Advertising*, 33 (1), 69-82.

Pope, Nigel, Kevin E. Voges, and Mark Brown (2009), ""Winning Ways: Immediate and Long-Term Effects of Sponsorship on Perceptions of Brand Quality and Corporate Image,"" *Journal of Advertising*, 38 (2), 5-20.

SCALE ITEMS:[1]

1.   has good products / does not have good products
2.   is well managed / is not well managed
3.   is involved in the community / is not involved in the community
4.   responds to consumer needs / does not respond to consumer needs
5.   is a good company to work for / is not a good company to work for

---

1. This is the form of the scale used by Pope, Voges, and Brown (2004). Their 2009 study used just the positive phrases (on the left as shown above) and *strongly disagree/strongly agree* as the extreme verbal anchors on the response scale.

SCALE NAME: Attitude Toward the Company (Social Responsibility)

SCALE DESCRIPTION:

The scale has three, five-point Likert-type items that measure the extent to which a person holds beliefs regarding the social responsiveness of a particular business organization.

SCALE ORIGIN:

Sen, Bhattacharya, and Korschun (2006) did not describe the source of the scale but it seems to be original to their study.

RELIABILITY:

An alpha of .70 was reported for the scale (Sen, Bhattacharya, and Korschun 2006).

VALIDITY:

No information regarding the scale's validity was provided by Sen, Bhattacharya, and Korschun (2006).

REFERENCES:

Sen, Saunkar, C.B. Bhattacharya, and Daniel Korschun (2006), "The Role of Corporate Social Responsibility in Strengthening Multiple Stakeholder Relationships: A Field Experiment," *Journal of the Academy of Marketing Science*, 34 (2), 158-166.

SCALE ITEMS:

1. This company treats its employees well.
2. This is a socially responsible company.
3. This company supports children in need.

SCALE NAME: Attitude Toward the Mobile Internet (Ubiquity)

SCALE DESCRIPTION:

The three, seven-point Likert-type items in this scale measure the degree to which a person believes that the ability to access the Internet with a mobile phone gives him/her spatial flexibility. As currently phrased, the implication in the items is that the person is experienced using an Internet-enabled mobile phone.

SCALE ORIGIN:

The scale was developed by Okazaki, Li, and Hirose (2009). As part of the full instrument, this scale was pretested with 135 students from three universities in Tokyo. Data in the main study were collected from 510 mobile users who were members of a Japanese online panel.

RELIABILITY:

An alpha of .79 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .88.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .70.

REFERENCES:

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:

1.   Using the mobile Internet enables me to find information at any place.
2.   Browsing the mobile Internet gives me an ability to overcome spatial limitations.
3.   Browsing mobile Internet sites fits any location, wherever I go.

SCALE NAME: Attitude Toward the Movie (General)

SCALE DESCRIPTION:

This scale uses six, seven-point semantic differentials to measure a person's evaluation of a movie. It seems to combine measurement of attitude about a movie's quality with measurement of the person's motivation to see the movie and opinion about its likelihood of success.

SCALE ORIGIN:

No information regarding the scale's origin was provided by Sood and Drèze (2006) but it appears to have been developed by them for this set of studies.

RELIABILITY:

Alphas of .95 (n = 38 college students) and .91 (n = 173 college students) were reported for the scale as used in Studies 1 and 2, respectively (Sood and Drèze 2006).

VALIDITY:

No information regarding the scale's validity was provided by Sood and Drèze (2006).

REFERENCES:

Sood, Sanjay and Xavier Drèze (2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations," *Journal of Consumer Research*, 33 (December), 352-360.

SCALE ITEMS:

1. bad movie / good movie
2. forget it / must see
3. uninteresting / interesting
4. wait for rental / see opening night
5. will be a flop / will be a hit
6. sounds worse than most films / sounds better than most films

SCALE NAME: Attitude Toward the Movie (General)

SCALE DESCRIPTION:

Six, seven-point Likert-type items are used to measure a person's attitude about a movie which he/she has heard about but has not seen. While the scale might be considered a measure of attitude-toward-the-act, it is not a measure of behavioral intention.

SCALE ORIGIN:

The scale was developed by Grier, Brumbaugh, and Thornton (2006) after a review of items that had been used in industry research.

RELIABILITY:

Alphas for the scale were reported to be .95 (Study 1, n = 129 adult Americans), .95 (Study 2, n = 116 adult Americans), and .96 (Study 3, n = 97 American MBA students) by Grier, Brumbaugh, and Thornton (2006).

VALIDITY:

No information regarding the scale's validity was reported (Grier, Brumbaugh, and Thornton 2006).

REFERENCES:

Grier, Sonya A., Anne M. Brumbaugh, and Corliss G. Thornton (2006), "Crossover Dreams: Consumer Responses to Ethnic-Oriented Products," *Journal of Marketing*, 70 (2), 35-51.

SCALE ITEMS:

1. I would be interested in seeing this movie.
2. This movie would be entertaining.
3. This is my kind of movie.
4. This movie would be interesting.
5. The storyline attracts me to the movie.
6. The characters attract me to the movie.

SCALE NAME: Attitude Toward the Object (Arousing)

SCALE DESCRIPTION:

The scale has four, nine-point semantic differentials that are used to measure how stimulating a stimulus is perceived to be. The stimulus evaluated by participants in the study by Bosmans (2006) was the scent in a room.

SCALE ORIGIN:

Bosmans (2006) implied that the items for the scale were taken from an environment quality scale by Fisher (1974).

RELIABILITY:

An alpha of .76 was reported for the scale by Bosmans (2006).

VALIDITY:

No information regarding the scale's validity was provided by Bosmans (2006).

REFERENCES:

Bosmans, Anick (2006), "Scents and Sensibility: When Do (In)Congruent Ambient Scents Influence Product Evaluations?" *Journal of Marketing*, 70 (3), 32-43.

Fisher, Jeffrey David (1974), "Situation-Specific Variables as Determinants of Perceived Environmental Esthetic Quality and Perceived Crowdedness," *Journal of Research in Personality*, 8 (August), 177-188.

SCALE ITEMS:

1. tense / relaxed
2. stimulating / boring
3. lively / unlively
4. bright / dull

SCALE NAME: Attitude Toward the Object (Classiness)

SCALE DESCRIPTION:

The four, seven-point items in this scale measure the degree to which a person describes an object such as a product or person as having the quality of elegance, beauty, and status. The scale was called *perceptions of luxury index* by Hagtvedt and Patrick (2008).

SCALE ORIGIN:

The source of the scale used by Hagtvedt and Patrick (2008) is unknown but appears to have been developed by them for the set of studies they conducted.

RELIABILITY:

Alphas of .92 (n = 100 restaurant patrons), .94 (n = 104 college students), and .92 (n = 76 college students) for Studies 1, 2, and 3, respectively.

VALIDITY:

Hagtvedt and Patrick (2008) did not provide any information about the scale's validity.

REFERENCES:

Hagtvedt, Henrik and Vanessa M. Patrick (2008), "Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products," *Journal of Marketing Research*, 45 (3), 379-389.

SCALE ITEMS:[1]

The _____ is:

1. luxurious
2. prestigious
3. attractive
4. high class

---

1. Few details were provided about the structure and phrasing of the scale stem, items, and response format. It was stated, however, that it was composed of "Likert scales" which implies the verbal anchors were probably of the *agree/disagree* type.

SCALE NAME: Attitude Toward the Object (Pleasantness)

SCALE DESCRIPTION:

Four, nine-point semantic differentials are used to measure how pleasant a stimulus is perceived to be. The stimulus evaluated by participants in the study by Bosmans (2006) was the scent in a room.

SCALE ORIGIN:

Bosmans (2006) stated that the items were taken from an environment quality scale by Fisher (1974).

RELIABILITY:

An alpha of .93 was reported for the scale by Bosmans (2006).

VALIDITY:

No information regarding the scale's validity was provided by Bosmans (2006).

REFERENCES:

Bosmans, Anick (2006), "Scents and Sensibility: When Do (In)Congruent Ambient Scents Influence Product Evaluations?" *Journal of Marketing*, 70 (3), 32-43.

Fisher, Jeffrey David (1974), "Situation-Specific Variables as Determinants of Perceived Environmental Esthetic Quality and Perceived Crowdedness," *Journal of Research in Personality*, 8 (August), 177-188.

SCALE ITEMS:

1. pleasurable / unpleasurable
2. comfortable / uncomfortable
3. good / bad
4. attractive / unattractive

SCALE NAME: Attitude Toward the Odor

SCALE DESCRIPTION:

Three, nine-point items are used to measure how unpleasant a person describes the smell of some stimulus to be.

SCALE ORIGIN:

The source of the scale was not specified by Botti and McGill (2006) but appears to be original to them.

RELIABILITY:

An alpha of .89 was reported for the scale by Botti and McGill (2006).

VALIDITY:

No information regarding the scale's validity was provided by Botti and McGill (2006).

REFERENCES:

Botti, Simona (2009), personal correspondence.

Botti, Simona and Ann L. McGill (2006), "When Choosing Is Not Deciding: The Effect of Perceived Responsibility on Satisfaction," *Journal of Consumer Research*, 33 (September), 211-219.

SCALE ITEMS:[1]

1. How unpleasant was the odor that you smelled?
2. How much did you dislike the odor that you smelled?
3. How dissatisfied were you with the odor that you smelled?

---

1. Botti (2009) indicated that the verbal anchors were *not unpleasant at all / extremely unpleasant* for item #1 and *not at all / extremely* for items #2 and #3.

SCALE NAME: Attitude Toward the Organization

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's attitude toward a business or organization, with an emphasis on the pride felt from being associated with it. The entity examined in the study by Woo, Fock, and Hui (2006) was a major university in Hong Kong.

SCALE ORIGIN:

The scale was developed by Woo, Fock, and Hui (2006) although ideas for the items came from previous scales.

RELIABILITY:

The exact internal consistency of the scale was not provided by Woo, Fock, and Hui (2006) though they did say the construct reliability was above .70.

VALIDITY:

Evidence was provided by Woo, Fock, and Hui (2006) in support of the scale's convergent and discriminant validities.

REFERENCES:

Woo, Ka-shing, Henry K. Y. Fock, and Michael K. M. Hui (2006), "An Analysis of Endorsement Effects in Affinity Marketing: The Case for Affinity Credit Cards," *Journal of Advertising*, 35 (3), 103-113.

SCALE ITEMS:[1]

1. I am enthusiastic about using _____ services and facilities.
2. I feel that _____ has a higher reputation than other _____.[2]
3. I am proud of being one of _____ _____.[3]

---

1. The name of the credit card issuer or affinity organization should be inserted in the first blank of each statement.
2. The generic name for the organizational category should be put in the second blank, e.g., universities, banks, hospitals.
3. An appropriate descriptor for users should be put in the second blank, e.g., students, customers, patients.

SCALE NAME: Attitude Toward the Organization (Social Responsibility)

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used to measure a person's attitude regarding the degree to which an organization appears to be concerned about its role in improving society. Unlike some other measures of this construct, the scale used by Shanahan and Hopkins (2007) was developed for use with a nonprofit organization rather than a business. Despite that, the items themselves appear to be amenable for use with a variety of organizations regardless of their business-status.

SCALE ORIGIN:

Although Shanahan and Hopkins (2007) drew upon the literature for inspiration, especially Dean (1999), the final version of their scale seems to be original to them.

RELIABILITY:

Shanahan and Hopkins (2007) stated that the alpha for their version of the scale was .95.

VALIDITY:

Shanahan and Hopkins (2007) provided evidence in support of their scale's convergent and discriminant validities. The AVE was .75.

REFERENCES:

Dean, Dwane Hal (1999), "Brand Endorsement, Popularity, and Event Sponsorship as Advertising Cues Affecting Consumer Pre-Purchase Attitudes," *Journal of Advertising*, 28 (3), 1-12.

Shanahan, Kevin J. and Christopher D. Hopkins (2007), "Truths, Half-Truths and Deception: Perceived Social Responsibility and Intent to Donate for a Nonprofit Using Implicature, Truth, and Duplicity in Print Advertising," *Journal of Advertising*, 36 (2), 33-48.

SCALE ITEMS:[1]

1. _____ is a good corporate citizen.
2. _____ cares about bettering society.
3. _____ is socially responsible.
4. _____ plays a necessary role in society
5. _____ contributes to society.

---

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

SCALE NAME: Attitude Toward the Political Candidate's Message

SCALE DESCRIPTION:

Five, seven-point semantic-differentials are used in this scale to measure a person's opinion of a political candidate as well as a formal statement apparently written by the candidate.

SCALE ORIGIN:

The scale was used by Kim, Rao, and Lee (2009) in the three studies reported in their article. No information regarding the scale's source was provided. It appears to be original to them.

RELIABILITY:

The alphas for the scale were .81, .83, and .85 for Studies 1 to 3, respectively (Kim, Rao, and Lee 2009).

VALIDITY:

No information was provided by Kim, Rao, and Lee (2009) about the scale's validity. They did, however, run an EFA in each study that showed the items in this scale loaded on the same factor.

REFERENCES:

Kim, Hakkyun, Akshay R. Rao, and Angela Y. Lee (2009), "It's Time to Vote: The Effect of Matching Message Orientation and Temporal Frame on Political Persuasion," *Journal of Consumer Research*, 35 (6), 877-889.

SCALE ITEMS:[1]

The candidate is:

1.   bad / good
2.   unfavorable / favorable

The candidate's message is:

3.   ineffective / effective
4.   poorly written / well written
5.   unimportant / important

---

1. Participants in the studies by Kim, Rao, and Lee (2009) were given "statements" apparently written by a particular candidate. (The candidate was fictional.)

SCALE NAME: Attitude Toward the Retailer (Assistive Intent)

SCALE DESCRIPTION:

This scale uses three, seven-point Likert-type items to measure a customer's belief that the seller is taking into account the buyer's task-related needs to help him/her to complete a given task.

SCALE ORIGIN:

This scale was created by Gupta, Yadav, and Varadarajan (2009) along with two other scales with the goal of better understanding the development of online trust. Following accepted scale development procedures in the field, the authors generated items for three trust-related constructs based on the literature (assistive intent, credibility, and benevolence). The initial set of items was examined by five experts in the area of trust. Their feedback led to some modifications then the set was examined further in two pretests. The EFAs on the pretest data produced a three-factor solution as expected. Further evidence of the quality of the three scales was collected in the two main studies discussed by the authors.

RELIABILITY:

Composite reliabilities were reported by Gupta, Yadav, and Varadarajan (2009) to be .96 and .93 in Study 1 (n = 246) and 2 (n = 223), respectively.

VALIDITY:

The EFA and CFA used with the Study 1 data supported a three-factor solution. AVEs for the assistive intent scale were .88 (Study 1) and .82 (Study 2). In total, the authors provided a variety of evidence in support of the scale's validity.

COMMENTS:

Although the context of these studies by Gupta, Yadav, and Varadarajan (2009) was customers' trust in online sellers, the scale may be amenable for use with traditional retailers and service providers as well.

REFERENCES:

Gupta, Pranjal, Manjit S. Yadav, and Rajan Varadarajan (2009), "How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace," *Journal of Retailing*, 85 (2), 159-176.

SCALE ITEMS:[1]

1. This _____ really wants to help me choose the right _____.
2. The intention of this _____ is to assist me as much as possible.
3. This _____ is doing what it can to help me make a good _____ choice.

---

1. A generic name for the type of seller should be placed in the first blank of each item, e.g., e-retailer. The blanks in items #1 and #3 should have the generic name of the product being sought by the customer, e.g., laptop.

SCALE NAME: Attitude Toward the Retailer (Benevolence)

SCALE DESCRIPTION:

The degree to which a buyer believes that a particular seller is likely to care about his/her best interests in the future regardless of the problem is measured with four, seven-point Likert-type items.

SCALE ORIGIN:

This scale was created by Gupta, Yadav, and Varadarajan (2009) along with two other scales with the goal of better understanding the development of online trust. Following accepted scale development procedures in the field, the authors generated items for three trust-related constructs based on the literature (assistive intent, credibility, and benevolence). The initial set of items was examined by five experts in the area of trust. Their feedback led to some modifications then the set was examined further in two pretests. The EFAs on the pretest data produced a three-factor solution as expected. Further evidence of the quality of the three scales was collected in the two main studies discussed by the authors.

RELIABILITY:

Composite reliabilities were reported by Gupta, Yadav, and Varadarajan (2009) to be .90 and .91 in Study 1 (n = 246) and 2 (n = 223), respectively.

VALIDITY:

The EFA and CFA used with the Study 1 data supported a three-factor solution. AVEs for the benevolence scale were .69 (Study 1) and .72 (Study 2). In total, the authors provided a variety of evidence in support of the scale's validity.

COMMENTS:

Although the context of these studies by Gupta, Yadav, and Varadarajan (2009) was customers' trust in online sellers, the scale may be amenable for use with traditional retailers and service providers as well.

REFERENCES:

Gupta, Pranjal, Manjit S. Yadav, and Rajan Varadarajan (2009), "How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace," *Journal of Retailing*, 85 (2), 159-76.

SCALE ITEMS:[1]

1. This _____ is likely to always put its customers first.
2. It feels like this _____ will be on my side, no matter what problems arise.
3. This _____ is likely to always keep my best interests in mind.
4. This _____ will be like a true friend.

---

1. A generic name for the type of seller should be placed in the blanks, e.g., e-retailer.

SCALE NAME: Attitude Toward the Retailer (Credibility)

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used to measure the degree to which a buyer believes that a particular seller is dependable and sincere in its customer-related activities.

SCALE ORIGIN:

This scale was created by Gupta, Yadav, and Varadarajan (2009) along with two other scales with the goal of better understanding the development of online trust. Following accepted scale development procedures in the field, the authors generated items for three trust-related constructs based on the literature (assistive intent, credibility, and benevolence). The initial set of items was examined by five experts in the area of trust. Their feedback led to some modifications then the set was examined further in two pretests. The EFAs on the pretest data produced a three-factor solution as expected. Further evidence of the quality of the three scales was collected in the two main studies discussed by the authors.

RELIABILITY:

Composite reliabilities were reported by Gupta, Yadav, and Varadarajan (2009) to be .91 and .92 in Study 1 (n = 246) and 2 (n = 223), respectively.

VALIDITY:

The EFA and CFA used with the Study 1 data supported a three-factor solution. AVEs for the credibility scale were .68 (Study 1) and .70 (Study 2). In total, the authors provided a variety of evidence in support of the scale's validity.

COMMENTS:

Although the context of these studies by Gupta, Yadav, and Varadarajan (2009) was customers' trust in online sellers, the scale may be amenable for use with traditional retailers and service providers as well.

REFERENCES:

Gupta, Pranjal, Manjit S. Yadav, and Rajan Varadarajan (2009), "How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace," *Journal of Retailing*, 85 (2), 159-76.

SCALE ITEMS:[1]

1. This _____ is likely to be a trustworthy one.
2. I think this _____ will be dependable.
3. This _____ is likely to keep the promises it makes to me.
4. This _____ is likely to be open in its dealings with me.
5. This _____ seems sincere.

---

1. A generic name for the type of seller should be placed in the blanks, e.g., e-retailer.

SCALE NAME: Attitude Toward the Service Provider (Relative)

SCALE DESCRIPTION:

Four, five-point Likert-type items are used to measure the degree to which a person expresses a positive attitude about a business as compared to the known alternatives.

SCALE ORIGIN:

The source of the scale used by Jones, Taylor, and Bansal (2008) is unknown. In a previous study where the scale was also used, Jones and Taylor (2007) cited Mitra and Lynch (1995) but that seems to refer to their inspiration for the construct rather than indicating the source of the scale.

RELIABILITY:

The alpha for the scale used by Jones, Taylor, and Bansal (2008; Jones 2010) was .87.

VALIDITY:

Jones, Taylor, and Bansal (2008) conducted a variety of tests using data from the main study that provided evidence of this scale's unidimensionality as well as its convergent and discriminant validities.

REFERENCES:

Jones, Tim (2010), personal correspondence.

Jones, Tim and Shirley F. Taylor (2007), "The Conceptual Domain of Service Loyalty: How Many Dimensions?" *Journal of Services Marketing*, 27 (1), 36–51.

Jones, Tim, Shirley F. Taylor, and Harvir S. Bansal (2008), "Commitment to a Friend, a Service Provider, or a Service Company—Are They Distinctions Worth Making?" *Journal of the Academy of Marketing Science*, 36 (4), 473–487.

Mitra, A. and J. Lynch (1995), "Toward a Reconciliation of Market Power and Information Theories of Advertising Effects on Price Elasticity," *Journal of Consumer Research*, 21 (4), 644-60.

SCALE ITEMS:[1]

1. I prefer _____ to the other service providers in this category.
2. I would rank _____ as #1 amongst the other service providers I listed.
3. _____ provides the best service among the alternatives I listed earlier.
4. Compared to _____, there are few alternatives with which I would be satisfied.

---

1. These items were supplied by Jones (2010). The name of the business should be placed in the blanks. Although not completely described in the article, respondents were apparently asked, prior to completing this scale, to select a service provider he/she dealt with on a regular basis and to list the alternative service providers they were aware of.

SCALE NAME: Attitude Toward the Service Provider (Social Failure)

SCALE DESCRIPTION:

The degree to which a person believes that an employee who has provided some service did not have an appropriate demeanor is measured in this scale using three, 10-point Likert-type items. The scale was called *social failure* by Chan, Wan, and Sin (2009) to emphasize the distinction they made between this type of service failure and one that was related to the something unrelated to the provider, such as the food quality of a restaurant.

SCALE ORIGIN:

Chan, Wan, and Sin (2009) said they received inspiration for their scale from measures by Brady and Cronin (2001) as well as Hui et al. (2004).

RELIABILITY:

The scale was reported by Chan, Wan, and Sin (2009) to have an alpha of .93 (Study 1).

VALIDITY:

No information about the scale's validity was provided by Chan, Wan, and Sin (2009).

COMMENTS:

See also 2-item variations of this scale that were used by Chan, Wan, and Sin (2009) in Studies 2 and 3.

REFERENCES:

Chan, Haksin, Lisa C. Wan, and Leo Y. M. Sin (2009), "The Contrasting Effects of Culture on Consumer Tolerance: Interpersonal Face and Impersonal Fate," *Journal of Consumer Research*, 36 (2), 292-304.

Brady, Michael K. and J. Joseph Cronin Jr. (2001), "Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach," *Journal of Marketing*, 65 (July), 34–49.

Hui, Michael K., Xiande Zhao, Xiucheng Fan, and Kevin Au (2004), "When Does the Service Process Matter? A Test of Two Competing Theories," *Journal of Consumer Research*, 31 (September), 465–75.

SCALE ITEMS: [1]

1. The _____'s attitude was poor.
2. The _____'s attitude was acceptable. (r)
3. The _____'s attitude was not professional.

---

1. The generic name for the employee providing the service should be placed in the blanks, e.g., waiter.

SCALE NAME: Attitude Toward the Website (Aesthetic Appeal)

SCALE DESCRIPTION:

Four, seven-point Likert-type items measure how much a person likes a website because of the way it looks.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2005). Kwon and Lennon (2009) used the scale in several pretests as well as two main experiments (n1 = 630, n2 = 650), each composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2, respectively, were .880 and .912 (Kwon 2012).

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009). However, structural equation modeling was used to test some of Experiment 1's hypotheses and to do that it would seem this scale had to meet some minimum level of validity.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2005), "Development of an Apparel Specialty Retail Brand Image Measurement," abstract published in *Proceedings of the International Textile and Apparel Association* (No. 62). Alexandria, VA. Available: http://www.itaaonline.org/downloads/P2005-Res-KwonWS-Development-Res342.pdf

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:

1. I like the feel of this website.
2. I like pictures/images used in this website.
3. I like the opening page of this website.
4. This website makes the _____ look very appealing.[1]

---

1. A generic description of the products featured at the site should be placed in the blanks, e.g., clothes.

SCALE NAME: Attitude Toward the Website (Content)

SCALE DESCRIPTION:

This scale uses four, seven-point Likert-type items to measure how informative and useful the site is, especially with respect to merchandising the products.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2005). Kwon and Lennon (2009) used the scale in several pretests as well as two main experiments ($n_1 = 630$, $n_2 = 650$), each composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2, respectively, were .904 and .947 (Kwon 2012).

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009).

COMMENTS:

Despite the scale's very high reliability, the items appear to tap into multiple constructs. Examination of the scale's dimensionality is called for.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2005), "Development of an Apparel Specialty Retail Brand Image Measurement," abstract published in *Proceedings of the International Textile and Apparel Association* (No. 62). Alexandria, VA. Available: http://www.itaaonline.org/downloads/P2005-Res-KwonWS-Development-Res342.pdf

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:

1. This website is informative.
2. This website reflects the brand's merchandise well.
3. This website seems to use advanced technologies.
4. There seem to be a lot of merchandise options you can choose from.

SCALE NAME: Attitude Toward the Website (Customization)

SCALE DESCRIPTION:

Three, five-point Likert-type items are used to measure the extent to which a person believes that a particular website seems to be personalized to meet his/her needs.

SCALE ORIGIN:

The scale appears to be original to Steenkamp and Geyskens (2006) though they were inspired by the work of Srinivasan, Anderson, and Ponnavolu (2002) as well as Wolfinbarger and Gilly (2003).

RELIABILITY:

An alpha of .65 was reported for the scale (Steenkamp and Geyskens 2006).

VALIDITY:

Using confirmatory factor analysis as well as other tests, Steenkamp and Geyskens (2006) provided support for the unidimensionality of the scale as well as its convergent and discriminant validities.

REFERENCES:

Srinivasan, Srini S., Rolph Anderson, and Kishore Ponnavolu (2002), "Customer Loyalty in E-Commerce: An Exploration of Its Antecedents and Consequences," *Journal of Retailing*, 78 (1), 41-50.

Steenkamp, Jan-Benedict E.M. and Inge Geyskens (2006), "How Country Characteristics Affect the Perceived Value of Web Sites," *Journal of Marketing*, 70 (3), 136-150.

Wolfinbarger, Mary and Mary C. Gilly (2003), "eTailQ: Dimensionalizing, Measuring and Predicting eTail Quality," *Journal of Retailing*, 79 (3), 183-98.

SCALE ITEMS:

This site . . .

1. Has interactive features that fit my needs.
2. Helps me to evaluate offerings that fit my needs.
3. Creates the feeling of receiving personalized attention.

SCALE NAME: Attitude Toward the Website (General)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements used to measure a person's overall evaluation of a website. The scale was symbolized as Aws by the first users (Stevenson, Bruner, and Kumar 2000).

SCALE ORIGIN:

The scale is original to the study by Stevenson, Bruner, and Kumar (2000). However, they indicated that the items were adapted from a measure of attitude toward the brand by Chattopadhyay and Basu (1990).

RELIABILITY:

Alphas of .97, .93, and .95 were reported for the scale as used by Bruner and Kumar (2000), Stevenson, Bruner, and Kumar (2000), and Johnson, Bruner, and Kumar (2006), respectively.

VALIDITY:

No examination of the scale's validity was reported in these studies. However, another study was conducted by these authors with that as one of its purposes (Bruner and Kumar 2002). Using a procedure called similarity analysis, the evidence indicated that the scale showed greater evidence of validity than two other competing measures of the same construct.

REFERENCES:

Bruner II, Gordon C. and Anand Kumar (2000), "Web Commercials and Advertising Hierarchy-of-Effects," *Journal of Advertising Research*, 40 (Jan-Apr), 35-42.

Bruner II, Gordon C. and Anand Kumar (2002), "Similarity Analysis Of Three Attitude-Toward-The-Website Scales," *Quarterly Journal of Electronic Commerce*, 3 (2), 163-172.

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

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

SCALE ITEMS:

1. I like the website I saw.
2. I think it is a good website.
3. I think it is a nice website.

SCALE NAME: Attitude Toward the Website (General)

SCALE DESCRIPTION:

The three, seven-point semantic differentials are used to measure a person's general attitude toward some specified website.

SCALE ORIGIN:

Neither Coyle and Thorson (2001) nor Becker-Olson (2003) cited any previous study as the source of their scales, thus, they could be considered original. Mathwick and Rigdon (2004) implied that they developed their scale themselves. Despite these seemingly independent origins, the scales are strikingly similar to each other. This is possibly due to the use of items that have commonly been employed over the years in the most popular attitude-toward-the-brand and attitude-toward-the-ad scales.

RELIABILITY:

Alphas of .92 (n = 270), .84 (n = 68), .80 (n = 110), .95 (n = 336) were reported for the versions of the scale used by Becker-Olson (2003), Coyle and Thorson (2001), Mathwick and Rigdon (2004), and Song and Zinkhan (2008), respectively.

VALIDITY:

No examination of the scale's validity was reported by Becker-Olson (2003), Coyle and Thorson (2001), or Song and Zinkhan (2008). Although the details were not provided, results of confirmatory factor analysis and other tests were used to support a claim of convergent and discriminant validity for this scale by Mathwick and Rigdon (2004).

REFERENCES:

Becker-Olson, Karen L. (2003), "And Now, A Word From Our Sponsor: A look at the Effects of Sponsored Content and Banner Advertising," *Journal of Advertising*, 32 (2), 17-329.

Coyle, James R. and Esther Thorson (2001), "The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites," *Journal of Advertising*, 30 (Fall), 65-77.

Mathwick, Charla and Edward Rigdon (2004), "Play, Flow, and the Online Search Experience," *Journal of Consumer Research*, 31 (September), 324-332.

Song, Ji Hee and George M. Zinkhan (2008), "Determinants of Perceived Web Site Interactivity," *Journal of Marketing*, 72 (2), 99-113.

SCALE ITEMS:[1]

1. bad / good
2. unfavorable / favorable
3. dislike / like
4. negative / positive
5. low quality / high quality

---

1. Becker-Olson (2003) used #1, #2, and #4, Coyle and Thorson (2001) as well as Song and Zinkhan (2008) used #1-#3, and Mathwick and Rigdon (2004) used #1, #5 and an item similar to #3.

SCALE NAME: Attitude Toward the Website (Information Value)

SCALE DESCRIPTION:

Three, seven-point Likert-type statements are used to measure the degree to which a person believes that a website provides a reasonable amount of useful information.

SCALE ORIGIN:

The source of the scale was not stated by Holzwarth, Janiszewski, and Neumann (2006). It may be original to them.

RELIABILITY:

An alpha of .85 was reported for the scale (Holzwarth, Janiszewski, and Neumann 2006).

VALIDITY:

No information about the scale's validity was provided in the article by Holzwarth, Janiszewski, and Neumann (2006).

REFERENCES:

Holzwarth, Martin, Chris Janiszewski, and Marcus M. Neumann (2006), "The Influence of Avatars on Online Consumer Shopping Behavior," *Journal of Marketing*, 70 (4), 19-36.

SCALE ITEMS:

In your opinion, to what extent do the following statements about the content and design of the website apply to you?

1. The information offered is useful.
2. The information offered is understandable.
3. The information offered is sufficient.

SCALE NAME: Attitude Toward the Website (Interestingness)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure how interesting and enjoyable it is to browse a website. The scale was referred to as the *interest* subfactor of a second-order construct that Wang et al. (2007) called *flow*. While this factor and the others measured by Wang et al. (2007) might be viewed together as composing flow, they do not by themselves (independently) appear to measure flow, thus, are not referred to as measures of flow here.

SCALE ORIGIN:

Wang et al. (2007) developed the scale based on inspiration received from items developed by Trevino and Webster (1992; Webster, Trevino, and Ryan 1993).

RELIABILITY:

Wang et al. (2007) reported an alpha of .82 for the scale in both Study 1 (convenience sample of 337 college students) and Study 2 (250 randomly selected people from a national online panel).

VALIDITY:

Although the validity of this scale was not specifically discussed by Wang et al. (2007), the authors examined it using confirmatory factor analysis in both studies. The implication was that there was support for the scale's convergent and discriminant validities.

REFERENCES:

Trevino, L.K. and J. Webster (1992), "Flow in Computer-Mediated Communication: Electronic Mail and Voice Mail Evaluation and Impacts," *Communication Research*, 19 (5), 539–73.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

Webster, Jane, Linda Klebe Trevino, and Lisa Ryan (1993), "The Dimensionality and Correlates of Flow in Human-Computer Interactions," *Computers in Human Behavior*, 9 (4), 411–26.

SCALE ITEMS:

1. Browsing on this Web site bored me. (r)
2. This Web site was fun for me to navigate.
3. Browsing on this Web site was interesting.

SCALE NAME: Attitude Toward the Website (Navigation Convenience)

SCALE DESCRIPTION:

The ease with which a person reports being able to get around a website and find what is wanted is measured using four, seven-point Likert-type items.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2005). Kwon and Lennon (2009) used the scale in several pretests as well as two main experiments (n1 = 630, n2 = 650), each composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2, respectively, were .964 and .989 (Kwon 2012).

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009). However, structural equation modeling was used to test some of Experiment 1's hypotheses and to do that it would seem this scale had to meet some minimum level of validity.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2005), "Development of an Apparel Specialty Retail Brand Image Measurement," abstract published in *Proceedings of the International Textile and Apparel Association* (No. 62). Alexandria, VA. Available: http://www.itaaonline.org/downloads/P2005-Res-KwonWS-Development-Res342.pdf

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:

1. It looks easy to find what you are looking for in this website.
2. It is easy to locate tabs and links in this website.
3. It is easy to navigate around this website.
4. This website is well organized.

SCALE NAME: Attitude Toward the Website (Security)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's beliefs regarding the degree to which a particular online business protects customer information.

SCALE ORIGIN:

Cho (2006) drew upon the literature and feedback of a focus group to develop the items composing the scale.

RELIABILITY:

Cho (2006) reported a composite reliability of .95 and .96 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

SCALE ITEMS:[1]

1. This _____ offers secure web transactions.
2. This _____ ensures the security of my information.
3. This _____ makes an offer to increase security from an unlawful intruder to retrieve my information.

---

1. A term describing the online business should be placed in the blanks. Cho (2006) used "e-vendor."

SCALE NAME: Attitude Toward the Website (Shopping Efficiency)

SCALE DESCRIPTION:

This three-item, seven-point Likert-type scale is intended to measure the extent to which a consumer believes that shopping at a particular website is an efficient use of his/her time. Mathwick, Malhotra, and Rigdon (2002) also used the scale with reference to a catalog.

SCALE ORIGIN:

Several steps were followed by Mathwick, Malhotra, and Rigdon (2001) in developing this scale as well as the others used in their study. First, they drew upon previous scales of similar constructs along with qualitative research by the Catalog Coalition (1993) to generate items. Then, various types of pretesting followed which helped reduce the set of items and provide a sense of content validity. Ultimately, the study produced an instrument that the authors referred to as the experiential value scale which has seven dimensions and 19 items.

RELIABILITY:

An alpha of .74 was reported for the scale by Mathwick, Malhotra, and Rigdon (2001). The composite reliability was .75. Mathwick, Malhotra, and Rigdon (2002) apparently pooled the data from the website and catalog samples and reported the composite reliability for the scale to be .77.

VALIDITY:

Confirmatory factor analysis was used to provide evidence of the scale's unidimensionality as well as its convergent validity (Mathwick, Malhotra, and Rigdon 2001). Discriminant validity was difficult to test due to the multidimensional, hierarchically organized constructs that were hypothesized to compose the model. However, some limited evidence of discriminant validity was provided.

Mathwick, Malhotra, and Rigdon (2002) did not specifically address the validity of this scale although the seven factor model it was a part of showed full metric invariance across four groups of shoppers.

COMMENTS:

See also Okazaki, Li, and Hirose (2009) for an adaptation of this scale for the mobile Internet context.

REFERENCES:

A commercial research project sponsored by a consortium of catalog retailers led by Sears Shop At Home Services (1993), Catalog Coalition Research Project, Hoffman Estates, IL: Sears Shop At Home Services.

Mathwick, Charla, Naresh Malhotra, and Edward Rigdon (2001), "Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment," *Journal of Retailing*, 77 (Spring), 39-56.

Mathwick, Charla, Naresh K. Malhorta and Edward Rigdon (2002), "The Effect of Dynamic Retail Experiences on Experiential Perceptions of Value: An Internet and Catalog Comparison," *Journal of Retailing*, 78 (Spring), 51-60.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:[1]

1.   Shopping from _____ is an efficient way to manage my time.
2.   Shopping from _____'s Internet site makes my life easier.
3.   Shopping from _____'s Internet site fits with my schedule.

---

1. The name of the company should be placed in the blanks. In items #1 and #2, Mathwick, Malhotra, and Rigdon (2002) used the word "catalog" instead of "Internet site" when the scale was used with the catalog shopper sample

SCALE NAME: Attitude Toward the Website (Transaction Convenience)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items intended to measure the ease with which a person reports being able to order and pay for products at a particular website.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2005). Kwon and Lennon (2009) used the scale in several pretests as well as two main experiments (n1 = 630, n2 = 650), each composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2, respectively, were .925 and .958 (Kwon 2012).

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009). However, structural equation modeling was used to test some of Experiment 1's hypotheses and to do that it would seem this scale had to meet some minimum level of validity.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2005), "Development of an Apparel Specialty Retail Brand Image Measurement," abstract published in *Proceedings of the International Textile and Apparel Association* (No. 62). Alexandria, VA. Available: http://www.itaaonline.org/downloads/P2005-Res-KwonWS-Development-Res342.pdf

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:

1. It looks easy to order items in this website.
2. It looks easy to pay in this website.
3. This website looks easy to use.

SCALE NAME: Attitude Toward Touching

SCALE DESCRIPTION:

Three, seven-point Likert-type statements are used to measure the degree to which a person considers using the sense of touch to be pleasant. Peck and Wiggins (2006) referred to the scale as *funtouch*.

SCALE ORIGIN:

The scale was developed by Peck and Wiggins (2006) as a more general version of the Need for Touch (Autotelic) scale, not specific to touching products.

RELIABILITY:

Peck and Wiggins (2006) reported an alpha of .94 (Study 1).

VALIDITY:

No information regarding the scale's validity was reported by Peck and Wiggins (2006).

REFERENCES:

Peck, Joann and Jennifer Wiggins (2006), "It Just Feels Good: Customers' Affective Response to Touch and Its Influence on Persuasion," *Journal of Marketing*, 70 (4), 56-69.

SCALE ITEMS:

1. I enjoy touching various textures.
2. I am a person who likes to touch.
3. Touching in general is fun.

SCALE NAME: Attractiveness

SCALE DESCRIPTION:

Three, seven-point uni-polar items are used in this scale to measure the degree to which someone or something is viewed as being visually pleasant. While the scale was made for describing a person, it might be used with other objects as well.

SCALE ORIGIN:

The scale was used by Argo and Main (2008) in one of the four studies they reported. No source was identified for the scale; it appears to be original to them.

RELIABILITY:

Argo and Main (2008) reported the alpha for the scale to be .96 (Study 3).

VALIDITY:

No information regarding the validity of the scale was provided by Argo and Main (2008).

REFERENCES:

Argo, Jennifer J. and Kelley J. Main (2008), "Stigma by Association in Coupon Redemption: Looking Cheap Because of Others," *Journal of Consumer Research*, 35 (4), 559-572.

SCALE ITEMS:[1]

1.   attractive
2.   appealing
3.   good-looking

---

1. The extreme verbal anchors were *not at all* and *very.*

SCALE NAME: Attribution of Blame

SCALE DESCRIPTION:

The scale is composed of three, seven-point semantic-differentials that measure the extent to which a customer believes that a certain party is responsible for a particular service failure.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed this scale based on inspiration received from the work of Smith, Bolton, and Wagner (1999).

RELIABILITY:

An alpha of .87 was reported for the scale by Grégoire and Fisher (2008).

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .58.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," *Journal of Marketing Research*, 36 (August), 356-372.

SCALE ITEMS:[1]

1. The _____ was: *not at all responsible for the failure / totally responsible for the failure*
2. Overall, the service failure was: *in no way _____'s fault / completely _____'s fault*
3. To what extent do you blame _____ for what happened? *not at all / completely*

---

1. The name of the person or organization the customer may blame for the problem should be placed in the blanks.

SCALE NAME: Autonomy

SCALE DESCRIPTION:

The scale is composed of five, seven-point Likert-type statements that measure the degree to which a person feels his/her activities are self-chosen and free to be whatever he/she wishes, with an emphasis on the relationship with a named person. Although some might view the scale as a measure of the need for autonomy, a close reading of the items shows in aggregate that they have more to do with the extent to which a person feels autonomous rather than the level of his/her need for it.

SCALE ORIGIN:

Thomson (2006) adapted statements for his scale from items in scales by La Guardia et al. (2000) and Sheldon et al. (2001). Although Thomson (2006) stated that the version he used in Study 1 had three items and the version used in Study 3 had six items, only two and five items, respectively, were identified in the article.

RELIABILITY:

The full set of items used by Thomson (2006) in Study 3 had an alpha was .85. A subset of those items was used in Study 1 and had an alpha of .80.

VALIDITY:

The scale's validity was not explicitly addressed by Thomson (2006).

REFERENCES:

La Guardia, Jennifer G., Richard M. Ryan, Charles E. Couchman, and Edward L. Deci (2000), "Within-Person Variation in Security of Attachment: A Self-Determination Theory Perspective on Attachment, Need-Fulfillment and Well-Being," *Journal of Personality and Social Psychology*, 79 (September), 367-84.

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology,* 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1. _____ makes me feel controlled and pressured to be certain ways. (r)
2. _____ makes me feel free to be who I am.
3. I feel that my choices are based on my true interests and values.
4. I feel free to do things my own way.
5. I feel that my choices express my "true" self.

---

1. The name of the person should be placed in the blanks.

SCALE NAME: Behavioral Control

SCALE DESCRIPTION:

Three items with a seven-point Likert-type response format are used in this scale to measure the degree to which a person reports feeling in control of some object or activity.

SCALE ORIGIN:

The scale used by Zhu et al. (2007) appears to be original though they drew key terms from scales by Hui and Bateson (1991) and Mehrabian and Russell (1974).

RELIABILITY:

Zhu et al. (2007) reported the alphas for the scale to be .92 (experiment 1) and .88 (experiment 2).

VALIDITY:

Zhu et al. (2007) examined the discriminant validity of this scale with another scale in their studies (interface evaluation) and concluded they were distinct constructs. Additionally, they noted that all items in their study loaded on their expected constructs in a CFA and the model fit for the constructs was satisfactory.

REFERENCES:

Hui, Michael K. and John E. G. Bateson (1991), "Perceived Control and the Effects of Crowding and Consumer Choice on the Service Experience," *Journal of Consumer Research*, 18 (September), 174-84.

Mehrabian, Albert and James A. Russell (1974), *An Approach to Environmental Psychology*, Cambridge, MA: The MIT Press.

Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2007), "Self-Service Technology Effectiveness: the Role of Design Features and Individual Traits," *Journal of the Academy of Marketing Science*, 35 (4), 492-506.

SCALE ITEMS:[1]

1. in control
2. decisive
3. dominant

---

1. The scale stem used by Zhu et al. (2007) was "While working with the service technology, I felt . . . ."

SCALE NAME: Behavioral Control

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the amount of control that a customer feels he/she has over a service that facilitates the gathering of information useful before making a purchase decision.

SCALE ORIGIN:

Van Dolen, Dabholkar, and Ruyter (2007) stated that the scale was adapted from work by Dabholkar (1996).

RELIABILITY:

An alpha of .89 was reported for the scale by Van Dolen, Dabholkar, and Ruyter (2007).

VALIDITY:

Although the particular details regarding this scale were not provided by Van Dolen, Dabholkar, and Ruyter (2007), the authors stated in general terms that use of CFA provided evidence of convergent and discriminant validity for all of their scales.

REFERENCES:

Dabholkar, Pratibha A. (1996), "Consumer Evaluations of New Technology-Based Self-Service Options: An Investigation of Alternative Models of Service Quality," *International Journal of Research in Marketing*, 13 (1), 29-51.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:[1]

1. I feel much control over the service process when using _____.
2. Through this _____ service I have a direct influence on getting the information I need.
3. This _____ service enables me to get a grip on the necessary information.
4. _____ will give me more control over the service process.

---

1. The name of the technology service being used to enable the consumer to get information should be placed in the blanks, e.g., chat.

SCALE NAME: Behavioral Control Over Hospital Care

SCALE DESCRIPTION:

Three statements are used in this scale to measure the degree of control a person believes he/she had over the care received when he/she was a patient at a particular hospital.

SCALE ORIGIN:

The scale used by Grewal et al. (2007) was an adaptation of a scale originally used by Netemeyer, Burton, and Johnston (1991).

RELIABILITY:

Construct reliabilities of .89 and .95 were reported by Grewal et al. (2007) for the scale as used in Study 1 and 2, respectively.

VALIDITY:

Grewal et al. (2007) only provided limited information about this scale regarding its validity. A CFA showed that the items in this scale and all others loaded on their expected factors and the overall measurement model fit was acceptable. The AVE for this scale was .78 and .75 in Studies 1 and 2, respectively.

REFERENCES:

Grewal, Dhruv, Gopalkrishnan R. Iyer, Jerry Gotlieb, and Michael Levy (2007), "Developing a Deeper Understanding of Post-Purchase Perceived Risk and Behavioral Intentions in a Service Setting," *Journal of the Academy of Marketing Science*, 35 (2), 250-258.

Netemeyer, Richard. G., Scot Burton, and Mark Johnston (1991), "A Comparison of Two Models for the Prediction of Volitional and Goal-directed Behaviors: A Confirmatory Analysis Approach," *Social Psychology Quarterly*, 54 (2), 87–100.

SCALE ITEMS:

1. If I wanted to, I could easily control the care that I received from _____ hospital.[1]
2. How much control did you feel you had over your care when you were a patient at _____ hospital?[2]
3. For me, to control the care I received at _____ hospital was . . .[3]

---

1. The extreme verbal anchors for this statement were *completely disagree / completely agree*. The name of the focal hospital should be placed in the blank.
2. The extreme verbal anchors for this statement were *very little control / complete control*. The name of the focal hospital should be placed in the blank.
3. The extreme verbal anchors for this statement were *very difficult / very easy*. The name of the focal hospital should be placed in the blank.

SCALE NAME: Benefits of a Spa (Functional)

SCALE DESCRIPTION:

This scale uses six, five point Likert-type items to measure the degree to which a person believes that a recent experience at a resort/spa solved some health-related problems (physical, emotional, mental).

SCALE ORIGIN:

The scale was developed by Naylor et al. (2008). Ideas for scale items for this scale and two companion measures (hedonic benefits and symbolic benefits) came from the resort's Vice President of Marketing, guest comments, interviews with resort employees, and the resort's promotional material. The items were apparently refined and the scale purified based on a pilot study.

RELIABILITY:

Naylor et al. (2008) reported the alpha for the scale to be .78.

VALIDITY:

No explicit evidence of this scale's validity was provided by Naylor et al. (2008). However, they did say factor analysis was used to confirm that each item of the three benefits scales loaded appropriately on its intended factor.

REFERENCES:

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (1), 49-57.

SCALE ITEMS:

1. I discovered more about myself.
2. I educated myself about taking care of my body (e.g., healthy eating or reducing stress).
3. I got a start on a new fitness routine.
4. I explored alternative healing methods.
5. I made a lifestyle change (e.g., manage stress, quit smoking, or change my eating habits).
6. I worked through a physical or personal problem (e.g., injury recovery, lower cholesterol, emotional or mental issue).

SCALE NAME: Benefits of a Spa (Hedonic)

SCALE DESCRIPTION:

Seven, five point, Likert-type items are used in this scale to measure the level of pleasure a person received from a recent experience at a resort/spa.

SCALE ORIGIN:

The scale was developed by Naylor et al. (2008).   Ideas for scale items for this scale and two companion measures (symbolic benefits and functional benefits) came from the resort's Vice President of Marketing, guest comments, interviews with resort employees, and the resort's promotional material. The items were apparently refined and the scale purified based on a pilot study.

RELIABILITY:

Naylor et al. (2008) reported the alpha for the scale to be .72.

VALIDITY:

No explicit evidence of this scale's validity was provided by Naylor et al. (2008). However, they did say factor analysis was used to confirm that each item of the three benefits scales loaded appropriately on its intended factor.

REFERENCES:

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (1), 49-57.

SCALE ITEMS:

1. I was in beautiful natural surroundings.
2. I received caring individualized attention.
3. I enjoyed myself.
4. I was in surroundings that inspired or motivated me.
5. I felt pampered.
6. I feel that I have rewarded myself.
7. I participated in a wide range of fitness activities.

SCALE NAME: Benefits of a Spa (Symbolic)

SCALE DESCRIPTION:

The scale is composed of four, five point Likert-type items that are intended to measure the degree to which a person attributes social meaning to a recent experience at a resort/spa.

SCALE ORIGIN:

The scale was developed by Naylor et al. (2008). Ideas for scale items for this scale and two companion measures (hedonic benefits and functional benefits) came from the resort's Vice President of Marketing, guest comments, interviews with resort employees, and the resort's promotional material. The items were apparently refined and the scale purified based on a pilot study.

RELIABILITY:

Naylor et al. (2008) reported the alpha for the scale to be .73.

VALIDITY:

No explicit evidence of this scale's validity was provided by Naylor et al. (2008). However, they did say factor analysis was used to confirm that each item of the three benefits scales loaded appropriately on its intended factor.

REFERENCES:

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (1), 49-57.

SCALE ITEMS:

1. I had an experience my friends will envy.
2. I had an experience that I want to tell my friends about.
3. I felt that I was in an exclusive environment.
4. I was around other guests who were interesting.

SCALE NAME: Benefits of Specialty Food (Functional)

SCALE DESCRIPTION:

This scale uses three, five point Likert-type items to measure the degree to which a person believes that a particular sweet food item has useful benefits.

SCALE ORIGIN:

The scale was developed by Naylor et al. (2008) along with two companion measures (symbolic benefits and functional benefits).

RELIABILITY:

Naylor et al. (2008) reported the alpha for the scale to be .75.

VALIDITY:

No explicit evidence of this scale's validity was provided by Naylor et al. (2008). However, they did say that factor analysis was used to confirm that each item of the three benefits scales loaded appropriately on its intended factor.

REFERENCES:

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (1), 49-57.

SCALE ITEMS:[1]

1.   The _____ is good for my health.
2.   The _____ is a good food when I have a sweet craving.
3.   The _____ is a convenient gift.

---

1. The name of the food should be placed in the blanks. In the study by Naylor et al. (2008), participants responded to this scale with respect to a chocolate featured in an advertisement by a chocolatier.

SCALE NAME: Benefits of Specialty Food (Hedonic)

SCALE DESCRIPTION:

Three, five point Likert-type items are used in this scale to measure the level of pleasure a person thinks he/she would receive from eating a particular food item. Given the phrasing of item #2, the food is a treat rather than something common. In the study by Naylor et al. (2008), participants responded to this scale with respect to a chocolate featured in an advertisement by a chocolatier.

SCALE ORIGIN:

The scale was developed by Naylor et al. (2008) along with two companion measures (symbolic benefits and functional benefits).

RELIABILITY:

Naylor et al. (2008) reported the alpha for the scale to be .76.

VALIDITY:

No explicit evidence of this scale's validity was provided by Naylor et al. (2008). However, they did say that factor analysis was used to confirm that each item of the three benefits scales loaded appropriately on its intended factor.

REFERENCES:

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (1), 49-57.

SCALE ITEMS:[1]

1. I will enjoy the taste of the _____.
2. The _____ will make me feel pampered.
3. The _____ will make me feel happy.

---

1. The name of the food should be placed in the blanks.

SCALE NAME: Benevolence of the Business' Managers

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's beliefs regarding the degree to which those who are in charge of a particular business are sincerely concerned about a customer's welfare.

SCALE ORIGIN:

Cho (2006) drew inspiration from the literature but ultimately the scale seems to be original.

RELIABILITY:

Cho (2006) reported a composite reliability of .95 and .92 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

SCALE ITEMS:[1]

The way they operate their business made me feel that:

1. They genuinely care about my welfare.
2. They operate their business with goodwill intention.
3. They keep my best interests in mind when dealing the business with me.

---

1. Specification of the focal business will need to be made somewhere in the scale stem or elsewhere in the questionnaire.

SCALE NAME: Betrayal

SCALE DESCRIPTION:

This scale uses five items to measure how deceived and exploited a customer of a business feels as a result of some event such as a service failure.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed this scale by adapting items from the work of Bardhi, Price, and Arnould (2005).

RELIABILITY:

An alpha of .82 was reported for the scale by Grégoire and Fisher (2008).

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .52.

REFERENCES:

Bardhi, Fleura, Linda L. Price, and Eric J. Arnould (2005), "Extreme Service Failures," working paper, University of Nebraska.

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

SCALE ITEMS:[1]

1.   I felt cheated.
2.   I felt betrayed.
3.   I felt lied to.
4.   _____ *did not intend / intended* to take advantage of me.
5.   _____ *did not try / tried* to abuse me.

---

1. The name of the company the customer may have been betrayed by should be placed in the blank.

SCALE NAME: Betrayal

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that are used to measure the degree to which a customer believes a company has done something unexpected that has damaged their relationship.

SCALE ORIGIN:

Grégoire, Tripp, and Legoux (2009) built upon previous work by the lead author (Grégoire and Fisher 2008). Betrayal was measured in both studies but the two scales only had one item in common.

RELIABILITY:

The alpha for the scale was calculated by Grégoire, Tripp, and Legoux (2009) for each of the four waves and ranged from .81 to .86.

VALIDITY:

Quite a bit of effort was expended by Grégoire, Tripp, and Legoux (2009) to confirm the dimensionality and validity of this scale. Using an EFA and a CFA, they provided evidence of the scale's unidimensionality as well as its convergent and discriminant validities. Support for the scale's nomological validity was provided as well. AVEs for the scale ranged from .61 to .71 in the four waves.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

SCALE ITEMS:

1. I felt (feel) betrayed by the firm.
2. The firm broke (breaks) the promise made to me.
3. The firm let me down in a moment of need.

SCALE NAME: Blame for Unsuccessful Search (Marketer)

SCALE DESCRIPTION:

Three statements are used to measure the extent to which a consumer attributes the reason for an unsuccessful collection of information being with the place(s) that were visited during a particular search episode (e.g., retail stores, websites).

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies of blame, especially Griffin, Babin, and Attaway (1996), the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.93.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .81.

REFERENCES:

Griffin, Mitch, Barry J. Babin, and Jill Attaway (1996), "Anticipation of Injurious Consumption Outcomes and Its Impact on Consumer Attributions of Blame," *Journal of the Academy of Marketing Science*, 24 (Fall), 314–27.

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:[1]

1.   To what degree do you blame the places (e.g., stores, websites) you visited for your unsuccessful search?
2.   To what degree do you believe the places (e.g., stores, websites) you visited were responsible for your unsuccessful search?
3.   To what degree was your unsuccessful search controllable by the places you visited (e.g., the stores, websites)?

---

1. The extreme verbal anchors for these items were *Not at all* and *Very much so*.

SCALE NAME: Blame for Unsuccessful Search (Others)

SCALE DESCRIPTION:

This scale has three statements that are used to measure the extent to which a consumer places blame for an unsuccessful search episode on other people rather than on self or employees of a store.

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies of blame, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.93.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .81.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:[1]

1.   To what degree do you blame others besides the stores and yourself for your unsuccessful search?
2.   To what degree do you believe others besides yourself and the stores were responsible for your unsuccessful search?
3.   To what degree was your unsuccessful search controllable by others?

---

1. The extreme verbal anchors for these items were *Not at all* and *Very much so*.

SCALE NAME: Blame for Unsuccessful Search (Self)

SCALE DESCRIPTION:

The scale is composed of three statements that are intended to measure the degree to which a consumer takes personal responsibility for an unsuccessful search episode.

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies of blame, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.91.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .78.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:[1]

1. To what degree do you blame yourself for your unsuccessful search?
2. To what degree do you believe you were responsible for your unsuccessful search?
3. To what degree was your unsuccessful search controllable by you?

---

1. The extreme verbal anchors for these items were *Not at all* and *Very much so*.

SCALE NAME: Body State (Feeling of Confinement)

SCALE DESCRIPTION:

This scale has three, seven-point items that are used to measure the extent to which a person reports having experienced feelings of constraint and delimitation in a certain situation.

SCALE ORIGIN:

The source of the scale was not identified by Meyers-Levy and Zhu (2007) but it appears to have been developed by them for their study.

RELIABILITY:

An alpha of .84 was reported for the scale (Meyers-Levy and Zhu 2007).

VALIDITY:

No information regarding the scale's validity was provided by Meyers-Levy and Zhu (2007).

REFERENCES:

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use," *Journal of Consumer Research*, 34 (2), 174-186.

SCALE ITEMS:[1]

Please rate the degree to which the phrases below reflect your current body state.[2]
1. sense of being encumbered
2. sense of being inhibited
3. sense of being confined

---

1. The verbal anchors used with these items were *not at all* (1) and *very much* (7).
2. This scale stem was recreated here based upon the loose description provided by Meyers-Levy and Zhu (2007).

SCALE NAME: Body State (Feeling of Freedom)

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree to which a person reports feeling free and unencumbered in a certain situation.

SCALE ORIGIN:

The source of the scale was not identified by Meyers-Levy and Zhu (2007) but it appears to have been developed by them for their study.

RELIABILITY:

An alpha of .71 was reported for the scale (Meyers-Levy and Zhu 2007).

VALIDITY:

No information regarding the scale's validity was provided by Meyers-Levy and Zhu (2007).

REFERENCES:

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use," *Journal of Consumer Research*, 34 (2), 174-186.

SCALE ITEMS:[1]

Please rate the degree to which the phrases below reflect your current body state.[2]
1. sense of being free
2. sense of being unrestricted
3. open

---

1. The verbal anchors used with these items were *not at all* (1) and *very much* (7).
2. This scale stem was recreated here based upon the loose description provided by Meyers-Levy and Zhu (2007).

SCALE NAME: Brand Community Interest

SCALE DESCRIPTION:

This three item, five-point, Likert-type scale measures the bond an owner of a particular brand has with other owners of the brand and the degree of desire to interact with them.

SCALE ORIGIN:

The scale was developed by Schouten, McAlexander, and Koenig (2007) as part of what their study of "transcendent customer experiences." The authors collected post-event data at a Camp Jeep event and used that as a pretest for the design and execution of the pre- and post-surveys at another Camp Jeep event.

RELIABILITY:

Schouten, McAlexander, and Koenig (2007) reported that the scale had an alpha of .82 with the post-event data.

VALIDITY:

Schouten, McAlexander, and Koenig (2007) did not directly discuss the validity of the scale. They did mention that the final versions of all their scales were unidimensional and they reported this scale's AVE to be .61.

REFERENCES:

Schouten, John W., James H. McAlexander, and Harold F. Koenig (2007), "Transcendent Customer Experience and Brand Community," *Journal of the Academy of Marketing Science*, 35 (3), 357-368.

SCALE ITEMS:[1]

1.   I have met wonderful people because of my _____.
2.   I feel a sense of kinship with other _____ owners.
3.   I have an interest in a club for _____ owners.

---

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

SCALE NAME: Brand Consciousness

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used in this scale to measure the degree to which a person is sensitive about brand names because they are viewed as communicating something about one's self-concept.

SCALE ORIGIN:

Nan and Heo (2007) adapted their scale from items used in DDB Needham Lifestyle Surveys. They also cited Nelson and McLeod (2005) has having a similar scale. Indeed, the two scales appear to measure the same construct but the one by Nelson and McLeod (2005) had six items compared to the three items in the scale by Nan and Heo (2007). The scales only have two items in common.

RELIABILITY:

An alpha of .74 was reported for the scale by Nan and Heo (2007).

VALIDITY:

No examination of the scale's validity was reported by Nan and Heo (2007).

REFERENCES:

Nan, Xiaoli and Kwangjun Heo (2007), "Consumer Responses to Corporate Social Responsibility (CSR) Initiatives: Examining the Role of Brand-Cause Fit in Cause-Related Marketing," *Journal of Advertising*, 36 (2), 63-74.

Nelson, Michelle R. and Laurie Ellis McLeod (2005), "Adolescent Brand Consciousness and Product Placements: Awareness, Liking and Perceived Effects on Self and Others," *International Journal of Consumer Studies*, 29 (November), 515–528.

SCALE ITEMS:

1. I pay attention to the brand names of the products I buy.
2. Sometimes I am willing to pay more money for a product because of its brand name.
3. I believe the brands I buy are a reflection of who I am.

SCALE NAME: Brand Distinctiveness

SCALE DESCRIPTION:

Three, nine-point Likert-type items are used to measure the degree to which a consumer believes that a particular brand is different from other brands. Zhou and Nakamoto (2007) referred to the scale as *perceived differentiation*.

SCALE ORIGIN:

Zhou and Nakamoto (2007) developed the scale for use in their studies and drew inspiration from measures used by Sujan and Bettman (1989).

RELIABILITY:

An alpha of .94 was reported by Zhou and Nakamoto (2007) for the scale as used in Study 1. (No reliability information was reported for its use in Study 2.)

VALIDITY:

No information regarding the scale's validity was provided by Zhou and Nakamoto (2007).

REFERENCES:

Sujan, Mita and James R. Bettman (1989), "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights From Schema Research," *Journal of Marketing Research*, 26 (November), 454-467.

Zhou, Kevin Zheng and Kent Nakamoto (2007), "How Do Enhanced and Unique Features Affect New Product Preference? The Moderating Role of Product Familiarity," *Journal of the Academy of Marketing Science*, 35 (1), 53-62.

SCALE ITEMS:

1. This brand is distinctive from other brands.
2. This brand is different from other brands.
3. This brand can be easily distinguished from other brands.

SCALE NAME: Brand Engagement in Self-Concept

SCALE DESCRIPTION:

The purpose of this scale is to measure the degree to which a consumer includes some important brands in his/her self-concept. Eight, seven-point Likert-type items are used to measure the construct.

SCALE ORIGIN:

The scale was developed and validated in a series of studies by Sprott, Czellar, and Spangenberg (2009). To begin with, the authors generated 36 items based on a review of the relevant literature. They had nine scholars examine those items with respect to the construct's definition and the process led to a modified set of 32 items. Those items were tested with an initial sample and the results of the factor analysis led to the final set of eight items (alpha = .94) which were examined further in the other studies they conducted.

RELIABILITY:

The alphas for the scale in the other studies reported by Sprott, Czellar, and Spangenberg (2009) ranged from .91 to .93. The temporal stability of the scale was also examined and found to be good. Specifically, the two-month test-retest correlations were .62 (n = 118 university staff members) and .78 (n = 83 undergraduate students).

VALIDITY:

Beyond the factor analysis and content validation that was conducted in the initial development of the scale (referred to above), other evidence of the scale's validity was gathered by Sprott, Czellar, and Spangenberg (2009). They found evidence the scale did not suffer from social desirability response bias or gender bias. Evidence was also provided of the scale's discriminant validity and nomological validity.

REFERENCES:

Sprott, David, Sandor Czellar, and Eric Spangenberg (2009), "The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale," *Journal of Marketing Research*, 46 (1), 92-104.

SCALE ITEMS:

1. I have a special bond with the brands that I like.
2. I consider my favorite brands to be a part of myself.
3. I often feel a personal connection between my brands and me.
4. Part of me is defined by important brands in my life.
5. I feel as if I have a close personal connection with the brands I most prefer.
6. I can identify with important brands in my life.
7. There are links between the brands that I prefer and how I view myself.
8. My favorite brands are an important indication of who I am.

SCALE NAME: Brand Equity

SCALE DESCRIPTION:

Five, seven-point items are used to measure the degree to which a consumer has such a high regard for a company that he/she would be willing to pay more for its services than for the same service from other providers.

SCALE ORIGIN:

The items used by Voorhees, Brady, and Horowitz (2006) are from a scale by Rust, Zeithaml, and Lemon (2000) which was based on definitions of brand equity by Aaker (1991) and Keller (1998). Brandy et al. (2008) used the scale with several businesses and products in two studies, slightly modifying the phrases in each case so as to specify what was being described.

RELIABILITY:

The construct reliabilities for the scale have been .86 (Voorhees, Brady, and Horowitz 2006) and .84 (Brady et al. 2008).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .55. A measurement model of all of the study's many constructs fit the data well. Similarly, Brady et al. stated they found sufficient evidence in support of their scales' convergent and discriminant validities although the specific statistics regarding this scale were not provided.

REFERENCES:

Aaker, David (1991), *Managing Brand Equity*, New York: Free Press.

Brady, Michael K., J. Joseph Cronin Jr., Gavin L. Fox, and Michelle L. Roehm (2008), "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, 84 (2), 151-164.

Keller, Kevin Lane (1998), *Strategic Brand Management*, New York: Prentice Hall.

Rust, Roland T., Valerie A. Zeithaml, and Katherine N. Lemon (2000), Driving Customer Equity, New York: Free Press.

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

SCALE ITEMS:[1]

1. How loyal were you to this company? *Not at All Loyal / Very Loyal*
2. What kind of attitude did you have about this company? *Negative Attitude / Positive Attitude*
3. What kind of image did the company have? *Negative Image / Positive Image*
4. How would you rate the quality delivered by this company? *Low Quality / High Quality*
5. Would you have been willing to pay more for services from this company than for other companies' services? *Definitely Not / Definitely*

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1. The items were provided by Voorhees (2009). The verbal anchors used in response to each item are provided at the end of each statement. The phrasing of the items used by Brandy et al. (2008) were extremely similar to those shown here except that the name of the business or brand was stated in place of "this company."

SCALE NAME: Brand Equity

SCALE DESCRIPTION:

Three, five-point Likert-type items are used to measure a person's general awareness and image of a particular brand. This scale focuses on the attitudinal aspect of brand equity rather than the behavioral (e.g., loyalty intentions).

SCALE ORIGIN:

Although Verhoef, Langerak, and Donkers (2007) drew on Keller (2003) for inspiration, the scale seems to be original to them. In developing this scale and the others in their study, the authors generated a pool of items and conducted three pretests.

RELIABILITY:

The alpha for the scale was reported to be .70 (Verhoef, Langerak, and Donkers 2007).

VALIDITY:

After using EFA to purify each of their scales, Verhoef, Langerak, and Donkers (2007) used CFA to further refine the scales. Evidence was provided in support of their scales' convergent and discriminant validities. However, this scale's AVE was .45, generally considered to be low if not inadequate (Fornell and Larcker 1981). Strong consideration should be given to purifying the scale further.

REFERENCES:

Fornell, Claes and David F. Larcker (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18 (February), 39-50.

Keller, Kevin L. (2003), *Strategic Brand Management, Building, Measuring and Managing Brand Equity*, Upper Saddle River, NJ: Prentice Hall.

Verhoef, Peter C., Fred Langerak, and Bas Donkers (2007), "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier," *Journal of Retailing*, 83 (1), 97-113.

SCALE ITEMS:[1]

1. _____ is a strong brand.
2. _____ is a well-known brand.
3. _____ is a unique brand.

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1. The name of the brand should be placed in the blanks.

SCALE NAME: Brand Experience (Affective)

SCALE DESCRIPTION:

The degree to which a consumer believes that a particular brand has had a strong emotional impact on him/her is measured in this scale with three, seven-point Likert-type items.

SCALE ORIGIN:

The scale is one of a set of four that were carefully constructed by Brakus, Schmitt, and Zarantonello (2009) to measure the ways that consumers experience a brand. After providing conceptual support for the existence of a multi-faceted construct, they conducted six studies in which items were generated, the comparative quality of the items was tested, scales were developed and purified, and evidence was gathered regarding scale quality (dimensionality, reliability, validity). In the last study, the authors showed the relationship between brand experience and related constructs such as satisfaction and loyalty. Ultimately, they concluded that brand experience was composed of four main components: sensory, affective, behavioral, and intellectual. Structurally, the evidence was strongest for a four-factor model of correlated factors.

RELIABILITY:

The alpha for the sensory scale was .81 for Study 3 and .74 for Study 6 (Brakus, Schmitt, and Zarantonello 2009). (Reliabilities were not reported for the other studies.) In Study 4, the stability of the brand experience instrument was examined. The test-retest correlation was .77 overall and ranged from .69 to .73 for the individual scales. (The correlations were not reported separately for each scale.)

VALIDITY:

A considerable amount of evidence in support of the scale's validity was provided by Brakus, Schmitt, and Zarantonello (2009) in their six studies, from content validity to criterion and discriminant validity.

REFERENCES:

Brakus, J. Joško, Bernd H. Schmitt, and Lia Zarantonello (2009), "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing*, 73 (May), 52–68.

SCALE ITEMS:

1. This brand induces feelings and sentiments.
2. I do not have strong emotions for this brand. (r)
3. This brand is an emotional brand.

SCALE NAME: Brand Experience (Behavioral)

SCALE DESCRIPTION:

This scale measures the degree to which a consumer reports having action-oriented experiences with a particular brand. Three, seven-point Likert-type items compose the scale.

SCALE ORIGIN:

The scale is one of a set of four that were carefully constructed by Brakus, Schmitt, and Zarantonello (2009) to measure the ways that consumers experience a brand. After providing conceptual support for the existence of a multi-faceted construct, they conducted six studies in which items were generated, the comparative quality of the items was tested, scales were developed and purified, and evidence was gathered regarding scale quality (dimensionality, reliability, validity). In the last study, the authors showed the relationship between brand experience and related constructs such as satisfaction and loyalty. Ultimately, they concluded that brand experience was composed of four main components: sensory, affective, behavioral, and intellectual. Structurally, the evidence was strongest for a four-factor model of correlated factors.

RELIABILITY:

The alpha for the sensory scale was .76 for Study 3 and .72 for Study 6 (Brakus, Schmitt, and Zarantonello 2009). (Reliabilities were not reported for the other studies.) In Study 4, the stability of the brand experience instrument was examined. The test-retest correlation was .77 overall and ranged from .69 to .73 for the individual scales. (The correlations were not reported separately for each scale.)

VALIDITY:

A considerable amount of evidence in support of the scale's validity was provided by Brakus, Schmitt, and Zarantonello (2009) in their six studies, from content validity to criterion and discriminant validity.

REFERENCES:

Brakus, J. Joško, Bernd H. Schmitt, and Lia Zarantonello (2009), "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing*, 73 (May), 52–68.

SCALE ITEMS:

1. I engage in physical actions and behaviors when I use this brand.
2. This brand results in bodily experiences.
3. This brand is not action oriented. (r)

SCALE NAME: Brand Experience (Intellectual)

SCALE DESCRIPTION:

The scale uses three, seven-point Likert-type items to measure the degree to which a consumer believes that his/her use of a particular brand has evoked cognitive activity.

SCALE ORIGIN:

The scale is one of a set of four that were carefully constructed by Brakus, Schmitt, and Zarantonello (2009) to measure the ways that consumers experience a brand. After providing conceptual support for the existence of a multi-faceted construct, they conducted six studies in which items were generated, the comparative quality of the items was tested, scales were developed and purified, and evidence was gathered regarding scale quality (dimensionality, reliability, validity). In the last study, the authors showed the relationship between brand experience and related constructs such as satisfaction and loyalty. Ultimately, they concluded that brand experience was composed of four main components: sensory, affective, behavioral, and intellectual. Structurally, the evidence was strongest for a four-factor model of correlated factors.

RELIABILITY:

The alpha for the sensory scale was .79 for both Study 3 and 6 (Brakus, Schmitt, and Zarantonello 2009). (Reliabilities were not reported for the other studies.) In Study 4, the stability of the brand experience instrument was examined. The test-retest correlation was .77 overall and ranged from .69 to .73 for the individual scales. (The correlations were not reported separately for each scale.)

VALIDITY:

A considerable amount of evidence in support of the scale's validity was provided by Brakus, Schmitt, and Zarantonello (2009) in their six studies, from content validity to criterion and discriminant validity.

REFERENCES:

Brakus, J. Joško, Bernd H. Schmitt, and Lia Zarantonello (2009), "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing*, 73 (May), 52–68.

SCALE ITEMS:

1. I engage in a lot of thinking when I encounter this brand.
2. This brand does not make me think. (r)
3. This brand stimulates my curiosity and problem solving.

SCALE NAME: Brand Experience (Sensory)

SCALE DESCRIPTION:

Three, seven-point Likert-type statements are used to measure the degree to which a consumer believes that a particular brand has had a strong effect on one or more of his/her senses.

SCALE ORIGIN:

The scale is one of a set of four that were carefully constructed by Brakus, Schmitt, and Zarantonello (2009) to measure the ways that consumers experience a brand. After providing conceptual support for the existence of a multi-faceted construct, they conducted six studies in which items were generated, the comparative quality of the items was tested, scales were developed and purified, and evidence was gathered regarding scale quality (dimensionality, reliability, validity). In the last study, the authors showed the relationship between brand experience and related constructs such as satisfaction and loyalty. Ultimately, they concluded that brand experience was composed of four main components: sensory, affective, behavioral, and intellectual. Structurally, the evidence was strongest for a four-factor model of correlated factors.

RELIABILITY:

The alpha for the sensory scale was .83 for Study 3 and .77 for Study 6 (Brakus, Schmitt, and Zarantonello 2009). (Reliabilities were not reported for the other studies.) In Study 4, the stability of the brand experience instrument was examined. The test-retest correlation was .77 overall and ranged from .69 to .73 for the individual scales. (The correlations were not reported separately for each scale.)

VALIDITY:

A considerable amount of evidence in support of the scale's validity was provided by Brakus, Schmitt, and Zarantonello (2009) in their six studies, from content validity to criterion and discriminant validity.

REFERENCES:

Brakus, J. Joško, Bernd H. Schmitt, and Lia Zarantonello (2009), "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing*, 73 (May), 52–68.

SCALE ITEMS:

1. This brand makes a strong impression on my visual sense or other senses.
2. I find this brand interesting in a sensory way.
3. This brand does not appeal to my senses. (r)

SCALE NAME: Brand Image Clarity

SCALE DESCRIPTION:

The coherence of a brand's meaning and one's ease in understanding it is measured in this scale using five, seven-point items. The scale was referred to as *perceived understanding* by Lee and Shavitt (2009).

SCALE ORIGIN:

The scale was developed by Lee and Shavitt (2009). A couple of the items were drawn from the literature but the rest were created by them for their purpose. Developmental work was conducted in a pretest before Experiment 1. The scale was used with 14 brands and the alphas ranged from .74 to .94 (mean alpha = .91). In an EFA, all of the items loaded high on one factor.

RELIABILITY:

In addition to the pretest, Lee and Shavitt (2009) reported the results of four experiments and this scale was used in each one. However, the internal consistencies were only given for Study 1 (alpha = .87) and 2 (alpha = .80).

VALIDITY:

Lee and Shavitt (2009) did not report direct examination of the scale's validity.

REFERENCES:

Lee, Kyoungmi and Sharon Shavitt (2009), "Can McDonald's Food Ever Be Considered Healthful? Metacognitive Experiences Affect the Perceived Understanding of a Brand," *Journal of Marketing Research*, 46 (2), 222-233.

SCALE ITEMS:

1. To what extent do you think the characteristics of _____ are coherent?[1]
2. To what extent do you view _____ as an integrated brand?[2]
3. To what extent does _____ give you a concrete image about what this brand is like?[3]
4. To what extent do you think it is easy to explain your impression of _____ to other people?[4]
5. To what extent do you easily categorize what _____ is?[5]

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1. The name of the brand should be placed in the blank. The extreme verbal anchors used with this item were *not at all coherent* (1) and *very coherent* (7).
2. The name of the brand should be placed in the blank. The extreme verbal anchors used with this item were *not at all integrated* (1) and *very integrated* (7).
3. The name of the brand should be placed in the blank. The extreme verbal anchors used with this items were *not at all concrete* (1) and *very concrete* (7).
4. The name of the brand should be placed in the blank. The extreme verbal anchors used with this item were *not at all easy* (1) and *very easy* (7).
5. The name of the brand should be placed in the blank. The extreme verbal anchors used with this item were *not at all easy* (1) and *very easy* (7).

SCALE NAME: Brand Personality (Female)

SCALE DESCRIPTION:

This scale uses six personality characteristics that are stereotypically associated with women to describe a brand.

SCALE ORIGIN:

The scale was carefully constructed and validated by Grohmann (2009) using seven studies. In the same studies, a male brand personality scale was also developed. Prior to Study 1, potential items were generated and their content validity was examined using four consumer researchers. Then, in Study 1 a set of 72 items was used by a sample to rate some brands. EFA and CFA were used to examine and purify the results, yielding the final set of six items (each) for the male and female scales. Ultimately, the series of studies provided support for each scale's internal consistency, unidimensionality, content validity, predictive validity, discriminant validity, and nomological validity.

RELIABILITY:

Grohmann (2009) reported alphas for the scale ranging between .90 and .93. Composite reliabilities ranged between .88 and .94.

VALIDITY:

As noted above, Grohmann (2009) reported the results of seven studies and provided considerable evidence supporting a claim of the scale's validity. AVEs ranged from .56 to .75.

REFERENCES:

Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.

SCALE ITEMS:[1]

1. expresses tender feelings
2. fragile
3. graceful
4. sensitive
5. sweet
6. tender

---

1. Grohmann (2009) appears to have used a nine-point response format with these items in most, if not all, of her studies. The verbal anchors were only described for Study 1 and were *not at all descriptive / extremely descriptive*.

SCALE NAME: Brand Personality (Male)

SCALE DESCRIPTION:

Six personality characteristics stereotypically associated with men are used in this scale to describe a brand.

SCALE ORIGIN:

The scale was carefully constructed and validated by Grohmann (2009) using seven studies. In the same studies, a female brand personality scale was also developed. Prior to Study 1, potential items were generated and their content validity was examined using four consumer researchers. Then, in Study 1 a set of 72 items was used by a sample to rate some brands. EFA and CFA were used to examine and purify the results, yielding the final set of six items (each) for the male and female scales. Ultimately, the series of studies provided support for each scale's internal consistency, unidimensionality, content validity, predictive validity, discriminant validity, and nomological validity.

RELIABILITY:

Grohmann (2009) reported alphas for the scale ranging between .89 and .91. Similarly, the composite reliabilities ranged between .90 and .92.

VALIDITY:

As noted above, Grohmann (2009) reported the results of seven studies and provided considerable evidence supporting a claim of the scale's validity. AVEs ranged from .63 to .67.

REFERENCES:

Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.

SCALE ITEMS:[1]

1. adventurous
2. aggressive
3. brave
4. daring
5. dominant
6. sturdy

---

1. Grohmann (2009) appears to have used a nine-point response format with these items in most, if not all, of her studies. The verbal anchors were only described for Study 1 and were *not at all descriptive / extremely descriptive*.

SCALE NAME: Brand Personality (Ruggedness)

SCALE DESCRIPTION:

The original scale was composed of five items and a five-point response format indicating the degree to which a consumer views a brand as having personality-like characteristics typified by toughness and masculinity. A four item version was used by Venable et al. (2005) with regard to brand personality for the nonprofit context.

SCALE ORIGIN:

The scale was constructed by Aaker (1997) as part of a larger set of 42 items which were proposed for the measurement of five brand-personality dimensions. She viewed these measures as being distinct from those of product-related attributes which are more utilitarian in function. In contrast, brand personality is supposed to serve a symbolic or self-expressive function. Before conducting the two initial studies, two pretests were used to reduce an initial list of items (309) to something more manageable (114).

RELIABILITY:

An alpha of .90 was reported for the scale by Aaker (1997) based upon data from the first study. With data from a subsample of the first study's respondents (n = 81), the scale's stability (two month test-retest reliability) was estimated to be .77. In a later set of studies, .96 (Study 1) and something between .92 and .98 (Study 2) were the levels of alpha reported (Aaker 1999).

For their version of the scale, Venable et al. (2005) reported alphas of .86 (Study 4, convenience sample of university faculty and staff), .91 (Study 5, convenience sample of college students), and .922 (Study 6, a nationally representative sample of American adults).

Grohmann (2009) used the scale in Study 4b and the alpha was .89.

VALIDITY:

Aaker (1997) indicated that a variety of steps and analyses were taken with data from both Study 1 and 2 that provided support for the stability of the five-factor structure represented in the full set of 42 items. Venable et al. (2005) used the results of three different tests to provide evidence in support of their scale's discriminant validity.

Grohmann (2009) did not directly examine the validity of this scale although it was used to provide support for another scale's discriminant validity.

COMMENTS:

Using the combined results of Studies 1 and 2, the mean and standard deviation for this scale was reported to be 2.49 and 1.08, respectively (Aaker 1997)

REFERENCES:

Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.

Aaker, Jennifer L. (1999), "The Malleable Self: The Role of Self-Expression in Persuasion," *Journal of Marketing Research*, 36 (February), 45-57.

Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.

Venable, Beverly T., Gregory M. Rose, Victoria D. Bush and Faye W. Gilbert (2005), "The Role of Brand Personality in Charitable Giving: An Assessment and Validation," *Journal of the Academy of Marketing Science*, 33 (3), 295-312.

SCALE ITEMS:[1]

1. outdoorsy
2. masculine
3. Western
4. tough
5. rugged

---

1. A five-point response format was used with *not at all descriptive* and *extremely descriptive* as the verbal anchors in the studies by Aaker (1997, 1999) and Venable et al. (2005). Grohmann (2009) used a nine-point scale but the anchors were not identified. While Aaker (1997, 1999) and Grohmann (2009) used all five items listed here, Venable et al. (2005) just used #1-#4.

SCALE NAME: Brand Personality (Sophistication)

SCALE DESCRIPTION:

The original version of the scale was composed of six items and a five-point response format indicating the degree to which a consumer views a brand as having personality-like characteristics typified by good looks and charm. A three item version was used by Venable et al. (2005) with regard to brand personality for the nonprofit context.

SCALE ORIGIN:

The scale was constructed by Aaker (1997) as part of a larger set of 42 items which were proposed for the measurement of five brand-personality dimensions. She viewed these measures as being distinct from those of product-related attributes which are more utilitarian in function. In contrast, brand personality is supposed to serve a symbolic or self-expressive function. Before conducting the two initial studies, two pretests were used to reduce an initial list of items (309) to something more manageable (114).

RELIABILITY:

An alpha of .91 was reported for the scale by Aaker (1997) based upon data from the first study. With data from a subsample of the first study's respondents (n = 81), the scale's stability (two month test-retest reliability) was estimated to be .75. Aaker (1999) reported an alpha level between .92 and .98 (Study 2).

For their version of the scale, Venable et al. (2005) reported alphas of .84 (Study 4, convenience sample of university faculty and staff), .84 (Study 5, convenience sample of college students), and .749 (Study 6, a nationally representative sample of American adults).

Grohmann (2009) used the scale in Study 4b and the alpha was .88.

VALIDITY:

Aaker (1997) indicated that a variety of steps and analyses were taken with data from both Study 1 and 2 that provided support for the stability of the five-factor structure represented in the full set of 42 items. Venable et al. (2005) used the results of three different tests to provide evidence in support of their scale's discriminant validity.

Grohmann (2009) did not directly examine the validity of this scale although it was used to provide support for another scale's discriminant validity.

COMMENTS:

Using the combined results of Studies 1 and 2, Aaker (1997) reported the mean and standard deviation for this scale to be 2.66 and 1.02, respectively.

REFERENCES:

Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.
Aaker, Jennifer L. (1999), "The Malleable Self: The Role of Self-Expression in Persuasion," *Journal of Marketing Research*, 36 (February), 45-57.
Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.
Venable, Beverly T., Gregory M. Rose, Victoria D. Bush and Faye W. Gilbert (2005), "The Role of Brand Personality in Charitable Giving: An Assessment and Validation," *Journal of the Academy of Marketing Science*, 33 (3), 295-312.

SCALE ITEMS:[1]

1. upper class
2. glamorous

3. good looking
4. charming
5. feminine
6. smooth

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1. A five-point response format was used with not at all descriptive and extremely descriptive as the verbal anchors in the studies by Aaker (1997, 1999) and Venable et al. (2005). Grohmann (2009) used a nine-point scale but the anchors were not identified.   While Aaker (1997, 1999) and Grohmann (2009) used all six items listed here, Venable et al. (2005) just used #1-#3.

SCALE NAME: Brand Relationship (Commitment)

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a person expresses the intention to continue using a certain brand. Item #1 in particular seems to suggest something like blind brand loyalty.

SCALE ORIGIN:

This scale was used by Breivik and Thorbjørnsen (2008) along with several other scales to capture the dimensions of the Brand Relationship Quality model (BRQ). They indicated that the items came from Fournier (1994). See also the variation on the scale that Breivik and Thorbjørnsen (2008) used in their second study.

RELIABILITY:

The construct reliability for the scale used Study 1 was .87 (Breivik 2010; Breivik and Thorbjørnsen 2008).

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. However, the discriminant validity was weak between this scale and those used for repurchase likelihood and for brand support. The AVE for this scale was .68.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), *A Consumer-Brand Relationship Framework for Strategic Brand Management*, unpublished dissertation, University of Florida, Gainesville, FL 32611.

SCALE ITEMS:

1. I will stay with this brand through good times and bad.
2. I am willing to make small sacrifices in order to keep using this brand.
3. I have made a pledge of sorts to stick with this brand.

SCALE NAME: Brand Relationship (Dependence)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used in this scale to measure the extent to which a person expresses behaviors and attitudes that indicate that a brand has been used long enough that it has become an enjoyed part of the person's status quo. The scale was called *behavioral interdependence* by Breivik and Thorbjørnsen (2008) but was reluctantly not called that here because nothing in the scale measures how much a person believes that the brand depends upon him/her in some way.

SCALE ORIGIN:

This scale was used by Breivik and Thorbjørnsen (2008) along with several other scales to capture the dimensions of the Brand Relationship Quality model (BRQ). They indicated that the items came from the work of Fournier (1994).

RELIABILITY:

The construct reliability for the scale used Study 1 was .88 (Breivik 2010; Breivik and Thorbjørnsen 2008).

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .68.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), *A Consumer-Brand Relationship Framework for Strategic Brand Management*, unpublished dissertation, University of Florida, Gainesville, FL 32611.

SCALE ITEMS:

1. It would be a shame if I had to start over from scratch with another brand from this category.
2. Every time I use this brand, I am reminded of how much I like it.
3. I have really gotten used to having this brand around.

SCALE NAME: Brand Relationship (Intimacy)

SCALE DESCRIPTION:

This scale has three, seven-point Likert-type items that are intended to measure the degree of closeness and understanding a person believes there is between him/herself and a particular brand.

SCALE ORIGIN:

This scale used by Breivik and Thorbjørnsen (2008) was developed by Thorbjørnsen et al. (2002) to measure one of the dimensions of the Brand Relationship Quality model (Fournier 1994, 1998). The version of the scale used by Thorbjørnsen et al. (2002) had four items; the final version of the scale used by Breivik and Thorbjørnsen (2008) had three of those items.

RELIABILITY:

The construct reliability for the scale used by Breivik and Thorbjørnsen (2008; Breivik 2010) was .93.

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .82.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), *A Consumer-Brand Relationship Framework for Strategic Brand Management*, unpublished dissertation, University of Florida, Gainesville, FL 32611.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24 (4), 343–373.

Thorbjørnsen, Helge, Magne Supphellen, Herbjørn Nysveen, and Per Egil Pedersen (2002), "Building Brand Relationships Online: A Comparison of Two Interactive Applications," *Journal of Interactive Marketing*, 16 (3), 17–33.

SCALE ITEMS:

1. I feel like this brand actually cares about me.
2. This brand really listens to what I have to say.
3. I feel as though this brand really understands me.

SCALE NAME: Brand Relationship (Passion)

SCALE DESCRIPTION:

The three, seven-point Likert-type items composing the scale are intended to measure an aspect of one's relationship with a brand that is akin to love.

SCALE ORIGIN:

This scale was used by Breivik and Thorbjørnsen (2008) along with several other scales to capture the dimensions of the Brand Relationship Quality model (Fournier 1994, 1998). The scale was used previously by Thorbjørnsen et al. (2002). It appears that two of the items originally came from Fournier (1994).

RELIABILITY:

The construct reliability for the scale was .90 (Breivik 2010; Breivik and Thorbjørnsen 2008).

VALIDITY:

In testing their measurement model, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .75.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), *A Consumer-Brand Relationship Framework for Strategic Brand Management*, unpublished dissertation, University of Florida, Gainesville, FL 32611.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24 (4), 343–373.

Thorbjørnsen, Helge, Magne Supphellen, Herbjørn Nysveen, and Per Egil Pedersen (2002), "Building Brand Relationships Online: A Comparison of Two Interactive Applications," *Journal of Interactive Marketing*, 16 (3), 17–33.

SCALE ITEMS:

1. I feel my relationship with this brand is exclusive and special.
2. I have feelings for this brand that I don't have for many other brands.
3. I feel that this brand and I were really "meant for each other."

SCALE NAME: Brand Relationship (Reliable)

SCALE DESCRIPTION:

The Likert-type scale measures the extent to which an owner/user of a brand describes it's relationship with him/her as being dependable and trustworthy. The scale was called *partner quality/satisfaction* by Breivik and Thorbjørnsen (2008) but since quality and satisfaction are much broader constructs than is captured by these items, a more specific name was given to it here.

SCALE ORIGIN:

This scale was used by Breivik and Thorbjørnsen (2008) along with several other scales to capture the dimensions of the Brand Relationship Quality model (Fournier 1994, 1998). They indicated that the version used in Study 1 borrowed three of its items from the work of Fournier (1994). A fourth item came from a version of the scale used by Thorbjørnsen et al. (2002). In Study 2, the authors implied that all four items came from Fournier (1994).

RELIABILITY:

The construct reliability for the scale used Study 1 was .88 (Breivik 2010; Breivik and Thorbjørnsen 2008). The construct reliabilities for the versions of the scale used in Study 2 were .84 and .69 as applied to brands of pizza and TV, respectively (Breivik 2010).

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for the version of the used in Study 1 was .65. The AVE's for the scale as used in Study 2 were .53 (pizza) and .61 (TV).

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), *A Consumer-Brand Relationship Framework for Strategic Brand Management*, unpublished dissertation, University of Florida, Gainesville, FL 32611.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research, *Journal of Consumer Research*, 24 (4), 343–373.

Thorbjørnsen, Helge, Magne Supphellen, Herbjørn Nysveen, and Per Egil Pedersen (2002), "Building Brand Relationships Online: A Comparison of Two Interactive Applications," *Journal of Interactive Marketing*, 16 (3), 17–33.

SCALE ITEMS:[1]

1. This brand is dependable and reliable.
2. This brand has always been good to me.
3. If this brand makes a claim or promise about its products, it is probably true.
4. I feel like I know what to expect from this brand.
5. I feel I can trust this brand.

---

1. In Study 1, Breivik and Thorbjørnsen (2008) used the first four items listed here and a seven-point response format. In Study 2, items #2 to #5 were used along with a five-point response scale.

SCALE NAME: Brand Usage Frequency

SCALE DESCRIPTION:

This scale uses three, seven-point Likert-type items to measure how long a consumer has used a particular brand and the relative frequency with which the consumer currently uses it.

SCALE ORIGIN:

Breivik and Thorbjørnsen (2008) developed the scale based on inspiration they received from the work of Verplanken and Orbell (2003).

RELIABILITY:

The construct reliability for the scale used by Breivik and Thorbjørnsen (2008; Breivik 2010) was .76.

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .53.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Verplanken, Bas, and Sheina Orbell (2003), "Reflections on Past Behavior: A Self-Report Index of Habit Strength," *Journal of Applied Social Psychology*, 33 (6), 1313–1330.

SCALE ITEMS:

1. I often use this brand.
2. I have used this brand for a long time.
3. I seldom use other brands in this product category.

SCALE NAME: Budget Constraints

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a consumer views his/her income to be barely sufficient to cover expenses.

SCALE ORIGIN:

Although one of the items (#3) is almost the same as an item in a scale by Urbany, Dickson, and Kalapurakal (1996), this scale appears to be original to Völckner (2008).

RELIABILITY:

An alpha of .887 and a construct reliability of .721 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Urbany, Joel E., Peter R. Dickson, and Rosemary Kalapurakal (1996), "Price Search in the Retail Grocery Market," *Journal of Marketing*, 60 (April), 91–104.

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:

1. I have to hold on to my money.
2. By the end of the month my account is often relatively empty.
3. My household budget is always tight.

SCALE NAME: Budget Constraints

SCALE DESCRIPTION:

Three, five-point Likert-type statements are used to measure the degree to which a consumer believes that it is typical for there to be insufficient funds to cover his or her needs.

SCALE ORIGIN:

Although Urbany, Dickson, and Kalapurakal (1996) may have drawn inspiration from previous work, the scale appears to be original to their study.

RELIABILITY:

The alphas for the scale have been .90 (Talukdar 2008) and .87 (Urbany, Dickson, and Kalapurakal 1996).

VALIDITY:

Urbany, Dickson, and Kalapurakal (1996) tested the discriminant validity of this scale using pairwise confirmatory factor analysis along with six other measures. The evidence of three separate tests on each of the six pairs supported a claim of discriminant validity. No information about the scale's validity was reported by Talukdar (2008).

REFERENCES:

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

Urbany, Joel E., Peter R. Dickson, and Rosemary Kalapurakal (1996), "Price Search in the Retail Grocery Market," *Journal of Marketing*, 60 (April), 91-104.

SCALE ITEMS:

1. I frequently have problems making ends meet.
2. My budgeting is always tight.
3. I often have to spend more money than I have available.

SCALE NAME: Cause Participation Intention

SCALE DESCRIPTION:

The scale uses three, seven-point Likert-type statements to measure a consumer's willingness to be involved in a company's cause-related marketing campaign with the primary form of involvement being purchase of a product link to the cause.

SCALE ORIGIN:

Grau and Folse (2007) did not identify the source of the scale, thus, it may be original to them.

RELIABILITY:

Alphas of .83 (n = 141) and .82 (n = 166) were reported for the scale by Grau and Folse (2007).

VALIDITY:

No information regarding the scale's validity was provided by Grau and Folse (2007).

REFERENCES:

Grau, Stacy Landreth and Judith Anne Garretson Folse (2007), "Cause-Related Marketing (CRM): The Influence of Donation Proximity and Message-Framing Cues on the Less-Involved Consumer," *Journal of Advertising*, 36 (4), 19-33.

SCALE ITEMS:

1.   I would be willing to participate in this campaign.
2.   I would consider purchasing this product in order to provide help to the cause.
3.   It is likely that I would contribute to this cause by getting involved in this campaign.

SCALE NAME: Cause-Related Marketing Motive Attributions (Egoistic)

SCALE DESCRIPTION:

The scale uses four Likert-type statements to measure the degree to which a person views a company as supporting a cause because it helps the business in some way.

SCALE ORIGIN:

This scale along with three companion scales were developed by Ellen, Webb, and Mohr (2006) to study the types of motives that consumers attribute to companies when they support social causes. An initial study examined the open-ended responses to various scenarios involving companies requesting charitable donations for different types of causes. The 647 responses gathered were grouped in top 17 categories of reasons why a company would do such a thing. Items for the scales were developed from those 17 categories. Data from a second study were factor analyzed and indicated that the items were tapping into four factors.

RELIABILITY:

Internal consistencies of .79 (alpha) and .88 (construct reliability) have been reported for the scale by Ellen, Webb, and Mohr (2006) and Vlachos et al. (2009), respectively.

VALIDITY:

No examination of the scale's validity was reported by Ellen, Webb, and Mohr (2006). While not all of the details were provided by Vlachos et al. (2009), they implied that support was found for the scale's unidimensionality as well as its convergent and discriminant validities. Its AVE was .75.

REFERENCES:

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Vlachos, Pavlos A., Argiris Tsamakos, Adam P. Vrechopoulos, and Panagiotis K. Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

SCALE ITEMS:[1]

1.   They are taking advantage of the nonprofit organization to help their own business.
2.   They are taking advantage of the cause to help their own business.
3.   They want it as a tax write-off.
4.   They want to get publicity.

---

1. Ellen, Webb, and Mohr (2006) used all four items and a seven-point response format whereas Vlachos et al. (2009) used items #1-#3 and a ten-point format.

SCALE NAME: Cause-Related Marketing Motive Attributions (Stakeholder Driven)

SCALE DESCRIPTION:

The scale is composed of four Likert-type statements that measure the degree to which a person views a company as supporting a cause because various groups important to it (customers, employees, society in general) expect it to do so.

SCALE ORIGIN:

This scale along with three companion scales were developed by Ellen, Webb, and Mohr (2006) to study the types of motives that consumers attribute to companies when they support social causes. An initial study examined the open-ended responses to various scenarios involving companies requesting charitable donations for different types of causes. The 647 responses gathered were grouped in top 17 categories of reasons why a company would do such a thing. Items for the scales were developed from those 17 categories. Data from a second study were factor analyzed and indicated that the items were tapping into four factors.

RELIABILITY:

The scale's alpha was .91 in the study by Ellen, Webb, and Mohr (2006). In the study by Vlachos et al. (2009), the scale's construct reliability was .88.

VALIDITY:

No examination of the scale's validity was reported by Ellen, Webb, and Mohr (2006). While not all of the details were provided by Vlachos et al. (2009), they implied that support was found for the scale's unidimensionality as well as its convergent and discriminant validities. Its AVE was .72.

REFERENCES:

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Vlachos, Pavlos A., Argiris Tsamakos, Adam P. Vrechopoulos, and Panagiotis K. Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

SCALE ITEMS:[1]

1. They feel their customers expect it.
2. They feel society in general (i.e., consumers) expects it.
3. They feel their stockholders expect it.
4. They feel their employees expect it.

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1. Ellen, Webb, and Mohr (2006) used a seven-point response format whereas Vlachos et al. (2009) used a ten-point format.

SCALE NAME: Cause-Related Marketing Motive Attributions (Strategic)

SCALE DESCRIPTION:

Three Likert-type statements are used to measure the degree to which a person views a company as supporting a cause because it will help attract and keep more customers as well as be more profitable.

SCALE ORIGIN:

This scale along with three companion scales were developed by Ellen, Webb, and Mohr (2006) to study the types of motives that consumers attribute to companies when they support social causes. An initial study examined the open-ended responses to various scenarios involving companies requesting charitable donations for different types of causes. The 647 responses gathered were grouped in top 17 categories of reasons why a company would do such a thing. Items for the scales were developed from those 17 categories. Data from a second study were factor analyzed and indicated that the items were tapping into four factors.

RELIABILITY:

An alpha of .76 was reported for the scale by Ellen, Webb, and Mohr (2006). In the study by Vlachos et al. (2009), the scale's construct reliability was .82.

VALIDITY:

Ellen, Webb, and Mohr (2006) did not provide any evidence of the scale's validity beyond what may be inferred from the way it was developed. While not all of the details were provided by Vlachos et al. (2009), they implied that support was found for the scale's unidimensionality as well as its convergent and discriminant validities. Its AVE was .61.

REFERENCES:

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Vlachos, Pavlos A., Argiris Tsamakos, Adam P. Vrechopoulos, and Panagiotis K. Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

SCALE ITEMS:[1]

1. They will get more customers by making this offer.
2. They will keep more of their customers by making this offer.
3. They hope to increase profits by making this offer.

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1. Ellen, Webb, and Mohr (2006) used a seven-point response format whereas Vlachos et al. (2009) used a ten-point format.

SCALE NAME: Cause-Related Marketing Motive Attributions (Values Driven)

SCALE DESCRIPTION:

This Likert-type scale measures the degree to which a person views a company as supporting a cause due to its (the owners' and /or employees') genuine interest in the cause, with an emphasis on helping the community.

SCALE ORIGIN:

This scale along with three companion scales were developed by Ellen, Webb, and Mohr (2006) to study the types of motives that consumers attribute to companies when they support social causes. An initial study examined the open-ended responses to various scenarios involving companies requesting charitable donations for different types of causes. The 647 responses gathered were grouped in top 17 categories of reasons why a company would do such a thing. Items for the scales were developed from those 17 categories. Data from a second study were factor analyzed and indicated that the items were tapping into four factors.

RELIABILITY:

The scale's alpha was .89 in the study by Ellen, Webb, and Mohr (2006). The version of the scale used by Vlachos et al. (2009) had a construct reliability of .95.

VALIDITY:

No examination of the scale's validity was reported by Ellen, Webb, and Mohr (2006). While limited details were provided by Vlachos et al. (2009), they implied that support was found for the scale's unidimensionality as well as its convergent and discriminant validities. Its AVE was .86.

REFERENCES:

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Vlachos, Pavlos A., Argiris Tsamakos, Adam P. Vrechopoulos, and Panagiotis K. Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

SCALE ITEMS:[1]

1. They feel morally obligated to help.
2. They have a long-term interest in the community.
3. Their owners or employees believe in this cause.
4. They want to make it easier for consumers who care about the cause to support it.
5. They are trying to give something back to the community.

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1. Ellen, Webb, and Mohr (2006) used all five items and a seven-point response format whereas Vlachos et al. (2009) used items #1, #2, and #5 along with a ten-point format.

SCALE NAME: Certainty

SCALE DESCRIPTION:

The intended purpose of this five item scale is to measure the degree of self-assuredness someone has about an attitude toward some object.

SCALE ORIGIN:

The scale was developed by Pullig, Netemeyer, and Biswas (2006) based upon work by Gross, Holtz, and Miller (1995).

RELIABILITY:

An alpha of .91 was reported for the scale by Pullig, Netemeyer, and Biswas (2006) for Study 1.

VALIDITY:

No examination of the scale's validity was reported by Pullig, Netemeyer, and Biswas (2006).

REFERENCES:

Gross, Sharon R., Rolf Holtz, and Norman Miller (1995), "Attitude Certainty," in *Attitude Strength: Antecedents and Consequences*, eds. Richard E. Petty and Jon A. Krosnick. Mahwah, NJ: Lawrence Erlbaum, 215-245.

Pullig, Chris, Richard G. Netemeyer, and Abhijit Biswas (2006), "Attitude Basis, Certainty, and Challenge Alignment: A Case of Negative Brand Publicity," *Journal of the Academy of Marketing Science*, 34 (4), 528-542.

SCALE ITEMS:[1]

1. not firm / very firm
2. not certain / very certain
3. not sure / very sure
4. not definite / very definite
5. easily changed / not easily changed

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1. The number of points on the response scale used by Pullig, Netemeyer, and Biswas (2006) was not stated explicitly but appears to have been seven.

SCALE NAME: Certainty of Product Performance

SCALE DESCRIPTION:

Three, seven-point semantic-differentials are used to measure the degree to which a consumer believes that a product will function well and as it is intended to.

SCALE ORIGIN:

The origin of the scale was not described by Weathers, Sharma, and Wood (2007). It appears to have been developed by them.

RELIABILITY:

In Study 1 by Weathers, Sharma, and Wood (2007), alphas of .871 (CD/MP3 player) and .896 (natural supplement pills) were reported. In Study 2, alphas for all the products were described as being greater than or equal to .852. (Data were gathered on 40 goods but it appears that the alpha was based on eight products that were either extreme search goods or extreme experience goods.)

VALIDITY:

No information regarding the scale's validity was provided by Weathers, Sharma, and Wood (2007).

REFERENCES:

Weathers, Danny, Subhash Sharma, and Stacy L. Wood (2007), "Effects of Online Communication Practices on Consumer Perceptions of Performance Uncertainty for Search and Experience Goods," *Journal of Retailing*, 83 (4), 393-401.

SCALE ITEMS:

Based on the information provided about this product:

1. How certain are you as to how well the product would function? *not at all certain/very certain*
2. How well can you judge how the product would function? *hard for me to judge/easy for me to judge*
3. I feel the product would probably . . . *not work properly/work properly*

SCALE NAME: Choice Confidence

SCALE DESCRIPTION:

Three, nine-point Likert-type items are used in this scale to measure the degree to which a person is sure that, during a recent purchase experience, the product that was selected met his/her needs.

SCALE ORIGIN:

Although the authors received inspiration from past measures of the constructs (e.g., Urbany et al. 1997), this scale appears to be original to them. The scale seems to have been in German and, if so, that helps explain why the English phrasing provided in the article is a bit awkward. Some slight adjustment has been made to the items (shown below) but more made need to be made if/when they are used with English-speaking respondents.

RELIABILITY:

The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .91 (Heitmann 2010).

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .77.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

Urbany, Joel E., William O. Bearden, Ajit Kaicker, and Melinda Smith-de Borrero (1997), "Transaction Utility Effects When Quality Is Uncertain," *Journal of the Academy of Marketing Science*, 25 (1), 45–55.

SCALE ITEMS:

1.   It was impossible to be certain which product fit my preferences best. (R)
2.   I felt confident when identifying one product that best matched my preferences.
3.   I was convinced to find a product that best fulfilled my needs.

SCALE NAME: Choice Confusion

SCALE DESCRIPTION:

The scale is composed of Likert-type items intended to measure a shopping orientation characterized by a lack of certainty about where to shop and what to buy due to the great abundance of options. The scale was referred to as *confused by overchoice* by Shim and Gehrt (1996) and *product overload* by Heitmann, Lehmann, and Herrmann (2007).

SCALE ORIGIN:

Shim and Gehrt (1996) used a scale developed by Sproles and Kendall (1986). The latter created an eight-factor model of what they called *consumer decision making styles* but it is something that many others in marketing (e.g., Shim and Gehrt 1996) would view as shopping orientations. Sproles and Kendall (1986) reported alphas of .55 for the four-item scale and .51 for the three items that loaded highest on the factor.

The scale used by Heitmann, Lehmann, and Herrmann (2007) was a modification of the scale used by Sproles and Kendall (1986). Specifically, they borrowed two items, slightly changing their phrasing, and then added three items of their own.

RELIABILITY:

An alpha of .62 was reported for the scale by Shim and Gehrt (1996). The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .89 (Heitmann 2010).

VALIDITY:

No examination of the scale's validity was reported by Shim and Gehrt (1996). Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .61.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

Shim, Soyeon and Kenneth C. Gehrt (1996), "Hispanic and Native American Adolescents: An Exploratory Study of Their Approach to Shopping," *Journal of Retailing*, 72 (3), 307–24.

Sproles, George B. and Elizabeth L. Kendall (1986), "A Methodology for Profiling Consumers' Decision-Making Styles," *Journal of Consumer Affairs*, 20 (Winter), 267–79.

SCALE ITEMS:[1]

1. There are so many brands to choose from that often I feel confused.
2. Sometimes it's hard to choose which stores to shop.
3. The more I learn about products, the harder it seems to choose the best.
4. All the information I get on different products confuses me.
5. It was difficult to obtain an overview over the products offered.
6. With that many options to choose between, I have had a hard time identifying distinguishing product characteristics.
7. With that many options to choose between, I found it difficult to compare competing offers.

---

1. Shim and Gehrt (1996) used the first four items and a five-point response scale. Heitmann, Lehmann, and Herrmann (2007) employed a nine-point format with items #5-#7 and two that were very similar to #1, #3,

SCALE NAME: Choice Difficulty

SCALE DESCRIPTION:

The three item, nine-point Likert-type scale measures the relative ease a consumer experienced in selecting one alternative product from among several and confidence that the decision could be explained to someone who questioned it. The scale was called *justifiability* by Heitmann, Lehmann, and Herrmann (2007).

SCALE ORIGIN:

The scale was developed by Heitmann, Lehmann, and Herrmann (2007) for their study. In a pretest, the authors generated verbal protocols using 12 prospective buyers. They asked participants to go through the steps of purchasing a digital camera at a major shopping website. Using the collected verbal protocols, they compiled statements that corresponded to each of several constructs and assessed them for face validity.

RELIABILITY:

The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .78 (Heitmann 2010).

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .56.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

SCALE ITEMS:

1. I thought it would be easy to justify a purchase decision, in case someone challenges it.
2. I was able to see at first sight that some products were superior.
3. In order to decide for one product, it was not necessary to make any difficult trade-offs.

SCALE NAME: Choice Effort

SCALE DESCRIPTION:

Five, nine-point Likert-type items are used in this scale to measure the choice difficulty and level of time/effort expended during a recent purchase decision. The scale was referred to as *evaluation costs* by Heitmann, Lehmann, and Herrmann (2007).

SCALE ORIGIN:

The scale was developed by the authors based on inspiration from measures of similar constructs by Burnham, Frels, and Mahajan (2003) and Cooper-Martin (1994).

RELIABILITY:

The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .59 (Heitmann 2010).

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .56.

REFERENCES:

Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003), "Consumer Switching Costs: A Typology, Antecedents and Consequences," *Journal of the Academy of Marketing Science*, 31 (2), 109–126.

Cooper-Martin, Elizabeth (1994), "Measures of Cognitive Effort," *Marketing Letters*, 5 (1), 43–56.

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

SCALE ITEMS:[1]

1.   How much time/effort did it take to evaluate and compare the alternatives in order to feel comfortable making a choice?
2.   I could not afford the time to fully evaluate relevant purchase options.
3.   It was tough to compare the different products being offered.
4.   It was difficult for me to make this choice.
5.   I concentrated a lot while making this choice.

---

1. The extreme verbal anchors used with these items were *strongly disagree / strongly agree* except for #1 which used *very little / a lot*.

SCALE NAME: Choice Freedom

SCALE DESCRIPTION:

Four, seven-point items are used in the scale to measure the degree to which a person believes that a choice he/she has made was free from coercion or pressure to select a particular option. Although used in a experiment by Mogilner, Rudnick, and Iyengar (2008) where participants looked at many coffee options on a menu and then choose one to taste, the items appear to be amenable for rephrasing and use in other contexts. The scale was called *self-determination* by Mogilner, Rudnick, and Iyengar (2008).

SCALE ORIGIN:

The scale used by Mogilner, Rudnick, and Iyengar (2008) in Experiment 2 of their studies was developed based on modification of items taken from the Intrinsic Motivation Inventory (Deci et al. 1994; Ryan 1982; Ryan, Koestner, and Deci 1991).

RELIABILITY:

An alpha of .71 was reported for the scale by Mogilner, Rudnick, and Iyengar (2008).

VALIDITY:

No information regarding the scale's validity was provided by Mogilner, Rudnick, and Iyengar (2008).

REFERENCES:

Deci, Edward L., Haleh Eghrari, Brian C. Patrick, and Dean R. Leone (1994), "Facilitating Internalization: The Self-Determination Theory Perspective," *Journal of Personality*, 62 (March), 119–42.

Ryan, Richard M. (1982), "Control and Information in the Intrapersonal Sphere: An Extension of Cognitive Evaluation Theory," *Journal of Personality and Social Psychology*, 43 (September), 450–61.

Ryan, Richard M., Richard Koestner, and Edward Deci (1991), "Varied Forms of Persistence: When Free-Choice Behavior Is Not Intrinsically Motivated," *Motivation and Emotion*, 15 (September), 185–205.

Mogilner, Cassie, Tamar Rudnick, and Sheena S. Iyengar (2008), "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Journal of Consumer Research*, 35 (2), 202-215.

SCALE ITEMS:[1]

1. I believe I had some choice about selecting this particular _____.
2. I selected this particular _____ because I wanted to.
3. I selected this particular _____ because I had no choice. (r)
4. I selected this particular _____ because I had to. (r)

---

1. The generic name of the item being selected should be placed in the blanks, e.g., coffee. The extreme verbal anchors used with these items were *not at all true* (1) and *very true* (7).

SCALE NAME: Choice Heuristic

SCALE DESCRIPTION:

One version of the scale uses four, seven-point items to measure the degree to which a recent choice made by consumer was strongly influenced by feelings (affect). A very similar set of items measured the degree to which a choice was feature-based (cognitive). These two scales were referred to as the *affective choice index* and *feature choice index*, respectively, by Darke, Chattopadhyay, and Ashworth (2006).

SCALE ORIGIN:

The source of the scales used by Darke, Chattopadhyay, and Ashworth (2006) were not specified but appear to have been developed by them.

RELIABILITY:

The alphas reported by Darke, Chattopadhyay, and Ashworth (2006) for the scales were .91 (affect) and .93 (feature).

VALIDITY:

No information regarding the scales' validity was provided by Darke, Chattopadhyay, and Ashworth (2006).

REFERENCES:

Darke, Peter R., Amitava Chattopadhyay, and Laurence Ashworth (2006), "The Importance and Functional Significance of Affective Cues in Consumer Choice," *Journal of Consumer Research*, 33 (December), 322-328.

SCALE ITEMS:[1]

1. How heavily did you weigh _____ in your choice?
2. How important were _____ to your choice?
3. To what extent did your choice depend on _____?
4. How much did you focus on _____?

---

1. These items are based on paraphrases provided by Darke, Chattopadhyay, and Ashworth (2006). One version of the scale apparently had the phrase "your feelings" in the blanks while the other had the term "the features." The verbal anchors for the response scale ranged from *not at all* (0) to *very much so* (6).

SCALE NAME: Choice Variety

SCALE DESCRIPTION:

The purpose of this three item, seven-point scale is to measure the degree to which a person noticed there being differences among alternatives he/she was exposed to. Although developed for use in a experiment by Mogilner, Rudnick, and Iyengar (2008) where participants looked at many coffee options on a menu and then choose one to taste, the items appear to be amenable for rephrasing and use in other contexts. The scale was called *familiarity* by Mogilner, Rudnick, and Iyengar (2008).

SCALE ORIGIN:

The scale was used by Mogilner, Rudnick, and Iyengar (2008) in Experiment 2 of their studies. The source of the scale was not stated and appears to have been developed by them for their purpose.

RELIABILITY:

An alpha of .71 was reported for the scale by Mogilner, Rudnick, and Iyengar (2008).

VALIDITY:

No information regarding the scale's validity was provided by Mogilner, Rudnick, and Iyengar (2008).

REFERENCES:

Mogilner, Cassie, Tamar Rudnick, and Sheena S. Iyengar (2008), "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Journal of Consumer Research*, 35 (2), 202-215.

SCALE ITEMS:[1]

1.   How different were the _____ options from each other?
2.   How similar were the _____ options to each other? (r)
3.   To what extent do you feel that the _____ you chose is distinct from the other types of _____ you did not choose?

---

1. The generic name of the item being selected should be placed in the blanks, e.g., coffee. The extreme verbal anchors used with these items were *not at all* (1) and *very much* (7).

SCALE NAME: Claim Verification Effort (Price-related)

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used to measure the degree of cognitive effort a person says is needed to process the price information in an advertisement, with the emphasis on determining its accuracy.

SCALE ORIGIN:

The source of the scale was not stated by Krishnan, Biswas, and Netemeyer (2006) and appears to be original to them.

RELIABILITY:

Krishnan, Biswas, and Netemeyer (2006) reported that the scale had a Cronbach's alpha of 0.81.

VALIDITY:

No explicit testing of the scale's validity was reported by Krishnan, Biswas, and Netemeyer (2006). However, to the extent that the scale was successfully used to confirm an assumption made by the authors, a modicum of support for the scale's nomological validity was provided.

REFERENCES:

Krishnan, Balaji C., Abhijit Biswas, and Richard G. Netemeyer (2006), "Semantic Cues in Reference Price Advertisements: The Moderating Role of Cue Concreteness," *Journal of Retailing*, 82 (2), 95-104.

Mohr, Lois A., Dogan Eroglu and Pam Scholder Ellen (1998), "The Development and Testing of a Measure of Skepticism towards Environmental Claims in Marketers' Communications," *Journal of Consumer Affairs*, 32 (Summer), 30–55.

SCALE ITEMS:

1. I have to use a lot of effort to verify the truthfulness of the claim.
2. I would have to work hard to verify if it is a true claim.
3. This type of price discount is likely to confuse people I know.
4. I find this discount claim easy to follow. (r)
5. This kind of price discount will save me time and increase the chances of me buying the product on sale. (r)

SCALE NAME: Cognitive Resource Demands

SCALE DESCRIPTION:

Five, seven-point semantic differentials are used to measure the degree to which a stimulus (or task) requires a person to devote high level of cognitive effort to process (or complete).

SCALE ORIGIN:

Although not explicitly described as such, the scale was apparently developed for use in an experiment by Keller and Block (1997).

RELIABILITY:

Keller and Block (1997) reported an alpha of .93 for the scale.

VALIDITY:

No examination of the scale's validity was reported by Keller and Block (1997), though they did state that all of the items loaded on one factor.

Comments:

See also Novak and Hoffman (2009) where they seem to have used a very similar in their third study of six reported. They cited Keller and McGill (1994). That scale is substantially the same as the one reviewed here.

REFERENCES:

Keller, Punam Anand and Lauren G. Block (1997), "Vividness Effects: A Resource-Matching Perspective," *Journal of Consumer Research*, 24 (December), 295–304.

Keller, Punam Anand and Ann McGill (1994), "Differences in the Relative Influence of Product Attributes under Alternative Processing Conditions: Attribute Importance versus Attribute Ease of Imageability," *Journal of Consumer Psychology*, 3 (1), 29–49

Novak, Thomas P. and Donna L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (1), 56-72.

SCALE ITEMS:

1. Easy to comprehend / Difficult to comprehend
2. Required little effort / Required a lot of effort
3. Easy to follow / Difficult to follow
4. Not easy to imagine / Easy to imagine
5. Required little attention / Required a lot of attention

SCALE NAME: Cognitive Resource Demands

SCALE DESCRIPTION:

The perceived difficulty a person has had in processing a message (e.g., advertisement, instructions, request) is measured in this scale using three, seven-point semantic differentials. The scale was called *fluency* by White and Peloza (2009).

SCALE ORIGIN:

The source of the scale used by White and Peloza (2009) was not specified. While the individual items can be found in other measures of this construct, this set of items seems to be original to them. They appear to have developed the scale for use in Study 3 of the five they reported.

RELIABILITY:

The alpha for the scale was reported by White and Peloza (2009) to be .85 (n = 160 undergraduate students).

VALIDITY:

White and Peloza (2009) did not discuss the scale's validity.

REFERENCES:

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-24.

SCALE ITEMS:

1. difficult to process / easy to process
2. difficult to understand / easy to understand
3. difficult to comprehend / easy to comprehend

SCALE NAME: Comfort of the Tool

SCALE DESCRIPTION:

This scale has four, seven-point Likert-type statements that measure the degree of ergonomical correctness a person reports there being in a tool. The tool examined by Luo, Kannan, and Ratchford (2008) was described as a "handheld power tool."

SCALE ORIGIN:

The scale was developed by Luo, Kannan, and Ratchford (2008) for use in Study 1.

RELIABILITY:

The alpha for the scale was .747 (Luo, Kannan, and Ratchford 2008).

VALIDITY:

Luo, Kannan, and Ratchford (2008) reported that they tested the convergent and discriminant validities of the scale in a pretest with the implication being that sufficient support was found for them. However, the results of the tests were not provided for independent verification.

REFERENCES:

Luo, Lan, P.K. Kannan, and Brian T. Ratchford (2008), "Incorporating Subjective Characteristics in Product Design and Evaluations," *Journal of Marketing Research*, 45 (2), 182-194.

SCALE ITEMS:

1. The grip of this tool feels comfortable.
2. This tool feels balanced.
3. This tool is difficult to use. (r)
4. The configuration of this tool will allow me to do my job without any kind of obstruction.

SCALE NAME: Commitment (Affective)

SCALE DESCRIPTION:

Six, seven-point Likert-type items are used in this scale to measure the degree to which a person expresses an emotional bond with an entity that involves people. As used by Raggio and Folse (2009), the entity was a U.S. state. It seems that the scale could be used with companies, stores, social organizations, universities, etc.

SCALE ORIGIN:

The scale used by Raggio and Folse (2009) is a slight adaptation of a scale used by Gruen, Summers, and Acito (2000) which was a slight adaptation of a scale constructed by Allen and Meyer (1990).

RELIABILITY:

In the study by Raggio and Folse (2009), the scale's alpha was .902 (n = 2,325 members of a U.S. research panel).

VALIDITY:

Although the exact details were not provided by Raggio and Folse (2009), they stated that they found evidence of discriminant validity for all of the scales they used.

REFERENCES:

Allen, Natalie J. and John P. Meyer (1990), "The Measurement and Antecedents of Affective, Continuance and Normative Commitment
to the Organization," *Journal of Occupational Psychology*, 63 (1), 1–18.

Gruen, Thomas W., John O. Summers, Frank Acito (2000), "Relationship Marketing Activities, Commitment, and Membership Behaviors in
Professional Associations," *Journal of Marketing*, 64 (3), 34–49.

Raggio, Randle D. and Judith Anne Garretson Folse (2009), "Gratitude Works: Its Impact and the Mediating Role of Affective Commitment in Driving Positive Outcomes," *Journal of Academy of Marketing Science*, 37 (4), 455-469.

SCALE ITEMS:[1]

1. I feel a strong sense of belonging to _____.
2. I feel as if _____'s problems are my own.
3. _____ has a great deal of personal meaning for me.
4. I enjoy discussing _____ with other people.
5. I feel like part of the "_____ family."
6. I have little, if any emotional attachment with _____. (r)

---

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

SCALE NAME: Commitment to a Bank

SCALE DESCRIPTION:

Three, five-point Likert-type items are used to measure the degree to which a person expresses the desire and expectation to continue being a customer of a bank for the next few years. The scale was called *behavioral intentions* by Van Birgelen, de Jong, and Ruyter (2006)

SCALE ORIGIN:

Although Van Birgelen, de Jong, and Ruyter (2006) received inspiration from previous research, particularly Zeithaml, Berry, and Parasuraman (1996), the scale as a whole is original to them.

RELIABILITY:

The construct reliability reported for the scale by Van Birgelen, de Jong, and Ruyter (2006) was .90.

VALIDITY:

Using exploratory and confirmatory factor analyses, Van Birgelen, de Jong, and Ruyter (2006) provided evidence in support of their scales' unidimensionality, convergent validity, and discriminant validity.

REFERENCES:

Van Birgelen, Marcel, Ad de Jong, and Ko de Ruyter (2006), "Multi-channel Service Retailing: The Effects of Channel Performance Satisfaction on Behavioral Intentions," *Journal of Retailing*, 82 (4), 367-377.

Zeithaml, Valerie A., Leonard L. Berry, and A. Parasuraman (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60 (April), 31-46.

SCALE ITEMS:[1]

1. I consider the _____ to be my first choice for all financial services that I need.
2. If I want to open a savings account or to get a loan in the future, I probably will do it at the _____ .
3. In about 5 years, I expect that I will still consider the _____ to be my most important bank.

---

1. The name of the bank or financial institution should be placed in the blanks.

SCALE NAME: Commitment to Relationship

SCALE DESCRIPTION:

Three, seven-point statements measure the degree to which one states being dedicated and devoted to something. The object of commitment appears like it can be a person, brand, or organization. In the case of Thomson (2006), commitment was related to a "human brand" such as a celebrity.

SCALE ORIGIN:

Thomson (2006) stated that he adapted the items for his scale from items in the perceived relationship quality scale by Fletcher, Simpson, and Thomas (2000).

RELIABILITY:

The scale was used by Thomson (2006) in Study 1 and the alpha was .98.

VALIDITY:

Although Thomson (2006) did not explicitly discuss the validity of the scale, the results of an exploratory factor analysis of this scale's items and those of three related scales provide support for the scale's unidimensionality if not its discriminant validity as well.

REFERENCES:

Fletcher, Garth J.O., Jeffrey A. Simpson, and Geoff Thomas (2000), "The Measurement of Perceived Relationship Quality Components: A Confirmatory Factor Analytic Approach," *Personality and Social Psychology Bulletin*, 26 (3), 340-54.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1. How dedicated are you to the relationship?
2. How committed are you to the relationship?
3. How devoted are you to the relationship?

---

1. The extreme verbal anchors used by Thomson (2006) with these scale items were *not at all* (1) and *very much* (7).

SCALE NAME: Commitment to Relationship

SCALE DESCRIPTION:

Four, five-point Likert-type items are used to measure the degree to which a person expresses the desire to indefinitely maintain a relationship with a particular entity. The entities measured by Jones, Taylor, and Bansal (2008) were a service provider (the business), an employee of the service provider, and an individual person.

SCALE ORIGIN:

The scale used by Jones, Taylor, and Bansal (2008) is an adaptation of some items by Rusbult (1980). The former began with six items and then made slight variations in wording so as to produce three scales: commitment to the service provider, commitment to an employee, and commitment to a person. Using a pilot test, the three scales were purified, i.e., evidence of their unidimensionality, reliability, and validity was provided.

RELIABILITY:

The alphas for the scale used by Jones, Taylor, and Bansal (2008; Jones 2010) as applied to the three different entities were .91 (service provider), .92 (employee), and .93 (person).

VALIDITY:

Beyond the support for each scale's validity provided by Jones, Taylor, and Bansal (2008) in their pilot study, similar analyses conducted with the data from the main study provided further evidence of each scale's unidimensionality as well as their convergent and discriminant validities.

REFERENCES:

Jones, Tim (2010), personal correspondence.

Jones, Tim, Shirley F. Taylor, and Harvir S. Bansal (2008), "Commitment to a Friend, a Service Provider, or a Service Company—Are They Distinctions Worth Making?" *Journal of the Academy of Marketing Science*, 36 (4), 473–487.

Rusbult, Caryl E. (1980), "Satisfaction and Commitment in Friendships," *Representative Research in Social Psychology*, 11, 96–105.

SCALE ITEMS:[1]

1. I want my _____ relationship with _____ to last forever.
2. I want my _____ relationship with _____ to last for a very long time.
3. I am oriented toward the long-term future of my _____ relationship with _____ (for example, I imagine being in this _____ relationship several years from now).
4. I am committed to maintaining my _____ relationship with _____.

---

1. These items were supplied by Jones (2010). The name of the entity (business or person) should be placed in the second blank of each item. To help distinguish the employee version of the scale form the one for a person, Jones, Taylor, and Bansal (2008) added the word "professional" in the first blank of each item as well as in the third blank of item #3.

SCALE NAME: Commitment to Store

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure a customer's enduring desire to continue a relationship with a retailer as well as the willingness to sustain the relationship over time.

SCALE ORIGIN:

The source of the scale was not explicitly described by De Wulf, Odekerken-Schröder, and Iacobucci (2001) but it would appear to be original to their studies. The items seem to be among those that were developed using the back-translation method for versions in American English and Dutch and then pretested in the U.S., Netherlands, and Belgium (Flemish-speaking area).

RELIABILITY:

Composite reliabilities were calculated by for two types of stores for each of three countries (De Wulf, Odekerken-Schröder, and Iacobucci 2001). The reliabilities for food stores were .84, .75, and .75 for the U.S., Netherlands, and Belgium, respectively (Odekerken-Schröder 2004). For apparel stores, the reliabilities were .86, .73, and .72 for the U.S., Netherlands, and Belgium, respectively. Cho (2006) reported a composite reliability of .93 and .94 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Along with two other scales (relationship satisfaction and trustworthiness), De Wulf, Odekerken-Schröder, and Iacobucci (2001) used scale averages as indicators of a second-order factor (relationship quality). Evidence was provided in support of the scale's unidimensionality as well as its convergent validity. Partial metric invariance across countries was supported too. Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

De Wulf, Kristof, Gaby Odekerken-Schröder, and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (October), 33-50.

Odekerken-Schröder, Gaby (2004), personal correspondence.

SCALE ITEMS:[1]

1. I am willing "to go the extra mile" to remain a customer of this _____.
2. I feel loyal towards this _____.[2]
3. Even if this _____ would be more difficult to reach, I would still keep buying there.

---

1. An appropriate descriptor of the business entity should be placed in the blanks. De Wulf, Odekerken-Schröder, and Iacobucci (2001) used the terms "apparel store" and "supermarket."
2. The version of the scale used by Cho (2006) was phrased as "I am willing to remain loyal to this _____."

SCALE NAME: Commitment to the Relationship

SCALE DESCRIPTION:

This scale uses three, seven-point Likert-type items to measure a customer's motivation to maintain a business relationship with a particular seller.

SCALE ORIGIN:

The scale used by Palmatier et al. (2009) was developed by the authors based on inspiration from past research of the topic, particularly De Wulf, Odekerken-Schröder, and Iacobucci (2001) and Palmatier et al. (2006). Palmatier et al. (2009) used the scale in two studies. Study 1 was a lab experiment with a business-to-consumer context using data from 155 business undergraduate students. Study 2 was a field study using data from 446 customers of manufacturers' representative firms selling a wide range of goods and services in North America.

RELIABILITY:

The alphas for the scale were .81 for Study 1 and .85 for Study 2 (Palmatier et al. 2009).

VALIDITY:

Using confirmatory factor analysis in both studies, Palmatier et al. (2009) provided evidence in support of the convergent and discriminant validities of all their scales, including commitment. The AVE of the scale was .60 in Study 1 and .63 in Study 2.

REFERENCES:

De Wulf, Kristof, Gaby Odekerken-Schröder, and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (October), 33–50.

Palmatier, Robert W., Rajiv P. Dant, Dhruv Grewal, and Kenneth R. Evans (2006), "Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis," *Journal of Marketing*, 70 (October), 136–53.

Palmatier, Robert W., Cheryl Burke Jarvis, Jennifer R. Bechkoff, and Frank R. Kardes (2009), "The Role of Customer Gratitude in Relationship Marketing," *Journal of Marketing*, 73 (5), 1-18.

SCALE ITEMS:[1]

1. I am willing "to go the extra mile" to work with _____.
2. I have a desire to maintain this relationship.
3. I view the relationship with _____ as a long-term partnership.

---

1. The name of the person or firm should be placed in the blanks.

SCALE NAME: Commitment to the Relationship (The Couple in the Ad)

SCALE DESCRIPTION:

The level of intimacy being portrayed by a two adults in an ad is measured using three, seven-point items. An added facet of the measure is the degree to which an item given by one person to the other is symbolic of the strength of their bond.

SCALE ORIGIN:

The source of the scale was not stated by Dahl, Sengupta, and Vohs (2009). It appears to have been developed by them for use in a pretest of Study 1.

RELIABILITY:

An alpha of .78 (n = 24) was reported for the scale by Dahl, Sengupta, and Vohs (2009). Given the extremely small sample on which the estimate was based, caution is urged in assuming the scale is adequately reliable.

VALIDITY:

No information about the scale's validity was reported by Dahl, Sengupta, and Vohs (2009) except that, as a manipulation check, it showed that respondents viewed the relationship shown in the ad as expected by the authors.

REFERENCES:

Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2009), "Sex in Advertising: Gender Differences and the Role of Relationship Commitment," *Journal of Consumer Research,* 36 (2), 215-31.

SCALE ITEMS:[1]

1. The couple in the ad share intimacy.
2. The _____ featured in the ad is a token of the man's commitment to the woman.[2]
3. The couple in the ad is in a long-term relationship.

---

1. The response format used by Dahl, Sengupta, and Vohs (2009) had *disagree* (1) and *agree* (7) as the extreme verbal anchors.
2. The name of the product being given should be placed in the blank.

SCALE NAME: Commitment to the Relationship (Two Individuals)

SCALE DESCRIPTION:

The level of intimacy shared by two adults is measured in this scale with three, seven-point items.

SCALE ORIGIN:

The source of the scale was not stated by Dahl, Sengupta, and Vohs (2009). It appears to have been developed by them for use in a pretest of Study 2 and then used again in the pretest of Study 3.

RELIABILITY:

Alphas of .84 (n = 30) and .92 (n = 30) were reported for the scale by Dahl, Sengupta, and Vohs (2009) for the pretests of Studies 2 and 3, respectively.

VALIDITY:

No information about the scale's validity was reported by Dahl, Sengupta, and Vohs (2009) except that, as a manipulation check, it showed that respondents viewed a relationship as the authors expected.

REFERENCES:

Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2009), "Sex in Advertising: Gender Differences and the Role of Relationship Commitment," *Journal of Consumer Research,* 36 (2), 215-31.

SCALE ITEMS:[1]

1. _____ was devoted to _____.
2. _____ was committed to _____.
3. _____ and _____ share an intimate relationship.

---

1. The response format used by Dahl, Sengupta, and Vohs (2009) had *disagree* (1) and *agree* (7) as the extreme verbal anchors. The names of the two people should be placed in the two blanks of each statement.

SCALE NAME: Commitment to the Service Provider (Affective)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure the degree to which a customer expresses a desire-based attachment to a particular service provider.

SCALE ORIGIN:

The scale used by Bansal, Irving, and Taylor (2004) and Bansal, Taylor, and James (2005) is a subset of items from a scale by Meyer and Allen (1997). The latter viewed commitment as having three components (normative, affective, and continuance) and constructed scales to measure each one. Bansal, Irving, and Taylor (2004) apparently began with four of the original six items from Meyer and Allen (1997) and then dropped one based on test results. Similarly, Bansal, Taylor, and James (2005) started with five items but their analysis led to dropping two items before finalizing the scale.

RELIABILITY:

Alphas of .80 and .8180 were reported by Bansal, Irving, and Taylor (2004) and Bansal, Taylor, and James (2005).

VALIDITY:

Bansal, Irving, and Taylor (2004) performed several tests on this scale and their other two scales measuring commitment but the typical evidence for supporting claims of convergent and discriminant validity was not provided. The authors did say, however, that they compared three models of commitment and the three-component model fit the data best. As noted above, they also stated that testing led to dropping an item from the measure of affective commitment.

Bansal, Taylor, and James (2005) used both exploratory factor analysis and confirmatory factor analysis to refine the many scales in their study. Two of the items used to measure commitment loaded poorly but once they were dropped, the model fit the data.

COMMENTS:

See also Auh et al. (2007) for two versions of this scale stated in the positive, one modified for use with a financial adviser and another modified for use with a physician.

REFERENCES:

Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-370.

Bansal, Harvir S., P. Gregory Irving, and Shirley F. Taylor (2004), "A Three-Component Model of Customer Commitment to Service Providers," *Journal of the Academy of Marketing Science*, 32 (3), 234-250.

Bansal, Harvir S., Shirley F. Taylor, and Yannik St. James (2005), "'Migrating' to New Service Providers: Toward a Unifying Framework of Consumers' Switching Behaviors," *Journal of the Academy of Marketing Science*, 33 (1), 96-115.

Meyer, John P. and Natalie J. Allen (1997), *Commitment in the Workplace: Theory, Research, and Application*, Thousand Oaks, CA: Sage.

SCALE ITEMS:[1]

1. I do not feel "emotionally attached" to my _____. (r)
2. I do not feel like "part of the family" with my _____. (r)
3. I do not feel a strong sense of "belonging" to my _____. (r)

1. The name of the service provider should be placed in the blanks.

SCALE NAME: Commonality of Employee Response

SCALE DESCRIPTION:

Four, seven-point semantic-differentials are used to assess a customer's attitude regarding the extent to which an interaction that occurred with an employee is typical and widespread across an organization. As used by Hess, Ganesan, and Klein (2007) the interaction was negative but the items seem to be amenable for use when a positive experience has occurred. They called the scale *attributions of globality*.

SCALE ORIGIN:

The scale was constructed by Hess, Ganesan, and Klein (2007). Although no explicit details were provided for this scale, the authors mentioned that all of their scales were pretested and refined. The scale was used in two studies, one having to do with an airline service failure and the other relating to a hotel service failure.

RELIABILITY:

Hess, Ganesan, and Klein (2007) reported that the scale has alphas of .90 and .94 as used with an airline employee and a hotel employee, respectively.

VALIDITY:

Hess, Ganesan, and Klein (2007) provided some general evidence of convergent and discriminant validity for all of their scales. Details regarding this scale in particular were not provided.

REFERENCES:

Hess Jr., Ronald L., Shankar Ganesan, and Noreen M. Klein (2007), "Interactional Service Failures in a Pseudorelationship: The Role of Organizational Attributions," *Journal of Retailing*, 83 (1), 79-95.

SCALE ITEMS:[1]

1.   not at all universal across this _____ / universal across this _____
2.   not at all common among other employees at this _____ / common among other employees at this _____
3.   not at all similar to the responses of other employees / similar to the responses of other employees
4.   not at all widespread throughout this _____ / definitely widespread throughout this _____

---

1. A simple, generic description of the focal organization should be placed in the blanks, e.g., *airline*.

SCALE NAME: Communication Openness (Service Provider/Customer)

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type statements that measure the degree to which there is meaningful and timely sharing of information between oneself and a service provider.

SCALE ORIGIN:

Auh et al. (2007) stated that their scales were adaptations of a measure by Sharma and Patterson (1999). The former created two slightly different versions of the scale, one for use in Study 1 by clients with regard to their financial advisers and one for Study 2 by patients with regard to their physicians.

RELIABILITY:

The scale had alphas of .91 and .87 as used with financial advisers and physicians, respectively (Auh et al. 2007).

VALIDITY:

Auh et al. (2007) provided evidence in support of the scale's unidimensionality, convergent validity, and discriminant validity. The AVEs were .72 (financial advisers) and .64 (physicians).

REFERENCES:

Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-370.

Sharma, N. and P.G. Patterson (1999), "The Impact of Communication Effectiveness and Service Quality on Relationship Commitment in Consumer, Professional Services," *Journal of Services Marketing*, 13 (July), 151-170.

SCALE ITEMS:

My _____: [1]
1.   keeps me very well informed about what is going on with my _____. [2]
2.   explains _____ in a meaningful way. [3]
3.   always offers me as much information as I need.
4.   always explains to me the pros and cons of the _____ he/she recommends to me. [4]

---

1. The generic name of the service provider should be placed in the blank, e.g., financial adviser, physician.
2. The blank should be filled with a name or description of the topic being discussed, e.g., investments, health.
3. The blank should be filled with a name or description of the topic for which help is being sought, e.g., financial concepts and recommendations, medical and treatment options.
4. The blank should be filled with a name or description of the type of recommendation being made, e.g., investment, medical treatment.

SCALE NAME: Community Support for Cause

SCALE DESCRIPTION:

This three item, five-point Likert-type scale is intended to measure the degree to which a consumer believes that him/herself and others should buy the products of a corporate sponsor of some cause because it benefits the community. The scale was called *reciprocal intention* by Du, Sen, and Bhattacharya (2008).

SCALE ORIGIN:

The scale was developed by Du, Sen, and Bhattacharya (2008) based upon feedback received from parents during a focus group study.

RELIABILITY:

The alpha for the scale was .70 (Du, Sen, and Bhattacharya 2008). Although acceptable, this low level of internal consistency might be indicating that the three items composing the scale are measuring distinct but related constructs. Note how the first item has to do with what the community should do whereas the second one refers to one's own desired behavior. The third item measures a more global attitude about the arrangement. Further analysis is necessary to resolve this issue and improve the scale's psychometric quality.

VALIDITY:

No evidence regarding the scale's validity was provided by Du, Sen, and Bhattacharya (2008).

REFERENCES:

Du, Shuili, Sankar Sen, and C.B. Bhattacharya (2008), "Exploring the Social and Business Returns of a Corporate Oral Health Initiative Aimed at Disadvantaged Hispanic Families," *Journal of Consumer Research*, 35 (3), 483-494.

SCALE ITEMS:[1]

1. My community should buy _____ products to support _____.
2. I am willing to pay a price premium for _____ products if it's the only way for _____ to continue.
3. Buying _____ products is an excellent way for people in my community to support _____.

---

1. The name of the corporate sponsor should be placed in the first blank of each item while the name of the cause/event should be placed in the second set of blanks.

SCALE NAME: Company Reputation (Customer Orientation)

SCALE DESCRIPTION:

Six items are used in this scale to measure the degree to which a customer believes that a certain company, and particularly its employees, care about customers and treat them fairly.

SCALE ORIGIN:

Walsh and Beatty (2007) created the scale along with four others to measure the dimensions of a company's reputation. Forty items were developed based upon depth interviews and then complemented with 20 items from the work of Fombrun, Gardberg, and Sever (2000). Further qualitative and quantitative steps were conducted which eventually reduced the set to 28 items. Seven dimensions were initially expected based upon some qualitative studies but two quantitative studies led to confirmation of only five of those dimensions.

RELIABILITY:

The six-item version of the scale was reported by Walsh and Beatty (2007) to have construct reliabilities of .86 (n = 504) and .91 (n = 698) in Studies 1 and 2, respectively.

VALIDITY:

Walsh and Beatty (2007) used an admirable series of steps to generate and assess the initial set of items, thereby providing some evidence of content validity. Evidence of convergent and discriminant validity was provided in the two quantitative studies using confirmatory factor analysis. Study 2 went further and provided support for each scale's nomological validity. The AVEs for the reputation construct were 0.67 and 0.70 for Studies 1 and 2, respectively.

REFERENCES:

Fombrun, Charles J., Naomi A. Gardberg, and Joy M. Sever (2000), "The Reputation Quotient: A Multi-Stakeholder Measure of Corporate Reputation," *The Journal of Brand Management*, 7 (4), 241–255.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1.   Has employees who are concerned about customer needs.
2.   Has employees who treat customers courteously.
3.   Is concerned about its customers.
4.   Treats its customers fairly.
5.   Takes customer rights seriously.
6.   Seems to care about all of its customers regardless of how much money they spend with them.

---

1. Walsh and Beatty (2007) did not provide information about the response format they used. It may have been a five-point Likert-type scale. Also, the instructions or scale stem should clearly identify the company to be evaluated.

SCALE NAME: Company Reputation (Financial Strength)

SCALE DESCRIPTION:

The scale is composed of seven items that measure the extent to which a customer believes that a particular company is performing well financially and is expected to continue being successful.

SCALE ORIGIN:

Walsh and Beatty (2007) created this scale along with four others to measure the dimensions of a company's reputation. Forty items were developed based upon depth interviews and then complemented with 20 items from the work of Fombrun, Gardberg, and Sever (2000). Further qualitative and quantitative steps were conducted which eventually reduced the set to 28 items. Seven dimensions were initially expected based upon some qualitative studies but two quantitative studies led to confirmation of only five of those dimensions.

RELIABILITY:

The final version of the scale reported by Walsh and Beatty (2007) had a construct reliability of .89 (n = 698).

VALIDITY:

Walsh and Beatty (2007) used an admirable series of steps to generate and assess the initial set of items, thereby providing some evidence of content validity. Evidence of convergent and discriminant validity was provided in the two quantitative studies using confirmatory factor analysis. Study 2 went further and provided support for each scale's nomological validity. The AVE for the financial strength construct was .66 (Study 2).

REFERENCES:

Fombrun, Charles J., Naomi A. Gardberg, and Joy M. Sever (2000), "The Reputation Quotient: A Multi-Stakeholder Measure of Corporate Reputation," *The Journal of Brand Management*, 7 (4), 241–255.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. Tends to outperform competitors.
2. Seems to recognize and take advantage of market opportunities.
3. Looks like it has strong prospects for future growth.
4. Looks like it would be a good investment.
5. Appears to make financially sound decisions.
6. Is doing well financially.
7. Seems to have a clear vision of its future.

---

1. Walsh and Beatty (2007) did not provide information about the response format they used. It may have been a five-point Likert-type scale. Also, the instructions or scale stem should clearly identify the company to be evaluated.

SCALE NAME: Company Reputation (Good Employer)

SCALE DESCRIPTION:

Seven items are used in this scale to measure the extent to which a customer believes that a particular company is a good one to work for because it is managed well especially in how it treats its employees.

SCALE ORIGIN:

Walsh and Beatty (2007) created this scale along with four others to measure the dimensions of a company's reputation. Forty items were developed based upon depth interviews and then complemented with 20 items from the work of Fombrun, Gardberg, and Sever (2000). Further qualitative and quantitative steps were conducted which eventually reduced the set to 28 items. Seven dimensions were initially expected based upon some qualitative studies but two quantitative studies led to confirmation of only five of those dimensions.

RELIABILITY:

The scale was reported by Walsh and Beatty (2007) to have construct reliabilities of .87 (n = 504) and .90 (n = 698) in Studies 1 and 2, respectively.

VALIDITY:

Walsh and Beatty (2007) used an admirable series of steps to generate and assess the initial set of items, thereby providing some evidence of content validity. Evidence of convergent and discriminant validity was provided in the two quantitative studies using confirmatory factor analysis. Study 2 went further and provided support for each scale's nomological validity. The AVEs for the good employer construct were 0.65 (Study 1) and .66 (Study 2).

REFERENCES:

Fombrun, Charles J., Naomi A. Gardberg, and Joy M. Sever (2000), "The Reputation Quotient: A Multi-Stakeholder Measure of Corporate Reputation," *The Journal of Brand Management*, 7 (4), 241–255.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. Looks like a good company to work for.
2. Seems to treat its people well.
3. Seems to have excellent leadership.
4. Has management who seems to pay attention to the needs of its employees.
5. Seems to have good employees.
6. Seems to maintain high standards in the way that it treats people.
7. Seems to be well-managed.

---

1. Walsh and Beatty (2007) did not provide information about the response format they used. It may have been a five-point Likert-type scale. Also, the instructions or scale stem should clearly identify the company to be evaluated.

SCALE NAME: Company Reputation (Product Quality)

SCALE DESCRIPTION:

The scale has four items that measure the degree to which a customer believes that a particular company produces high quality, innovative goods and services.

SCALE ORIGIN:

Walsh and Beatty (2007) created this scale along with four others to measure the dimensions of a company's reputation. Forty items were developed based upon depth interviews and then complemented with 20 items from the work of Fombrun, Gardberg, and Sever (2000). Further qualitative and quantitative steps were conducted which eventually reduced the set to 28 items. Seven dimensions were initially expected based upon some qualitative studies but two quantitative studies led to confirmation of only five of those dimensions.

RELIABILITY:

The final version of the scale reported by Walsh and Beatty (2007) had a construct reliability of .88 (n = 698).

VALIDITY:

Walsh and Beatty (2007) used an admirable series of steps to generate and assess the initial set of items, thereby providing some evidence of content validity. Evidence of convergent and discriminant validity was provided in the two quantitative studies using confirmatory factor analysis. Study 2 went further and provided support for each scale's nomological validity. The AVE for the product quality construct was .60 (Study 2).

REFERENCES:

Fombrun, Charles J., Naomi A. Gardberg, and Joy M. Sever (2000), "The Reputation Quotient: A Multi-Stakeholder Measure of Corporate Reputation," *The Journal of Brand Management*, 7 (4), 241–255.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. Offers high quality goods and services.
2. Is a strong, reliable company.
3. Stands behind the products that it offers.
4. Develops innovative goods and services.

---

1. Walsh and Beatty (2007) did not provide information about the response format they used. It may have been a five-point Likert-type scale. Also, the instructions or scale stem should clearly identify the company to be evaluated.

SCALE NAME: Company Reputation (Social & Environmental Responsibility)

SCALE DESCRIPTION:

The four items composing this scale are intended to measure the extent to which a customer believes that a particular company is responsible in its service to society and the environment.

SCALE ORIGIN:

Walsh and Beatty (2007) created this scale along with four others to measure the dimensions of a company's reputation. Forty items were developed based upon depth interviews and then complemented with 20 items from the work of Fombrun, Gardberg, and Sever (2000). Further qualitative and quantitative steps were conducted which eventually reduced the set to 28 items. Seven dimensions were initially expected based upon some qualitative studies but two quantitative studies led to confirmation of only five of those dimensions.

RELIABILITY:

The scale was reported by Walsh and Beatty (2007) to have construct reliabilities of .70 (n = 504) and .76 (n = 698) in Studies 1 and 2, respectively.

VALIDITY:

Walsh and Beatty (2007) used an admirable series of steps to generate and assess the initial set of items, thereby providing some evidence of content validity. Evidence of convergent and discriminant validity was provided in the two quantitative studies using confirmatory factor analysis. Study 2 went further and provided support for each scale's nomological validity. The AVEs for the good employer construct were 0.53 (Study 1) and .55 (Study 2).

REFERENCES:

Fombrun, Charles J., Naomi A. Gardberg, and Joy M. Sever (2000), "The Reputation Quotient: A Multi-Stakeholder Measure of Corporate Reputation," *The Journal of Brand Management*, 7 (4), 241–255.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. Seems to make an effort to create new jobs.
2. Would reduce its profits to ensure a clean environment.
3. Seems to be environmentally responsible.
4. Appears to support good causes.

---

1. Walsh and Beatty (2007) did not provide information about the response format they used. It may have been a five-point Likert-type scale. Also, the instructions or scale stem should clearly identify the company to be evaluated.

SCALE NAME: Company-Related Beliefs

SCALE DESCRIPTION:

Five, seven-point items are used in this scale to measure a consumer's belief that a company is likely to be responsible and/or successful in a variety of ways such as employee welfare, environmental policies, and profitability. Biehal and Sheinin (2007) referred to the scale as *corporate-derived beliefs*.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their study. The items were used with respect to two fictitious companies in their second study: a chain of hotels and a chain of restaurants.

RELIABILITY:

Alphas of .82 (hotel chain) and .80 (restaurant chain) were reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1. _____ are consistent with my ethical values.
2. The workforce at _____ is diverse.
3. _____ employees are well compensated.
4. _____ operate in an environmentally friendly manner.
5. _____ are successful in terms of profits.

---

1. The blanks should be filled with the name of the company, e.g., Dearborn hotels. Because Biehal and Sheinin (2007) used the items with respect to a chain, items #1 and #5 are phrased in the plural. The extreme verbal anchors for the response scale were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that the focal company had these characteristics.

SCALE NAME: Comparison Intensity

SCALE DESCRIPTION:

This scale uses four, eleven-point bi-polar adjectives to measure the degree of detail and clarity with which a comparison has been made. In the study by Chow and Luk (2006), the comparison was between products in an ad. Given that, the authors referred to the scale as CAI (comparative advertisement intensity).

SCALE ORIGIN:

The source of the scale was not stated by Chow and Luk (2006) but it appears to be original to them.

RELIABILITY:

An alpha of .92 was reported for the scale (Chow and Luk 2006).

VALIDITY:

The scale was used as a manipulation check in the study by Chow and Luk (2006). To the extent that the check was successful, it provides some limited evidence of the scale's convergent validity.

REFERENCES:

Chow, Cheris W.C. and Chung-Leung Luk (2006), "Effects of Comparative Advertising in High- and Low-Cognitive Elaboration Conditions," *Journal of Advertising*, 35 (Summer), 55-67.

SCALE ITEMS:[1]

1. implicit / explicit
2. indirect / direct
3. implied / specific
4. brief / detailed

---

1. Although not stated by Chow and Luk (2006), the scale instructions probably asked subjects to describe the intensity of the comparison made between the products referred to in the ad.

SCALE NAME: Comparison Shopping (Check Prices)

SCALE DESCRIPTION:

This is a three item, five-point Likert-type scale that measures the degree to which a person wants to have a lot of product-related information before making a purchase decision and is willing to expend the requisite effort to gather the desired information.

SCALE ORIGIN:

Noble, Griffith, and Adjei (2006) developed the scale based on inspiration they received from a scale by Eastlick and Feinberg (1999).

RELIABILITY:

An alpha of .84 was reported by Noble, Griffith, and Adjei (2006) for their scale. Composite reliabilities of .87 and .83 were reported for males and females, respectively.

VALIDITY:

Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided a variety of evidence in support of their scale's validity.

REFERENCES:

Eastlick, Mary Ann and Richard A. Feinberg (1999), "Shopping Motives for Mail Catalog Shopping," *Journal of Business Research*, 45 (3), 281–290.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:

1. I often compare product prices across retailers to get the lowest price.
2. I usually find myself price comparison shopping.
3. I often find myself looking for the exact same product at different outlets to find the lowest price.

SCALE NAME: Comparison Valence of the Ad

SCALE DESCRIPTION:

Seven-point semantic differentials are used to measure the degree to which a person believes that an ad has disparaged a competitor.

SCALE ORIGIN:

The scale used by Jain and Posavac (2004) is a modified version of a scale used by Jain (1993). The scale used in the two studies reported by Jain (1993) had four items and their alphas were .93 (study 1) and .89 (study 2). Chang and Chou (2008) also used a four item version of the scale.

RELIABILITY:

Alphas ranging from .81 to .94 were reported for the scale used in the three studies by Jain and Posavac (2004). Similarly, the scale was used in three studies by Chang and Chou (2008) and the alphas ranged from .886 to .902.

VALIDITY:

Neither Jain and Posavac (2004) nor Chang and Chou (2008) provided any validity testing of this scale.

REFERENCES:

Chang, Chung-Chau and Yu-Jen Chou (2008), "Goal Orientation and Comparative Valence in Persuasion," *Journal of Advertising*, 37 (1), 73-87.

Jain, Shailendra Pratap (1993), "Positive Versus Negative Comparative Advertising," *Marketing Letters*, 4 (4), 309-320.

Jain, Shailendra Pratap and Steven S. Posavac (2004), "Valenced Comparisons," *Journal of Marketing Research*, 41 (1), 46-58.

SCALE ITEMS:[1]

1. The ad was hostile / gentle to one or more competitors.
2. The ad derogated / did not derogate one or more competitors.
3. The ad criticized / complimented one or more competitors.
4. The ad tried to damage / did not try to damage the reputation of one or more competitors.
5. The ad put down / praised one or more competitors.

---

1. Jain and Posavac (2004) used all five items while Chang and Chou (2008) used items #2-#5.

SCALE NAME: Compassionate

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a person views him/herself as being loving and caring. This is intended as a trait measure rather than a state measure.

SCALE ORIGIN:

The source of the scale was not stated by Khan and Dhar (2006).

RELIABILITY:

Khan and Dhar (2006) reported the alphas for the scale to be .84 (Study 1) and .95 (Study 5).

VALIDITY:

No evidence of the scale's validity was provided by Khan and Dhar (2006).

REFERENCES:

Khan, Uzma and Ravi Dhar (2006), "Licensing Effect in Consumer Choice," *Journal of Marketing Research*, 43 (2), 259-266.

SCALE ITEMS:

1. I am compassionate.
2. I am sympathetic.
3. I am warm.
4. I am helpful.

SCALE NAME: Compatibility of the Product

SCALE DESCRIPTION:

The scale is composed of three, seven-point items that measure the degree to which a person believes that a product is consistent with his/her values, experiences, and needs. While the scale was developed to be used with innovations, it appears to be amenable for use with a wide variety of goods and services, despite the extent to which they are viewed as innovations.

SCALE ORIGIN:

Rijsdijk, Hultink, and Diamantopoulos (2007) cited Rogers (1995) as the source of the scale. However, since the scale is not provided in that book, it would appear that the former used the definition provided by the latter to develop a scale.

RELIABILITY:

An alpha of .87 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .71.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

Rogers, Everett M. (2003), *Diffusion of Innovations*, New York: The Free Press.

SCALE ITEMS:[1]

This product:
1. fits into my way of living.
2. fits the way I do things.
3. suits me well.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the *agree /disagree* variety.

SCALE NAME: Competence

SCALE DESCRIPTION:

This scale has five, seven-point Likert-type statements that measure the degree to which a person feels effectual and capable in his/her life, with an emphasis on the role played by a named person.

SCALE ORIGIN:

Thomson (2006) adapted statements for his scale from items in scales by La Guardia et al. (2000) and Sheldon et al. (2001). Although Thomson (2006) stated that the version he used in Study 1 had three items and the version used in Study 3 had six items, only two and five items, respectively, were identified in the article.

RELIABILITY:

The full set of items used by Thomson (2006) in Study 3 had an alpha was .83. A subset of those items was used in Study 1 and had an alpha of .70.

VALIDITY:

The scale's validity was not explicitly addressed by Thomson (2006).

REFERENCES:

La Guardia, Jennifer G., Richard M. Ryan, Charles E. Couchman, and Edward L. Deci (2000), "Within-Person Variation in Security of Attachment: A Self-Determination Theory Perspective on Attachment, Need-Fulfillment and Well-Being," *Journal of Personality and Social Psychology*, 79 (September), 367-84.

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology,* 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1. Generally, _____ makes me feel very capable and effective.
2. _____ makes me feel inadequate or incompetent. (r)
3. I feel that I can successfully complete difficult tasks and projects.
4. I feel that I can take on and master hard challenges.
5. I feel very capable in what I do.

---

1. The name of the person should be placed in the blanks.

SCALE NAME: Competence of the Business' Managers

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure a person's beliefs regarding the degree to which those who are in charge of a particular business know what they are doing and are good at it.

SCALE ORIGIN:

Cho (2006) drew upon phrases and ideas used in several different scales created by others, particularly Sirdeshmukh, Singh, and Sabol (2002).

RELIABILITY:

Cho (2006) reported a composite reliability of .98 and .99 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

Sirdeshmukh, Deepak, Jagdip Singh and Barry Sabol (2002). "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing*, 66 (January), 15–37.

SCALE ITEMS:[1]

The way they operate their business made me feel that:

1. they are experts in this business.
2. they know what they are doing.
3. they are competent.
4. they are proficient.

---

1. Specification of the focal business will need to be made somewhere in the scale stem or elsewhere in the questionnaire.

SCALE NAME: Complaint Likelihood (Direct)

SCALE DESCRIPTION:

Three, nine-point items are used to measure the stated probability a customer would voice his/her opinion to a service manager and demand a refund because of a negative service-related experience. As phrased by Bonifield and Cole (2008), the statements were hypothetical because the subjects in their study were asked to respond to an incident in a video they watched. Simple rephrasing of the items enables them to be used when customers have actually experienced something (when it is not hypothetical).

SCALE ORIGIN:

The source of the scale used by Bonifield and Cole (2008) was not identified. The statements are conceptually similar to those that have been used by others measuring the construct but these items appear to be unique and, thus, may have been developed by Bonifield and Cole (2008) for their study.

RELIABILITY:

An alpha of .76 (n = 207 college students) was reported for the scale by Bonifield and Cole (2008).

VALIDITY:

Although the details were not provided, Bonifield and Cole (2008) stated that adequate support was found for all of their scales' discriminant validities. The AVE for the scale was .59.

REFERENCES:

Bonifield, Carolyn and Catherine A. Cole (2008), "Better Him than Me: Social Comparison Theory and Service Recovery," *Journal of the Academy of Marketing Science*, 36 (4), 565-577.

Folkes, Valerie. S., Susan Koletsky, John L. Graham (1987), "A Field Study of Causal Inferences and Consumer Reaction: The View From the Airport," *Journal of Consumer Research*, 13 (March), 534–539.

SCALE ITEMS:

If this had happened to you, how likely is it that you would . . .[1]
1. Complain to the customer service manager?
2. Make certain that the customer service manager knew exactly what you thought about the service?
3. Insist on a full cash refund?

---

1. By rephrasing this stem, the scale can be used when customers have actually had a bad experienced, e.g., "Given what happened to you, how likely is it that you will . . . ?"

SCALE NAME: Complaint Responsiveness

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a consumer was sure that a service provider would resolve a problem about which a complaint had been made.

SCALE ORIGIN:

The scale used by Voorhees, Brady, and Horowitz (2006) is a modification of items from Blodgett, Granbois, and Walters (1993) as well as Richins (1997).

RELIABILITY:

The construct reliability for the scale was .83 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .63. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Blodgett, Jeffrey G., Donald H. Granbois, and Rockney G. Walters (1993), "The Effects of Perceived Justice on Negative Word of Mouth and Repatronage Intentions." *Journal of Retailing*, 69 (Winter), 399-428.

Richins, Marsha L. (1987), "A Multivariate Analysis of Responses to Dissatisfaction," *Journal of the Academy of Marketing Science*, 15 (3), 24-31.

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

SCALE ITEMS:[1]

1. When I purchased the service, the service provider had a reputation for "Satisfaction Guaranteed."
2. When this problem first occurred, I was confident that the service provider would make the problem right.
3. I was confident that the company would handle my complaint and resolve my problem.

---

1. The items were provided by Voorhees (2009).

SCALE NAME: Complementarity of Product Forms

SCALE DESCRIPTION:

Three statements are used to measure the degree to which a consumer views the utility received from two different forms of a product to be greater than the utility of the best single form.

SCALE ORIGIN:

The origin of the scale was not described by Koukova, Kannan, and Ratchford (2008). They reported on two studies in which the following pairs of product forms were examined by participants: a paper book and an e-book, a paper newspaper and an online version, a stick of butter and a tub, liquid soap and a bar, and instant coffee and ground. All four product pairs were used in Study 1 while just the books and coffee were used Study 2.

RELIABILITY:

The alphas for the scale as used in Study 1 ranged from .82 to .92 while in Study 2 they were .91 (books) and .85 (coffee).

VALIDITY:

Koukova, Kannan, and Ratchford (2008) did not provide any information about the scale's validity.

REFERENCES:

Koukova, Nevena T., P. K. Kannan, and Brian T. Ratchford (2008), "Product Form Bundling: Implications for Marketing Digital Products," *Journal of Retailing*, 84 (2), 181-194.

SCALE ITEMS:[1]

1. It would be more useful to have both the X and the Y than just the X.
2. There is additional value in having both the X and the Y as compared to having only one of them.
3. It would be more useful to have both the X and the Y than just the Y.

---

1. The name/phrase describing one form should replace the X in the items while the name/phrase describing the other form should replace the Y in the items. The nature of the response scale was not described by Koukova, Kannan, and Ratchford (2008) but it appears that a five or seven point Likert-type format would be appropriate.

SCALE NAME: Complexity of the Innovation

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree of challenge a consumer perceives there to be in learning to use a new good or service.

SCALE ORIGIN:

The source of the scale used by Wood and Moreau (2006) was not stated but appears to have been developed by them.

RELIABILITY:

The scale was administered by Wood and Moreau (2006) to participants at two points in time (if not three) and the alphas were reported to be over .90 each time.

VALIDITY:

No information regarding the scale's validity was discussed by Wood and Moreau (2006).

REFERENCES:

Wood, Stacy L. and C. Page Moreau (2006), "From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations," *Journal of Marketing*, 70 (3), 44-57.

SCALE ITEMS:[1]

1. How difficult do you expect/perceive the _____ to be to use?[2]
2. How long would it take to learn to use the _____?[3]
3. How much of a challenge is there in using the _____?[4]

---

1. As shown in #1, the phrasing of the items might need to change somewhat if administered before use of the innovation (expectations) vs. when participants have already used it (perceptions).
2. The verbal anchors were not described by Wood and Moreau (2006) but may have been something like *very simple* and *very difficult* for this statement.
3. The verbal anchors were not described by Wood and Moreau (2006) but may have been something like *very little time* and *a lot of time* for this statement.
4. The verbal anchors were not described by Wood and Moreau (2006) but may have been something like *very little challenge* and *very challenging* for this statement.

SCALE NAME: Complexity of the Product

SCALE DESCRIPTION:

Four, seven-point items are used in this scale to measure the degree to which a person believes that a product is difficult to understand and use. While the scale was developed to be used with innovations, it appears to be amenable for use with a wide variety of products, despite the extent to which they are viewed as innovations.

SCALE ORIGIN:

Rijsdijk, Hultink, and Diamantopoulos (2007) cited Rogers (1995) as the source of the scale. However, since the scale is not provided in that book, it would appear that the former used the definition provided by the latter to develop a scale.

RELIABILITY:

An alpha of .82 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .60.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

Rogers, Everett M. (2003), *Diffusion of Innovations*, New York: The Free Press.

SCALE ITEMS:[1]

1. This product is complicated for a lot of people.
2. How much knowledge is needed to use your product?
3. How much help is needed in taking your product into use?
4. How much effort do you think it costs to learn how to use your product?

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) for these items. It would appear that they were of the *agree /disagree* type for item #1. The others were likely to have been something like *a lot / a little*,

SCALE NAME: Complexity of the Service

SCALE DESCRIPTION:

The four, five-point Likert-type statements measure the degree to which a person views a service as being complicated and difficult to understand.

SCALE ORIGIN:

Although not stated explicitly, the scale appears to have been developed by Burnham, Frels, and Mahajan (2003). A pretest and the main study helped develop and refine the many scales they used to measure switching costs as well as its antecedents and consequences. Complexity was viewed as an antecedent of switching costs.

RELIABILITY:

Alphas of .70 and .82 were reported by Burnham, Frels, and Mahajan (2003) for long-distance and credit card applications, respectively.

VALIDITY:

The items in this scale as well as those for five other scales used to measure the antecedents of switching costs were examined using CFA. The results provided support for this scale's unidimensionality as well as its convergent and discriminant validities.

COMMENTS:

See Heitmann, Lehmann, and Herrmann (2007) for a version of this scale modified for use with a physical good rather than a service.

REFERENCES:

Burnham, Thomas A., Judy K. Frels, and Vijay Mahajan (2003), "Consumer Switching Costs: A Topology, Antecedents and Consequences," *Journal of the Academy of Marketing Science*, 31 (2), 109-126.

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

SCALE ITEMS:

1. I would have to know a lot to take full advantage of the options/programs offered by service providers.
2. The offerings in this industry are difficult to understand.
3. A salesperson selling this kind of service needs to know a lot to do a good job.
4. This service is complicated in nature.

SCALE NAME: Composite Product Concept Formation Difficulty

SCALE DESCRIPTION:

Three, nine-point Likert-type items are used to measure how difficult it was for a person to develop a concept of a particular product that was described with aspects of two other products or brands, e.g., a parent name and a sub-brand name. The scale was called *difficulty of concept formation* by Jo (2007).

SCALE ORIGIN:

The source of the scale was not stated by Jo (2007) and scale seems to have been developed by him. He examined how consumers form concepts about products that are described with both a parent name and a sub-brand. Two studies were conducted, one having to do with cars and another involving televisions.

RELIABILITY:

Alphas of .81 and .92 were reported for the scale in Studies 1 and 2, respectively.

VALIDITY:

No information regarding the scale's validity was reported by Jo (2007).

REFERENCES:

Jo, Myung-Soo (2007), "Should a Quality Sub-Brand Be Located Before or After the Parent Brand? An Application of Composite Concept Theory," *Journal of the Academy of Marketing Science*, 35 (2), 184-196.

SCALE ITEMS:[1]

1.   The evaluation of the _____ described above was difficult.
2.   The _____ described above looks it contained two separate brands.[2]
3.   Processing the two brand names for the evaluation of the _____ was rather automatic. (r)

---

1. The generic name of the focal product should be placed in the blanks, e.g., car.
2. This phrasing of this item has been slightly modified because the version provided in the article was grammatically awkward.

SCALE NAME: Concern for Face

SCALE DESCRIPTION:

The degree to which a person expresses concern about being thought well of and accepted by others is measured in this scale with six, ten-point Likert-type items.

SCALE ORIGIN:

Chan, Wan, and Sin (2009) adapted eight items from Cocroft and Ting-Tommey as well as White et al. (2004). In a pretest, they factor analyzed the eight items with ten items being considered for a *belief in fate* scale. Three factors emerged and the authors kept just those items for the two scales that loaded best (six items a piece). In a follow-up study with two samples, the authors re-examined the structure of the two scales using CFA. The two-factor model fit the data well in both samples. The internal consistencies were good with both samples (.92 and .89 for the *concern for face* scale in samples 1 and 2, respectively).

RELIABILITY:

In addition to the scale being developed in the pretests as described above, it was used in three studies by Chan, Wan, and Sin (2009) with both Asian and American samples. The internal consistencies were high, ranging from .92 (Asians) and .89 (Americans) in Study 1 to .80 (Asians) and .81 (Americans) in Study 3.

VALIDITY:

Beyond the testing conducted in the pretests which provided some support for the scale's validity, no further examination of validity was reported by Chan, Wan, and Sin (2009).

REFERENCES:

Chan, Haksin, Lisa C. Wan, and Leo Y. M. Sin (2009), "The Contrasting Effects of Culture on Consumer Tolerance: Interpersonal Face and Impersonal Fate," *Journal of Consumer Research*, 36 (2), 292-304.

Cocroft, Beth-Ann K. and Stella Ting-Toomey (1994), "Facework in Japan and the United States," *International Journal of Intercultural Relations*, 18 (4), 469–506.

White, Judith B., Rene´e Tynan, Adam D. Galinsky, and Leigh Thompson (2004), "Face Threat Sensitivity in Negotiation: Roadblock to Agreement and Joint Gain," *Organizational Behavior and Human Decision Processes*, 94 (July), 102–24.

SCALE ITEMS:

1. I care about praise and criticism from others.
2. I care about others' attitudes toward me.
3. I hate being taken lightly.
4. I will be very angry if others are impolite to me.
5. I will be very happy if I am treated with respect.
6. I will be very upset if I am criticized in public.

SCALE NAME: Congruence (Ideal Self with Brand)

SCALE DESCRIPTION:

The scale uses three items to measure the degree to which a consumer believes that a brand is a symbol of the person he/she wants to be.

SCALE ORIGIN:

Swaminathan, Stilley, and Ahluwalia (2009) did not state the origin of the scale but it seems to have been developed by them for use in their study.

RELIABILITY:

The scale was used in Study 3 by Swaminathan, Stilley, and Ahluwalia (2009) with two brands of jeans. The alphas were .91 (Gap) and .96 (Abercrombie & Fitch).

VALIDITY:

The validity of the scale was not addressed by Swaminathan, Stilley, and Ahluwalia (2009).

REFERENCES:

Swaminathan, Vanitha, Karen M. Stilley, and Rohini Ahluwalia (2009), "When Brand Personality Matters: The Moderating Role of Attachment Styles," *Journal of Consumer Research*, 35 (6), 985-1002.

SCALE ITEMS:[1]

1.   This brand makes a statement about what is important to me in life.
2.   This brand says a lot about the kind of person I would like to be.
3.   This brand makes me similar to people I aspire to be like.

---

1. Neither the scale stem nor the response format used with these items was described by Swaminathan, Stilley, and Ahluwalia (2009).

SCALE NAME: Congruence (Self with Brand)

SCALE DESCRIPTION:

The scale has five, seven-point Likert-type statements that measure the degree to which a person identifies with a brand by viewing it as fitting one's personality and lifestyle. The scale was called *brand equity* by Johnson, Herrmann, and Huber (2006).

SCALE ORIGIN:

Johnson, Herrmann, and Huber (2006) did not identify the source of the scale and, due to this, it is assumed to be original to them. However, they appear to have drawn heavily on Keller (2003) for inspiration.

RELIABILITY:

AVE (average variance extracted) was measured by Johnson, Herrmann, and Huber (2006) at three points in time for the scale. The values ranged from .688 (time 1) to .594 (time 3).

VALIDITY:

Although the details were not provided by Johnson, Herrmann, and Huber (2006), they support for discriminant validity was found for all of their scales.

REFERENCES:

Johnson, Michael D., Andreas Herrmann, and Frank Huber (2006), "The Evolution of Loyalty Intentions," *Journal of Marketing*, 70 (2), 122-132.
Keller, Kevin Lane (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing*, 57 (January), 1–22.
Keller, Kevin Lane (2003), "Brand Synthesis: The Multidimensionality of Brand Knowledge," *Journal of Consumer Research*, 29 (March), 595–600.

SCALE ITEMS:

1. The brand reflects my personal lifestyle.
2. The brand and my personality fit.
3. I can identify with the brand.
4. If the brand were a person, I would like to take him or her out for dinner.
5. I would like to wear clothing with the logo of my brand on it.

SCALE NAME: Congruence (Self with Brand)

SCALE DESCRIPTION:

The scale is composed of Likert-type statements that are intended to measure the degree to which a consumer views there being a similarity and connection between him/her self-image and that of a particular brand.

SCALE ORIGIN:

The scale was apparently developed and reported first by Escalas and Bettman (2003). The version used by Escalas and Bettman (2005) was very similar to the previous version but not exactly the same, e.g., different scale anchors and slightly different phrasing of items.

RELIABILITY:

The scale was used in the two studies reported by Escalas and Bettman (2005) and in both cases had alphas of .96. In Study 1 by White and Dahl (2007) the scale was used with three brands and the alphas ranged from .92 to .95. A shorter version of the scale was used by Rindfleisch, Burroughs, and Wong (2009) in both of the studies they presented but the reliability was only reported for Study 1 (composite reliability = .97).

VALIDITY:

No information regarding the scale's validity was provided by either Escalas and Bettman (2005) or White and Dahl (2007). Rindfleisch, Burroughs, and Wong (2009) used CFA to provide evidence of the fit of their measurement model. In particular, support was given for this scale's convergent and discriminant validity.

REFERENCES:

Escalas, Jennifer Edson and James R. Bettman (2003), "You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands," *Journal of Consumer Psychology*, 13 (3), 339–348.

Escalas, Jennifer Edson and James R. Bettman (2005), "Self-Construal, Reference Groups, and Brand Meaning," *Journal of Consumer Research*, 32 (December), 378-389.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 36 (1), 1-16.

White, Katherine and Darren W. Dahl (2007), "Are All Out-Groups Created Equal? Consumer Identity and Dissociative Influence," *Journal of Consumer Research*, 34 (4), 525-536.

SCALE ITEMS:[1]

1.   This brand reflects who I am.
2.   I can identify with this brand.
3.   I feel a personal connection to this brand.
4.   I use this brand to communicate who I am to other people.
5.   I think this brand help me become the type of person I want to be.
6.   I consider this brand to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others).
7.   This brand suits me well.

---

1. The response format used by Escalas and Bettman (2005) had 101 points and ranged from *strongly disagree* (0) to *strongly agree* (100). White and Dahl (2007) used a nine-point response scale but the verbal anchors were not specified. In both of those studies, all seven of the items were used whereas in the study by Rindfleisch, Burroughs, and Wong (2009) #1-#4 and the first phrase of #6 were used with a seven-point scale.

SCALE NAME: Congruence (Self with Brand)

SCALE DESCRIPTION:

Several Likert-type items are used to measure the degree to which a person believes that there is a similarity between a brand's image and his/her own image. Swaminathan, Page, and Gürhan-Canli (2007) referred to the scale as *self-concept connection*.

SCALE ORIGIN:

Swaminathan, Page, and Gürhan-Canli (2007) stated that the items for their version of the scale were taken from a brand relationship quality scale developed by Fournier (1994) in her dissertation.

RELIABILITY:

The alpha for the scale was reported by Swaminathan, Page, and Gürhan-Canli (2007) to be .93 in both a pretest (n = 42) and Study 1 (n = 320).

VALIDITY:

Swaminathan, Page, and Gürhan-Canli (2007) did not provide any information directly bearing on the validity of this scale.

COMMENTS:

See also Breivik and Thorbjørnsen (2008) for a variation on this scale.

REFERENCES:

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Fournier, Susan (1994), "A Consumer-Brand Relationship Framework for Strategic Brand Management," unpublished dissertation, Graduate School, University of Florida, Gainesville, FL 32611.

Swaminathan, Vanitha, Karen L. Page, and Zeynep Gürhan-Canli (2007), "'My' Brand or 'Our' Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations," *Journal of Consumer Research*, 34 (2), 248-259.

SCALE ITEMS:

1. The brand and I have a lot in common.
2. This brand's image and my self image are similar in a lot of ways.
3. This brand says a lot about the kind of person I am or want to be.
4. This brand reminds me of who I am.
5. This brand is a part of me.

SCALE NAME: Congruence (Self with Others Who Use the Brand)

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type statements that are intended to measure the degree to which a consumer views there being a strong association between him/herself and others who use a particular brand. The scale was called *communal-brand connection* by Rindfleisch, Burroughs, and Wong (2009).

SCALE ORIGIN:

Rindfleisch, Burroughs, and Wong (2009) cited Keller (2003) as the source of the scale.

RELIABILITY:

The scale was used in the two studies reported by Rindfleisch, Burroughs, and Wong (2009) but the reliability was only reported for Study 1 (composite reliability = .98).

VALIDITY:

Rindfleisch, Burroughs, and Wong (2009) used CFA to test the fit of their measurement model. In particular, support was given for this scale's convergent and discriminant validity.

REFERENCES:

Keller, Kevin Lane (2003), *Building, Measuring, and Managing Brand Equity*, 2nd ed., Upper Saddle River, NJ: Prentice Hall.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 36 (1), 1-16.

SCALE ITEMS:

1. I really identify with people who use this brand.
2. I feel like I almost belong to a club with other users of this brand.
3. This brand is used by people like me.
4. I feel a deep connection with others who use this brand.

SCALE NAME: Connectedness with Television Program

SCALE DESCRIPTION:

The sixteen-item, five-point Likert-type scale measures the intensity of the relationship that a viewer has with the characters and setting of a TV program and the extent to which it affects the viewer's self-identity.

SCALE ORIGIN:

The scale was developed by Russell, Norman, and Heckler (2004). Using three focus groups, 85 items were generated. After removal of redundant and ambiguous statements, 45 items remained and were tested in an initial study (Phase 1) using 175 undergraduate students. Exploratory factor analysis was used to remove items with low or split loadings. Sixteen items representing six factors remained. As a combined set, the 16 items had an alpha of .84.

RELIABILITY:

In the main study (n = 11,000), the scale had an alpha of .87 (Russell, Norman, and Heckler 2004; Russell 2005). Russell and Stern (2006) reported an alpha of .89 for the scale in their study.

VALIDITY:

Russell, Norman, and Heckler (2004) described three phases that were used to develop the scale. Each phase provided further evidence of the scale's validity. In particular, Phase 2 re-examined the factor structure that emerged from Phase 1. Indeed, there were six factors but it was also shown that a model of those factors loading on a higher order factor (connectedness) fit the data better than two competing models. In Phase 3, some evidence was provided in support of predictive and discriminant validity. However, the authors acknowledged the need for more testing to more fully distinguish between connectedness and related constructs (involvement and attitude).

COMMENTS:

See also Russell, Russell, and Grube (2009).

REFERENCES:

Russell, Cristel Antonia, Andrew T. Norman and Susan E. Heckler (2004), "The Consumption of Television Programming and Validation of the Connectedness Scale," *Journal of Consumer Research*, 31 (June), 150-161.

Russell, Cristol Antonia and Barbara B. Stern (2006), "Consumers, Characters, and Products: A Balance Model of Sitcom Product Placement Effects," *Journal of Advertising*, 35 (Spring), 7-21.

Russell, Cristel Antonia, Dale W. Russell, and Joel W. Grube (2009), "Nature and Impact of Alcohol Messages in A Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

Russell, Cristel Antonia (2005), personal correspondence.

SCALE ITEMS:[1]

1. Watching _____ is an escape for me.
2. _____ helps me forget about the day's problems.
3. If I am in a bad mood, watching _____ puts me in a better mood.
4. I like the clothes they wear on _____.
5. I like the hairstyles on _____.
6. I often buy clothing styles that I've seen in _____.
7. I imitate the gestures and facial expressions from the characters in _____.
8. I find myself saying phrases from _____ when I interact with other people.
9. I try to speak like the characters in _____.

10. I learn how to handle real life situations by watching _____.
11. I get ideas from _____ about how to interact in my own life.
12. I relate what happens in _____ to my own life.
13. I would love to be an actor in _____.
14. I would love to meet the characters of _____.
15. I have objects that relate to _____ (e.g., badge, book, picture, etc.).
16. I read books if they are related to _____.

---

1. The name of the TV program should be placed in the blanks.

SCALE NAME: Consumption Affect

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used in this scale to measure the degree to which a person describes a food or beverage as being pleasurable to consume.

SCALE ORIGIN:

Garg, Wansink, and Inman (2007) did not identify the origin of the scale but it seems to have been developed by them in a pretest for their studies.

RELIABILITY:

The scale was apparently used by Garg, Wansink, and Inman (2007) with seven products. The alpha was reported to be above .78 for all of them except potato chips where it was .59.

VALIDITY:

The validity of the scale was not discussed by Garg, Wansink, and Inman (2007). Although not explicitly stated by the authors, the items were apparently factor analyzed because it is stated that one potential item ("is healthy") was dropped from the scale. This is most likely because the item did not load well with the others in a factor analysis.

REFERENCES:

Garg, Nitika, Brian Wansink, and J. Jeffrey Inman (2007), "The Influence of Incidental Affect on Consumers' Food Intake," *Journal of Marketing*, 71 (1), 194-206.

SCALE ITEMS:[1]

1. makes me feel good
2. tastes great
3. lifts me up when I am down
4. is pleasurable
5. is comforting

---

1. Although not explicitly described by Garg, Wansink, and Inman (2007), the verbal anchors for the response scale seem to have been agree/disagree in nature.

SCALE NAME: Contentment (Financial)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure the degree to which a person believes that he/she has the material things he/she wants and can afford to buy whatever else is desired. The scale was referred to as *money-luxury* by Thomson (2006).

SCALE ORIGIN:

Thomson (2006) slightly adapted items for his scale from a scale by Sheldon et al. (2001).

RELIABILITY:

The scale was used by Thomson (2006) in Study 3 and the alpha was .91.

VALIDITY:

No information regarding the scale's validity was reported by Thomson (2006).

REFERENCES:

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology,* 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:

1. I feel I am able to buy most of the things I want.
2. I feel that I have nice things and possessions.
3. I feel that I have plenty of money.

SCALE NAME: Controllability

SCALE DESCRIPTION:

Three, seven-point semantic-differentials are used to assess a customer's attitude regarding the extent to which an event that occurred was within the purview of what a specified person or organization could control. The main application of the scale would be to determine the extent to which a customer who has had a bad experience believes a person or organization in charge of a service could have prevented the problem.

SCALE ORIGIN:

Hess, Ganesan, and Klein (2007) said that they adapted two items from Russell (1982) and added a third. Although no explicit details were provided for this scale, the authors mentioned that all of their scales were pretested and refined. The scale was used in two studies, one having to do with an airline and the other relating to a hotel.

RELIABILITY:

The scales used by Hess, Ganesan, and Klein (2007) had alphas of .84 (airline) and .86 (hotel).

VALIDITY:

Hess, Ganesan, and Klein (2007) provided some general evidence of convergent and discriminant validity for all of their scales. Details regarding this scale in particular were not provided.

REFERENCES:

Hess Jr., Ronald L., Shankar Ganesan, and Noreen M. Klein (2007), "Interactional Service Failures in a Pseudorelationship: The Role of Organizational Attributions," *Journal of Retailing*, 83 (1), 79-95.

Russell, Daniel (June, 1982), "The Causal Dimension Scale: A Measure of How Individuals Perceive Causes," *Journal of Personality and Social Psychology*, 42 1137–1145.

SCALE ITEMS:[1]

1.   not at all controllable / definitely controllable
2.   not at all preventable / definitely preventable
3.   not at all avoidable / definitely avoidable

---

1. To focus attention on a particular person or organization, it should be mentioned in the directions, the scale stem, or the items themselves, e.g., *definitely controllable by the hotel chain*.

SCALE NAME: Controllability of the Company

SCALE DESCRIPTION:

Using three, seven-point bi-polar phrases, the scale measures the degree to which a person believes something that occurred was under the control of a particular company.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) developed the scale, drawing heavily upon McAuley, Duncan, and Russell (1992).

RELIABILITY:

The construct reliability for the scale was .93 (Wagner, Hennig-Thurau, and Rudolph 2009).

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. The AVE for controllability was .82.

REFERENCES:

McAuley, Edward, Terry E. Duncan, and Daniel W. Russell (1992), "Measuring Causal Attributions: The Revised Causal Dimension Scale (CDSII)," *Personality and Social Psychology Bulletin*, 18 (5), 566–73.

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:[1]

1. Was not controllable by the company / was controllable by the company
2. Is something the company had no power over / is something the company had power over
3. Could not have been regulated by the company / could have been regulated by the company

---

1. A scale stem is probably needed so that participants have the proper frame of reference for responding to the items. For example, Wagner, Hennig-Thurau, and Rudolph (2009) were studying the role of customer demotion and used this phrase: "The status reduction . . . ."

SCALE NAME: Convenience Benefits

SCALE DESCRIPTION:

The scale uses four, seven-point items to measure the degree to which a customer believes there are benefits to using a particular service because it makes a certain activity easier to accomplish.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) developed the scale based upon inspiration from previous studies that examined convenience.

RELIABILITY:

The construct reliability for the scale was .97 (Wagner, Hennig-Thurau, and Rudolph 2009).

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. The AVE for convenience benefits was .87.

REFERENCES:

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:[1]

1. Being a customer of this _____ makes my _____ more convenient.
2. Being a customer of this _____ makes me save time and effort.
3. Being a customer of this _____ allows me to _____ with lesser effort.
4. Being a customer of this _____ makes my _____ easier.

---

1. The long blank in each of the items should have the generic name for the business, e.g., airline. The shorter line in three of the items should provide a term that describes what service is being provided, e.g., travel.

SCALE NAME: Cooperation (Client with Service Provider)

SCALE DESCRIPTION:

The scale is composed of seven-point Likert-type statements that measure the degree to which a person engages in activities to help another party as it provides him/her a service. Auh et al. (2007) referred to the scale as *co-production*.

SCALE ORIGIN:

Auh et al. (2007) stated that their scales were adaptations of items used in two scales developed by Bettencourt (1997). The former created two slightly different versions of the scale, one for use in Study 1 by clients with regard to interactions with their financial advisers and one for Study 2 by patients with regard to their physicians.

RELIABILITY:

The scale had alphas of .80 and .76 as used with financial advisers and physicians, respectively (Auh et al. 2007).

VALIDITY:

Auh et al. (2007) provided evidence in support of the scale's unidimensionality, convergent validity, and discriminant validity. The AVEs were .53 (financial advisers) and .49 (physicians).

REFERENCES:

Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-370.

Bettencourt, Lance A. (1997), "Customer Voluntary Performance: Customers as Partners in Service Delivery," *Journal of Retailing*, 73 (3), 383–406.

SCALE ITEMS:[1]

1.   I try to work cooperatively with my _____.
2.   I do things to make my _____'s job easier.
3.   I prepare my questions before talking with my _____.
4.   I openly discuss my needs with my _____ to help him/her _____.[2]

---

1. The generic name of the service provider should be placed in the blanks, e.g., financial adviser, physician. Items #1-#3 were used in Study 1 while all four were used in Study 2.
2. The first blank should have the generic name for the service provider while the second blank should be filled with a desirable outcome, e.g., deliver the best possible treatment.

SCALE NAME: Corporate Social Responsibility (General)

SCALE DESCRIPTION:

The degree to which a person believes a certain company is making a positive impact on society and minimizing its negative impact is measured in this scale using three, seven-point Likert-type items.

SCALE ORIGIN:

The scale was developed by Wagner, Lutz, and Weitz (2009) based on past research (e.g., Maignan 2001; Salmones, Crespo, and Bosque 2005). Details of the scale's development were not provided but the work may have been done as part of a pretest the authors referred to (p. 80).

RELIABILITY:

The scale's construct reliabilities were .88 and .90 in Studies 1 and 2, respectively (Wagner, Lutz, and Weitz 2009).

VALIDITY:

Wagner, Lutz, and Weitz (2009) used CFA to examine the measurement properties of their scales. A good fit was indicated. Further, their analyses provided evidence in support of this scale's convergent and discriminant validities.

REFERENCES:

Maignan, Isabelle (2001), "Consumers' Perceptions of Corporate Social Responsibilities: A Cross-Cultural Comparison," *Journal of Business Ethics*, 30 (1), 57–72.

Salmones, Ma, Angel Crespo, and Ignacio Bosque (2005), "Influence of Corporate Social Responsibility on Loyalty and Valuation of Services," *Journal of Business Ethics*, 61 (4), 369–85.

Wagner, Tillmann, Richard J. Lutz, and Barton A. Weitz (2009), "Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions," *Journal of Marketing*, 73 (6), 77-91.

SCALE ITEMS:[1]

In my opinion . . .

1. _____ is a socially responsible company.
2. _____ is concerned to improve the well-being of society.
3. _____ follows high ethical standards.

---

1. The name of the organization should be placed in the blanks.

SCALE NAME: Corporate Social Responsibility (Generosity)

SCALE DESCRIPTION:

Three Likert-type items with a seven point response format are used in this scale to measure a person's attitude about a company's expression of humanitarianism, with specific emphasis on the degree to which it financially supports "worthy causes."

SCALE ORIGIN:

Bower and Grau (2009) developed the scale based on a review of the literature.

RELIABILITY:

The scale's alpha was .88 in the study by Bower and Grau (2009).

VALIDITY:

No examination of the scale's validity was reported by Bower and Grau (2009).

REFERENCES:

Bower, Amanda B. and Landreth Grau (2009), "Explicit Donations and Inferred Endorsements: Do Corporate Social Responsibility Initiatives Suggest a Nonprofit Organization Endorsement?" *Journal of Advertising*, 38 (3), 113-126.

SCALE ITEMS:[1]

1.   The _____ believes in philanthropy.
2.   The _____ is a good corporate citizen.
3.   The _____ donates money to worthy causes.

---

1. The name of the company should be placed in the blanks.

SCALE NAME: Cosmopolitanism

SCALE DESCRIPTION:

Five, five-point Likert-type items are used in this scale to measure the degree to which a person expresses interests and motivations that indicate he/she is open and tolerant when processing information and experiences related to other cultures.

SCALE ORIGIN:

The scale used by Westjohn et al. (2009) was adapted from a scale by Yoon, Cannon, and Yaprak (1996). Westjohn et al. (2009) began with six items and used them in both their U.S. sample (n = 336) and their Chinese sample (n = 150). The Chinese version of their questionnaire was translated from English into Chinese by one person and then back-translated by another person. After performing several typical tests of dimensionality, reliability, and validity, one of the items was eliminated leaving the five shown below.

RELIABILITY:

Alphas of .87 and .82 were found for the scale in the American and Chinese applications of the scale, respectively (Westjohn et al. (2009).

VALIDITY:

As noted above, Westjohn et al. (2009) provided evidence in support of the scale's unidimensionality and validity (convergent and discriminant) for the English and Chinese versions. The AVEs were .58 (U.S.) and .50 (China).

REFERENCES:

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic and Joyce Xin Zhou (2009), "Technology Readiness and Usage: A Global-Identity Perspective," *Journal of the Academy of Marketing Science*, 37 (3), 250-265.

Yoon, Sung-Joon, Hugh M. Cannon, and Attila Yaprak (1996), "Evaluating the CYMYC Cosmopolitanism Scale on Korean Consumers," *Advances in International Marketing*, 7, 211–223.

SCALE ITEMS:

1. I like immersing myself in different cultural environments.
2. I enjoy getting news from all over the world.
3. World issues concern me a great deal.
4. When I make an important decision, I look for information from a diverse set of sources.
5. I like to have contact with people from different cultures.

SCALE NAME: Creative Task Autonomy

SCALE DESCRIPTION:

This scale has four, nine-point Likert-type items that are intended to measure the degree to which a person believes that during a recent experience he/she was free to express his/her creativity.

SCALE ORIGIN:

The scale is original to Dahl and Moreau (2007; Dahl 2010).

RELIABILITY:

An alpha of .78 was reported for the scale by Dahl and Moreau (2007).

VALIDITY:

No information about the scale's validity was provided by Dahl and Moreau (2007). However, they did note that all of the items loaded together in a factor analysis.

REFERENCES:

Dahl, Darren W. (2010), personal correspondence.

Dahl, Darren W. and C. Paige Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," *Journal of Marketing Research*, 44 (3), 357-369.

SCALE ITEMS:[1]

1.   I have been able to express my own creativity in completing the task.
2.   I was free to make creative choices when completing the task.
3.   I felt controlled when completing the creative task. (r)
4.   I felt pressure to complete the creative task a specific way. (r)

---

1. The exact phrasing of the items was provided by Dahl (2010).

SCALE NAME: Creative Task Competence

SCALE DESCRIPTION:

Four, nine-point semantic-differentials are used in this scale to measure the level of ability and proficiency a person experienced during a recent creative activity.

SCALE ORIGIN:

The scale was developed by Dahl and Moreau (2007; Dahl 2010).

RELIABILITY:

An alpha of .94 was reported for the scale by Dahl and Moreau (2007).

VALIDITY:

No information about the scale's validity was provided by Dahl and Moreau (2007). However, they did note that all of the items loaded together in a factor analysis.

REFERENCES:

Dahl, Darren W. (2010), personal correspondence.

Dahl, Darren W. and C. Paige Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," *Journal of Marketing Research*, 44 (3), 357-369.

SCALE ITEMS:[1]

1. not at all talented / very talented
2. not at all competent / very competent
3. not at all smart / very smart
4. not at all intelligent / very intelligent

---

1. The scale stem used by Dahl and Moreau (2007; Dahl 2010) was "The process of completing the creative task made me feel . . . ".

SCALE NAME: Creative Task Enjoyment

SCALE DESCRIPTION:

The scale is composed of six, nine-point Likert-type items that measure the degree of pleasure a person reports feeling during a recent experience which heavily involved the person's creativity.

SCALE ORIGIN:

The scale was developed by Dahl and Moreau (2007; Dahl 2010).

RELIABILITY:

An alpha of .88 was reported for the scale by Dahl and Moreau (2007).

VALIDITY:

No information about the scale's validity was provided by Dahl and Moreau (2007). However, they did note that all of the items loaded together in a factor analysis.

REFERENCES:

Dahl, Darren W. (2010), personal correspondence.

Dahl, Darren W. and C. Paige Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," *Journal of Marketing Research*, 44 (3), 357-369.

SCALE ITEMS:[1]

1. I have enjoyed the entire creative process.
2. I had a good time being creative.
3. The whole creative process is satisfying.
4. This creative task is a lot of fun.
5. I have felt rather annoyed while completing the creative task. (r)
6. The creative process has been very frustrating. (r)

---

1. The exact phrasing of the items was provided by Dahl (2010).

SCALE NAME: Credit Card Beliefs

SCALE DESCRIPTION:

Five, seven-point items are used to measure the expected likelihood that a certain credit card would have particular benefits.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their study.

RELIABILITY:

An alpha of .79 (Study 1) was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1.   Convenient
2.   Used at ATM machines
3.   Build frequent flyer miles
4.   Free long-distance calls
5.   Retail store discounts

---

1. The extreme verbal anchors for the response scale used by Biehal and Sheinin (2007) were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that a particular credit card had these characteristics.

SCALE NAME: Credit Card Issuer Beliefs

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a person expresses positive beliefs regarding a particular credit card. In particular, Woo, Fock, and Hui (2006) used the scale to measure beliefs regarding the affinity credit card for a university and, thus, was referred to as *affinity card beliefs* by them.

SCALE ORIGIN:

The scale was developed by Woo, Fock, and Hui (2006) although ideas for the items came from previous scales.

RELIABILITY:

The exact internal consistency of the scale was not provided by Woo, Fock, and Hui (2006) though they did say the construct reliability was above .70.

VALIDITY:

Evidence was provided by Woo, Fock, and Hui (2006) in support of the scale's convergent and discriminant validities.

REFERENCES:

Woo, Ka-shing, Henry K. Y. Fock, and Michael K. M. Hui (2006), "An Analysis of Endorsement Effects in Affinity Marketing: The Case for Affinity Credit Cards," *Journal of Advertising*, 35 (3), 103-113.

SCALE ITEMS:[1]

1. _____ cardholders enjoy more competitive rates for card services than holders of other credit cards.
2. _____ cardholders receive a higher card service quality than holders of other credit cards.
3. _____ cardholders experience less service failures than holders of other credit cards.
4. _____ cardholders find that service problems are solved more effectively by this bank (the bank issuing the card) than other banks.
5. _____ card is more convenient to use than other credit cards.

---

1. The name of the credit card issuer or affinity organization should be inserted in the blanks.

SCALE NAME: Credit Card Usage

SCALE DESCRIPTION:

Seven, seven-point Likert type items are used to measure whether a person's expressed credit card behavior is to use them routinely for their credit-related benefits or, instead, to use them more out of convenience (by always paying each month the total of what is owed).

SCALE ORIGIN:

Bolton, Cohen, and Bloom (2006) did not describe the source of the scale, thus, it appears to be original to them.

RELIABILITY:

The alpha for the scale was reported to be .68 (Bolton, Cohen, and Bloom 2006).

VALIDITY:

No examination of the scale's validity was reported by Bolton, Cohen, and Bloom (2006).

REFERENCES:

Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create 'Get Out of Jail Free Cards?'," *Journal of Consumer Research*, 33 (June), 71-81.

SCALE ITEMS:

1. My credit cards are usually at their maximum credit limit.
2. I frequently use available credit on one credit card to make a payment on another credit card.
3. I always pay off my credit cards at the end of each month. (r)
4. I often make only the minimum payment on my credit card bills.
5. I am seldom delinquent in making payments on my credit cards. (r)
6. I rarely go over my available credit limit. (r)
7. I seldom take cash advances on my credit cards. (r)

SCALE NAME: Cultural Orientation (Vertical Collectivism)

SCALE DESCRIPTION:

The scale is composed of eight items that attempt to assess the extent to which a person sees one's self as a member of a group but with members having different amounts of status. Although interdependence is accepted, so is inequality though service and sacrifice are stressed.

SCALE ORIGIN:

The scale was constructed by Singelis et al. (1995). A considerable amount of research was conducted to develop an instrument that would reflect the distinctions between two dimensions of cultural orientation: horizontal/vertical and collectivism/individualism. Given this, four scales were developed and tested. Confirmatory factor analysis showed that the four-factor model provided better fit than the two- and one-factor models. The reliability (alpha) for the horizontal individualism scale was .68.

RELIABILITY:

An alpha of .76 was reported for the scale by Gürhan-Canli and Maheswaran (2000b).

VALIDITY:

No examination of the scale's validity was reported by Gürhan-Canli and Maheswaran (2000b).

COMMENTS:

See also Zhang (2009).

REFERENCES:

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000b), "Cultural Variations in Country of Origin Effects," *Journal of Marketing Research*, 37 (3), 309-317.

Singelis, Theodore M., Harry C. Triandis, Dharm P.S. Bhawuk, and Michele J. Gelfand (1995), "Horizontal and Vertical Dimensions of Individualism and Collectivism: A Theoretical and Measurement Refinement," *Cross-Cultural Research*, 29 (August), 341-375.

Zhang, Jing (2009), "The Effect of Advertising Appeals in Activating Self-Construals: A Case of Bicultural Chinese Generation X Consumers," *Journal of Advertising*, 38 (1), 63–81.

SCALE ITEMS:[1]

1.   I would sacrifice an activity that I enjoy very much if my family did not approve of it.
2.   I would do what would please my family even if I detested that activity.
3.   Before taking a major trip, I consult with most members of my family and many friends.
4.   I usually sacrifice my self-interest for the benefit of my group.
5.   Children should be taught to place duty before pleasure.
6.   I hate to disagree with others in my group.
7.   We should keep our aging parents with us at home.
8.   Children should feel honored if their parents receive a distinguished award.

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1. Gürhan-Canli and Maheswaran (2000b) used a seven-point response format but did not describe the exact nature of the verbal anchors. The original format by Singelis et al. (1995) appears to have been a nine-point scale with anchors ranging from *never* or *definitely no* to *always* or *definitely yes.*

SCALE NAME: Cultural Orientation (Vertical Individualism)

SCALE DESCRIPTION:

The eight-item scale measures the degree to which a person expresses a tendency to relate to others such that social hierarchy and achievement of status through competition is important.

SCALE ORIGIN:

The scale was constructed by Singelis et al. (1995). A considerable amount of research was conducted to develop an instrument that would reflect the distinctions between two dimensions of cultural orientation: horizontal/vertical and collectivism/individualism. Given this, four scales were developed and tested. Confirmatory factor analysis showed that the four-factor model provided better fit than the two- and one-factor models. The reliability (alpha) for the vertical individualism scale was .74.

RELIABILITY:

An alpha of .72 was reported for the scale by Gürhan-Canli and Maheswaran (2000b).

VALIDITY:

No examination of the scale's validity was reported by Gürhan-Canli and Maheswaran (2000b).

COMMENTS:

See also Zhang (2009).

REFERENCES:

Gürhan-Canli, Zeynep and Durairaj Maheswaran (2000b), "Cultural Variations in Country of Origin Effects," *Journal of Marketing Research*, 37 (3), 309-317.

Singelis, Theodore M., Harry C. Triandis, Dharm P.S. Bhawuk, and Michele J. Gelfand (1995), "Horizontal and Vertical Dimensions of Individualism and Collectivism: A Theoretical and Measurement Refinement," *Cross-Cultural Research*, 29 (August), 341-375.

Zhang, Jing (2009), "The Effect of Advertising Appeals in Activating Self-Construals: A Case of Bicultural Chinese Generation X Consumers," *Journal of Advertising*, 38 (1), 63–81.

SCALE ITEMS:[1]

1.   It annoys me when other people perform better than I do.
2.   Competition is the law of nature.
3.   When another person does better than I do, I get tense and aroused.
4.   Without competition, it is not possible to have a good society.
5.   Winning is everything.
6.   It is important that I do my job better than others.
7.   I enjoy working in situations involving competition with others.
8.   Some people emphasize winning: I'm not one of them. (r)

---

1. Gürhan-Canli and Maheswaran (2000b) used a seven-point response format but did not describe the exact nature of the verbal anchors. The original format by Singelis et al. (1995) appears to have been a nine-point scale with anchors ranging from *never* or *definitely no* to *always* or *definitely yes*.

SCALE NAME: Curiosity about the Website

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a person says that browsing a website stimulated his/her curiosity. The scale was referred to as the *curiosity* subfactor of a second-order construct that Wang et al. (2007) called *flow*. While this factor and the others measured by Wang et al. (2007) might be viewed as a set as composing flow, they do not individually appear to measure flow, thus, are not referred to here as such.

SCALE ORIGIN:

Wang et al. (2007) developed the scale based on inspiration received from items developed by Trevino and Webster (1992; Webster, Trevino, and Ryan 1993).

RELIABILITY:

Alphas of .87 (convenience sample of 337 college students) and .96 (250 randomly selected people from a national online panel) were reported for the scale as used in Study 1 and Study 2, respectively (Wang et al. 2007).

VALIDITY:

Although the validity of this scale was not specifically discussed by Wang et al. (2007), the authors examined it using confirmatory factor analysis in both studies. The implication was that there was support for the scale's convergent and discriminant validities.

REFERENCES:

Trevino, L.K. and J. Webster (1992), "Flow in Computer-Mediated Communication: Electronic Mail and Voice Mail Evaluation and Impacts," *Communication Research*, 19 (5), 539–73.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

Webster, Jane, Linda Klebe Trevino, and Lisa Ryan (1993), "The Dimensionality and Correlates of Flow in Human-Computer Interactions," *Computers in Human Behavior*, 9 (4), 411–26.

SCALE ITEMS:

1. Interacting with this website made me curious.
2. Browsing on the website aroused my imagination.
3. Browsing on this website excited my curiosity.

SCALE NAME: Customer Rage (Constructive Expressions)

SCALE DESCRIPTION:

This scale uses three, five-point items to measure the likelihood of a customer reacting to a service failure by using self-control to suppress external expressions of his/her anger.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage expression, the authors drew items from several sources, principally Deffenbacher et al. (2002). Pretesting an initial set of 52 items led to a five-factor solution with 31 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded five factors with 20 of the items, three of those items representing what the authors called "constructive" expressions of rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .77 and .83, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .53 (sample 1) and .61 (sample 2).

REFERENCES:

Deffenbacher, Jerry L., Rebekah S. Lynch, Eugene R. Oetting and Randall C. Swaim (2002), "The Driving Anger Expression Inventory: A Measure of
How People Express Their Anger on the Road," *Behaviour Research and Therapy*, 40 (6), 717–3.

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Told myself to get over it and move on
2. Just tried to accept that there are often frustrating service situations
3. Told myself to calm down

---

1. Respondents were asked to indicate how likely they were to engage in a these behaviors after some service failure. The exact instructions and verbal anchors used with these items were not provided by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Displaced Expressions)

SCALE DESCRIPTION:

The likelihood of a customer after a service failure venting his/her anger on other people not associated with the incident is measured with three, five-point items.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage expression, the authors drew items from several sources, principally Deffenbacher et al. (2002). Pretesting an initial set of 52 items led to a five-factor solution with 31 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded five factors with 20 of the items, three of those items representing what the authors called "displaced" expressions of rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .82 and .85, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .61 (sample 1) and .67 (sample 2).

REFERENCES:

Deffenbacher, Jerry L., Rebekah S. Lynch, Eugene R. Oetting and Randall C. Swaim (2002), "The Driving Anger Expression Inventory: A Measure of
How People Express Their Anger on the Road," *Behaviour Research and Therapy*, 40 (6), 717–3.

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Took my anger out on other people who were with me
2. Yelled at other people who were with me
3. Took my anger out on other people later on after the incident

---

1. Respondents were asked to indicate how likely they were to engage in a these behaviors after some service failure. The exact instructions and verbal anchors used with these items were not provided by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Exit Behaviors)

SCALE DESCRIPTION:

The extent to which a customer has reacted to a service failure by not repatronizing the business and/or switching to a competitor is measured with five, five-point items.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure. They validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage-related behaviors, the authors drew items from several past studies. Pretesting an initial set of 24 items led to a three-factor solution with 14 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded three factors with 11 of the items, five of those items representing exit behaviors.

RELIABILITY:

The alphas for sample 1 (n = 217) and sample 2 (n = 216) were both .91 (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .68 in both samples. The authors did state, however, the scale failed a test of discriminant validity in Study 2. Since the details were not provided, it is difficult to determine the serious of the problem.

REFERENCES:

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Never did business with this organization again
2. Took my business elsewhere
3. Switched to another provider for this good/service
4. Pledged to not return to this organization after the incident
5. Have used their goods/services less than before

---

1. The instructions and verbal anchors used with the response scale were not provided by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Non-Verbal Expressions)

SCALE DESCRIPTION:

The likelihood of a customer reacting to a service failure by using facial expressions to convey his/her anger to the service employee(s) is measured with four, five-point items.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage expression, the authors drew items from several sources, principally Deffenbacher et al. (2002). Pretesting an initial set of 52 items led to a five-factor solution with 31 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded five factors with 20 of the items, four of those items representing non-verbal expressions of rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .83 and .84, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .55 (sample 1) and .58 (sample 2).

REFERENCES:

Deffenbacher, Jerry L., Rebekah S. Lynch, Eugene R. Oetting and Randall C. Swaim (2002), "The Driving Anger Expression Inventory: A Measure of
How People Express Their Anger on the Road," *Behaviour Research and Therapy*, 40 (6), 717–3.

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Shook my head at the service employee(s)
2. Rolled my eyes at the service employee(s)
3. Gave the service employee(s) dirty looks
4. Glared at the service employee(s)

---

1. Respondents were asked to indicate how likely they were to engage in a these behaviors after some service failure. The exact instructions and verbal anchors used with these items were not provided by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Physical Expressions)

SCALE DESCRIPTION:

This scale is composed of five, five-point items that are intended to measure the likelihood of a customer reacting to a service failure by expressing his/her anger to the service employee(s) with hostile gestures or threats of violence.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage expression, the authors drew items from several sources, principally Deffenbacher et al. (2002). Pretesting an initial set of 52 items led to a five-factor solution with 31 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded five factors with 20 of the items, five of those items representing physical expressions of rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .87 and .88, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .59 (sample 1) and .61 (sample 2).

REFERENCES:

Deffenbacher, Jerry L., Rebekah S. Lynch, Eugene R. Oetting and Randall C. Swaim (2002), "The Driving Anger Expression Inventory: A Measure of
How People Express Their Anger on the Road," *Behaviour Research and Therapy*, 40 (6), 717–3.

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Made physical contact with a service employee in anger
2. Tried to physically harm a service employee
3. Threatened to do physical harm to the service employee(s)
4. Tried to cause damage to the service organization's property
5. Threatened to damage the service organization's property

---

1. Respondents were asked to indicate how likely they were to engage in these behaviors after some service failure. The exact instructions and verbal anchors used with these items were not described by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Rancorous)

SCALE DESCRIPTION:

Four items are used in this scale to measure the extent of the negative affective reaction a customer experienced after a service failure. The emphasis is on the affective aspect of the response (what the person felt) rather than behavioral (what the person wanted to do).

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage, the authors drew several items from measures by Shaver et al. (1987). Pretesting an initial set of 20 items led to a three-factor solution. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded two factor solutions, one which led to the items composing what the authors referred to as the *rancorous* type of customer rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .82 and .78, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .53 (sample 1) and .49 (sample 2). The AVE for sample 2 is considered low.

REFERENCES:

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

Shaver, Phillip, Judith Schwartz, Donald Kirson, and Acry O'Connor (1987), "Emotion Knowledge: Further Exploration of a Prototype Approach," *Journal of Personality and Social Psychology*, 52 (6), 1061–86.

SCALE ITEMS:[1]

1. DISGUST: Marked aversion aroused by something highly distasteful
2. CONTEMPT: Feeling of despising; lack of respect or reverence for something
3. RESENTMENT: Feeling of indignant displeasure or persistent ill will at something regarded as a wrong insult, or injury
4. SCORN: Open dislike and disrespect or derision often mixed with indignation; extreme disdain, contempt, or derision

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1. The instructions and response format used with this scale in the two main samples are unclear. It appears that respondents were asked about the extent to which they felt each of the emotions after some service failure. In a pretest the response format was a 5-point scale anchored by *not at all* and *very much*.

SCALE NAME: Customer Rage (Retaliatory)

SCALE DESCRIPTION:

The scale uses five items to measure the negative affective reaction a customer experienced after a service failure with an emphasis on the behavioral aspect of the feeling, i.e., what the person wanted to do in revenge for what happened.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage, the authors drew several items from measures by Shaver et al. (1987). Pretesting an initial set of 20 items led to a three-factor solution. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded two factor solutions, one which led to the items composing what the authors referred to as the *retaliatory* type of customer rage.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .90 and .88, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .65 (sample 1) and .60 (sample 2).

REFERENCES:

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

Shaver, Phillip, Judith Schwartz, Donald Kirson, and Acry O'Connor (1987), "Emotion Knowledge: Further Exploration of a Prototype Approach," *Journal of Personality and Social Psychology*, 52 (6), 1061–86.

SCALE ITEMS:[1]

1. FEROCITY: Feeling of extreme fierceness and unrestrained violence and brutality
2. MALICE: Desire to see another experience pain, injury, or distress; deep-seated often unexplainable desire to see another suffer
3. FURY: Involves an overmastering destructive rage that can verge on madness; intense, disordered, and often destructive rage; feeling of extreme fierceness or violence
4. RAGE: Violent and uncontrolled anger, loss of self-control
5. WRATH: Desire or intent to revenge or punish; strong vengeful anger or indignation; desire for punishment for an offense

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1. The instructions and response format used with this scale in the two main samples are unclear. It appears that respondents were asked about the extent to which they felt each of the emotions after some service failure. In a pretest the response format was a 5-point scale anchored by *not at all* and *very much*.

SCALE NAME: Customer Rage (Revenge Behaviors)

SCALE DESCRIPTION:

Four, five-point items compose the scale and measure the degree to which a customer has reacted to a service failure by considering retribution and possibly taken action against the business or its employees.

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage-related behaviors, the authors drew items from several past studies. Pretesting an initial set of 24 items led to a three-factor solution with 14 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded three factors with 11 of the items, four of those items representing revenge behaviors.

RELIABILITY:

Alphas for sample 1 (n = 217) and sample 2 (n = 216) were .89 and .80, respectively (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .67 (sample 1) and .51 (sample 2).

REFERENCES:

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Took actions to get revenge on the organization or its employee(s)
2. Considered ways to seek revenge against the organization or its employee(s)
3. Took actions to attempt to sabotage the organization or its employee(s)
4. Thought about ways to sabotage the organization or its employee(s)

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1. The instructions and verbal anchors used with the response scale were not provided by McColl-Kennedy et al. (2009).

SCALE NAME: Customer Rage (Verbal Expressions)

SCALE DESCRIPTION:

The scale uses five, five-point items to measure the likelihood of a customer reacting to a service failure by expressing his/her anger to the service employee(s) in words (what was said and how it was said).

SCALE ORIGIN:

The scale was developed by McColl-Kennedy et al. (2009). Their set of studies investigated the nature of customer rage-associated emotions, expressions, and behaviors evoked by service failure, validated scales for measuring those constructs, and examined relationships between those constructs. When developing their measures of customer rage expression, the authors drew items from several sources, principally Deffenbacher et al. (2002). Pretesting an initial set of 52 items led to a five-factor solution with 31 of the items. The main study had two samples composed of U.S. adult consumers who were members of an online panel. The analyses yielded five factors with 20 of the items, five of those items representing verbal expressions of rage.

RELIABILITY:

The alphas for sample 1 (n = 217) and sample 2 (n = 216) were both .84 (McColl-Kennedy et al. 2009).

VALIDITY:

Some evidence of the scale's convergent and discriminant validities was provided by McColl-Kennedy et al. (2009). The AVEs for the scale were .53 in both samples.

REFERENCES:

Deffenbacher, Jerry L., Rebekah S. Lynch, Eugene R. Oetting and Randall C. Swaim (2002), "The Driving Anger Expression Inventory: A Measure of How People Express Their Anger on the Road," *Behaviour Research and Therapy*, 40 (6), 717–3.

McColl-Kennedy, Janet R. , Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-37.

SCALE ITEMS:[1]

1. Swore/cursed aloud during my interaction with the service employee(s)
2. Made negative comments about the service employee(s) or organization aloud
3. Made insulting remarks to the service employee(s)
4. Yelled at the service employee(s)
5. Raised my voice at the service employee(s)

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1. Respondents were asked to indicate how likely they were to engage in a these behaviors after some service failure. The exact instructions and verbal anchors used with these items were not described by McColl-Kennedy et al. (2009).

SCALE NAME: Customer-Firm Affection (Commitment)

SCALE DESCRIPTION:

Using three, five-point Likert-type items, this scale measures the degree to which a customer identifies with a business and views the relationship as enduring and worth maintaining. Although developed and tested for use with businesses, the items appear to be amenable for use with atypical businesses as well as non-business organizations, e.g., churches, libraries, museums.

SCALE ORIGIN:

The scale was developed along with two others by Yim, Tse, and Chan (2008) to measure three dimensions of affection (love). Although they drew on multiple sources for the items and adapted them to the marketing context, most of the key phrases came from the scales developed by Sternberg (1998). The authors treated the three scales as first-order indicators of a second-order (latent) construct (customer-firm affection). Indeed, they provided evidence in support of this view.

RELIABILITY:

Yim, Tse, and Chan (2008) reported composite reliabilities of .80 (fast-food restaurant) and .83 (hair salon).

VALIDITY:

As noted above regarding the scale's origin, Yim, Tse, and Chan (2008) provided support for their model of customer-firm affection. Specifically, this and the other two affection scales met three tests of discriminant validity. This scale's AVEs were .58 (fast-food restaurant) and .61 (hair salon).

REFERENCES:

Sternberg, Robert J. (1998), "Construct Validation of a Triangular Love Scale," *European Journal of Social Psychology*, 27 (3), 313-335.

Yim, Chi Kin (Bennett), David K. Tse, and Kimmy Wa Chan (2008), "Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services," *Journal of Marketing Research*, 45 (6), 741–756.

SCALE ITEMS:[1]

1. You care about maintaining your relationship with this _____.
2. You have decided that this is "your" _____.
3. You could not let anything get in the way of your commitment to this _____.

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1. The generic name for the organization or business should be placed in the blanks, e.g., restaurant, hair salon, charity.

SCALE NAME: Customer-Firm Affection (Intimacy)

SCALE DESCRIPTION:

This three item, five-point Likert-type scale is intended to measure the degree to which a customer of a business views the relationship as a bond or connection that produces feelings of happiness and warmth. Although developed and tested for use with businesses, the items appear to be amenable for use with atypical businesses as well as non-business organizations, e.g., churches, libraries, museums.

SCALE ORIGIN:

The scale was developed along with two others by Yim, Tse, and Chan (2008) to measure three dimensions of affection (love). Although they drew on multiple sources for the items and adapted them to the marketing context, most of the key phrases came from the scales developed by Sternberg (1998). The authors treated the three scales as first-order indicators of a second-order (latent) construct (customer-firm affection). Indeed, they provided evidence in support of this view.

RELIABILITY:

Yim, Tse, and Chan (2008) reported composite reliabilities of .87 (fast-food restaurant) and .91 (hair salon).

VALIDITY:

As noted above regarding the scale's origin, Yim, Tse, and Chan (2008) provided support for their model of customer-firm affection. Specifically, this and the other two affection scales met three tests of discriminant validity. This scale's AVEs were .68 (fast-food restaurant) and .77 (hair salon).

REFERENCES:

Sternberg, Robert J. (1998), "Construct Validation of a Triangular Love Scale," *European Journal of Social Psychology*, 27 (3), 313-335.

Yim, Chi Kin (Bennett), David K. Tse, and Kimmy Wa Chan (2008), "Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services," *Journal of Marketing Research*, 45 (6), 741–756.

SCALE ITEMS:[1]

1. You always enjoy your experience at this _____.
2. You always have a warm and comfortable feeling when visiting this _____.
3. You experience great happiness with visiting this _____.

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1. The generic name for the organization or business should be placed in the blanks, e.g., restaurant, hair salon, charity.

SCALE NAME: Customer-Firm Affection (Passion)

SCALE DESCRIPTION:

Three, five-point Likert-type items are used in this scale to measure the degree to which a customer of a business views the relationship "romantically" and reports intense feelings of attraction and desire. Although developed and tested for use with businesses, the items appear to be amenable for use with atypical businesses as well as non-business organizations, e.g., churches, libraries, museums.

SCALE ORIGIN:

The scale was developed along with two others by Yim, Tse, and Chan (2008) to measure three dimensions of affection (love). Although they drew on multiple sources for the items and adapted them to the marketing context, most of the key phrases came from the scales developed by Sternberg (1998). The authors treated the three scales as first-order indicators of a second-order (latent) construct (customer-firm affection). Indeed, they provided evidence in support of this view.

RELIABILITY:

Yim, Tse, and Chan (2008) reported composite reliabilities of .85 (fast-food restaurant) and .87 (hair salon).

VALIDITY:

As noted above regarding the scale's origin, Yim, Tse, and Chan (2008) provided support for their model of customer-firm affection. Specifically, this and the other two affection scales met three tests of discriminant validity. This scale's AVEs were .68 for both the fast-food restaurant and the hair salon samples.

REFERENCES:

Sternberg, Robert J. (1998), "Construct Validation of a Triangular Love Scale," *European Journal of Social Psychology*, 27 (3), 313-335.

Yim, Chi Kin (Bennett), David K. Tse, and Kimmy Wa Chan (2008), "Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services," *Journal of Marketing Research*, 45 (6), 741–756.

SCALE ITEMS:[1]

1. You will never get bored of going to this _____.
2. You find yourself always thinking about visiting this _____.
3. You adore this _____.

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1. The generic name for the organization or business should be placed in the blanks, e.g., restaurant, hair salon, charity.

SCALE NAME: Customized Product Superiority

SCALE DESCRIPTION:

With five, seven-point items, this scale measures the degree to which a consumer believes a customized version of a product is better in various ways compared to the standard version. The scale was called *delta benefit* by Franke, Keinz, and Steger (2009), referring to the increase in benefits that occurs when a product is changed to be more like the customer desires.

SCALE ORIGIN:

Franke, Keinz, and Steger (2009) developed the scale based on inspiration received from the work of Schreier (2006).

RELIABILITY:

The alpha for the scale was .96 (Franke, Keinz, and Steger 2009).

VALIDITY:

Franke, Keinz, and Steger (2009) used EFA and CFA to confirm the structure of four scales used in Study 2 to measure four constructs (including customized product superiority). The fit of the measurement model was satisfactory and, in particular, provided evidence of this scale's unidimensionality and convergent validity.

REFERENCES:

Franke, Nikolaus, Peter Keinz, and Christoph J. Steger (2009), "Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences?," *Journal of Marketing*, 73 (5), 103-21.

Schreier, Martin (2006), "The Value Increment of Mass-Customized Products: An Empirical Assessment," *Journal of Consumer Behaviour*, 5 (July–August), 317–27.

SCALE ITEMS:[1]

Compared to the standard _____, the customized _____ would . . . :
1. better satisfy my requirements.
2. better meet my personal preferences.
3. more likely be the best solution for me.
4. more likely be what I really want.
5. more likely fit my image of a perfect _____.

---

1. The generic name of the product category should be placed in the blanks. The extreme verbal anchors used by Franke, Keinz, and Steger (2009) were *high agreement / low agreement*.

SCALE NAME: Decision Importance

SCALE DESCRIPTION:

This scale is composed of five, five-point Likert-type items that measure the importance a person places on a particular decision. The scale was called *service importance* by Tokman, Davis, and Lemon (2007) because they phrased the items to refer to the selection of a service provider.

SCALE ORIGIN:

The scale used by Tokman, Davis, and Lemon (2007) was a modified version of a scale developed by Schneider and Rodgers (1996). The differences are that Tokman, Davis, and Lemon (2007) dropped two items used by Schneider and Rodgers (1996) that were reverse-coded and kept one that Schneider and Rodgers (1996) decided to drop (#5 below) .

RELIABILITY:

Tokman, Davis, and Lemon (2007) reported the scale's alpha to be .93.

VALIDITY:

Tokman, Davis, and Lemon (2007) did not provide information regarding the scale's validity.

REFERENCES:

Schneider, Kenneth C. and William C. Rodgers (1996), "An 'Importance' Subscale for the Consumer Involvement Profile," *Advances in Consumer Research*, 23 (1) 249–254.

Tokman, Mert, Lenita M. Davis, and Katherine N. Lemon (2007), "The WOW Factor: Creating Value Through Win-back Offers to Reacquire Lost Customers," *Journal of Retailing*, 83 (1), 47-64.

SCALE ITEMS:[1]

1. Choosing a _____ is a big decision in one's life.
2. I attach a great importance to selecting a _____.
3. Choosing a _____ takes a lot of careful thought.
4. Decisions about selecting a _____ is a serious, important decision.
5. It means a lot to have a _____ to use.

---

1. The phrasing shown is that used by Schneider and Rodgers (1996). In the study by Tokman, Davis, and Lemon (2007) the blanks were filled with the phrase "this type of service provider."

SCALE NAME: Decision-Making Style (Head Vs. Heart)

SCALE DESCRIPTION:

The five-item, seven-point scale is intended to assess the basis on which a person thinks a decision was made. Essentially, the scale attempts to measure the relative roles played by affect and cognition in a particular decision a person has made.

SCALE ORIGIN:

Although the authors have drawn some of the items from work by others, the scale as a whole appears to be original to Shiv and Fedorikhin (1999).

RELIABILITY:

Alphas of .91 and .679 were reported for the scale by Shiv and Fedorikhin (1999) and Novak and Hoffman (2009), respectively.

VALIDITY:

No examination of the scale's validity was reported by Shiv and Fedorikhin (1999). However, they did report that the items in this scale as well as those from two other scales loaded on unique dimensions in a factor analysis. While it was not the purpose of Novak and Hoffman (2009) to validate this scale, they did provide some information bearing on its validity in the process of validating some related scales of their own (Situation-Specific Thinking Styles). Specifically, their results indicated that this scale performed well in predicting four rational tasks (head) but did not do well with four experiential tasks (heart).

REFERENCES:

Novak, Thomas P. and Donna L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (1), 56-72.

Shiv, Baba and Alexander Fedorikhin (1999), "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," *Journal of Consumer Research*, 26 (December), 278-292.

SCALE ITEMS:[1]

My final decision _____ was driven by:

1. My thoughts / my feelings
2. My willpower / my desire
3. My prudent self / my impulsive self
4. The rational side of me / the emotional side of me
5. My head / my heart.

---

1. The nature of the decision can be specified in the blank. The phrase used by Shiv and Fedorikhin (1999) was "about which snack to choose."

SCALE NAME: Decision-Making Style (Purchases)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a consumer simplifies the buying process by using less extensive information processing and greater reliance on easily available diagnostic cues. Völckner (2008) referred to the scale as *need for simplification of cognitive tasks*.

SCALE ORIGIN:

Völckner (2008) did not state the origin of this scale and seems to have developed it for her study.

RELIABILITY:

An alpha of .700 and a construct reliability of .676 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:

1. I do not like tasks that require much thinking.
2. It is important for me that my purchase decision making is fast and uncomplicated.
3. In purchase decision making, I often rely on easily available attribute information.

SCALE NAME: Demotion (Customer Status)

SCALE DESCRIPTION:

Using three statements, the scale measures the degree to which a person believes that a company has lowered his/her customer status.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) did not state the source of the scale and it appears to be original to them. They used the scale as a manipulation check in Study 1 where participants were placed in one of three scenarios, one of which told subjects their customer status in a frequent flyer program had been reduced.

RELIABILITY:

The alpha for the scale was .92 (Wagner, Hennig-Thurau, and Rudolph 2009).

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. Since this scale was merely used as manipulation check, it is not completely clear that it was included in the CFA. But, it is clear that the manipulation check was very successful and that provides some evidence of the scale's concurrent validity.

REFERENCES:

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:[1]

1. My status as a customer was degraded.
2. My status as a customer was demoted.
3. My status as a customer was reduced.

---

1. Although not perfectly clear, a seven-point response format seems to have been used with *absolutely false* (1) and *absolutely true* (7) as the extreme verbal anchors.

SCALE NAME: Depression

SCALE DESCRIPTION:

Seven statements are used to assess the degree to which a person has an affective disorder characterized by feelings of hopelessness, loneliness, and poor self-esteem.

SCALE ORIGIN:

The scale used by Burroughs (Burroughs 2005; Burroughs and Rindfleisch 2002) is a slight adaptation of a scale developed by Lovibond and Lovibond (1995). The former phrased the items in the present tense while the latter phrased them in the past tense. Also, the former used a seven-point agree/disagree response scale while the latter used a four-point response format ranging from *did not apply to me at all* to *applied to me very much or most of the time*. The seven-item scale is a short version of a fourteen-item depression subscale of an instrument called DASS (depression, anxiety, stress scales). Ridgway, Kukar-Kinney, and Monroe (2008) appear to have used the original form of the scale.

RELIABILITY:

The alpha for the scale as used by Burroughs and Rindfleisch (2002) was .93 (n = 373). The form of the scale used by Ridgway, Kukar-Kinney, and Monroe (2008) had an alpha of .89 (n = 551).

VALIDITY:

Burroughs and Rindfleisch (2002) reported that the scale had high negative correlations with measures of happiness and life satisfaction as well as having strong positive correlations with measures of neuroticism, stress, and anxiety. These correlations along with general evidence from the LISREL analysis of all their measures provided support for the scale's validity. Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine their depression scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index. There was a positive correlation between the two measures as expected.

REFERENCES:

Burroughs, James E. (2005), Personal Correspondence.
Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.
Lovibond. P. F. and S. H. Lovibond (1995) (1995), "The Structure of Negative Emotional States: Comparison of the Depression Anxiety Stress Scales (DASS) with the Beck Depression and Anxiety Inventories," *Behaviour Research and Therapy*, 33 (3), 335-343.

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:[1]

1. I often feel downhearted and blue.
2. I regularly feel like I have nothing to look forward to.
3. I often feel that life is meaningless.
4. I often feel like I am not worth much as a person.
5. I have difficulty becoming enthusiastic about almost anything.
6. I can't seem to experience any positive feeling at all.
7. I find it difficult to work up the initiative to do things.

---

1. These are the phrasings used by Burroughs and Rindfleisch (2002) along with a seven-point Likert-type response format. In contrast, Ridgway, Kukar-Kinney, and Monroe (2008) used a four-point response scale as the original did. Their phrasings may have been the same as the original as well.

SCALE NAME: Desirable Responding

SCALE DESCRIPTION:

The scale is intended to measure both the tendency to give self-reports that are honest but positively biased (self-deceptive positivity) as well as deliberate self-presentation to others (impression management). Scores are based upon the extent to which respondents consider forty statements about their behavior to be true. The full instrument is called the *Balanced Inventory of Desirable Responding* (BIDR).

SCALE ORIGIN:

This version of the BIDR scale was developed by Paulhus (1984) but is based upon an earlier instrument by Sackeim and Gur (1978). Alphas have been reported to range from .75 to .86 for the impression management component, .68 to .80 for the self-deceptive positivity component, and .83 for the scale as a whole (Paulhus 1988). The stability (5-week test-retest) was reported to be .65 for impression management and .69 for self-deceptive positivity (Paulhus 1988). A variety of data have been presented in support of the scale's validity among which is a correlation of .71 between the complete BIDR and the Marlowe-Crowne scale (Paulhus 1988). (See Robinson, Shaver, and Wrightsman 1991 for more details.)

RELIABILITY:

Alphas of .75 and .81 were reported for the scale by Lastovicka et al.(1999) and Rick, Cryder, and Loewenstein (2008), respectively. Just the impression management portion of the scale was used in the studies by Bearden, Hardesty, and Rose (2001) and Tian, Bearden, and Hunter (2001) with alphas of .81 and .77 being reported for it, respectively.

VALIDITY:

No examination of BIDR's validity was reported by Lastovicka et al. (1999), Bearden, Hardesty, and Rose (2001), Tian, Bearden, and Hunter (2001), or Rick, Cryder, and Loewenstein (2008) although it was used in each case in the process of validating other scales.

COMMENTS:

With the forty items of the BIDR intentionally tapping into two constructs, it is highly unlikely that the BIDR is unidimensional, a characteristic that is now viewed as essential for proper measurement of any construct (Gerbing and Anderson 1988). If the sets of items composing the two components are shown to be unidimensional and those two factors are shown to load appropriately on a higher order factor (desirable responding) then a composite score of all forty items might be acceptable.

See also Mick (1996) and Bloch, Brunel, and Arnold (2003).

REFERENCES:

Bearden, William O., David M. Hardesty, and Randall L. Rose (2001), "Consumer Self Confidence: Refinements in Conceptualization and Measurement," *Journal of Consumer Research*, 28 (June), 121-134.

Bloch, Peter H., Frédéric F. Brunel, and Todd J. Arnold (2003), "Individual Differences in the Centrality of Visual Product Aesthetics: Concept and Measurement," *Journal of Consumer Research*, 29 (March), 551-565.

Gerbing, David W. and James C. Anderson (1988), "An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment," J*ournal of Marketing Research*, 52 (May), 186-192.

Lastovicka, John L., Lance A. Bettencourt, Renee Shaw Hughner, and Ronald J. Kuntze (1999), "Lifestyle of the Tight and Frugal: Theory and Measurement," *Journal of Consumer Research*, 26 (June), 85-98.

Mick, David Glen (1996), "Are Studies of Dark Side Variables Confounded by Socially Desirable Responding? The Case of Materialism," *Journal of Consumer Research*, 23 (September), 106-119.

Paulhus, Delroy L. (1984), "Two-Component Models of Socially Desirable Responding," *Journal of Personality and*

Social Psychology, 46 (3), 598-609.

Paulhus, Delroy L. (1988), *Assessing Self-Deception and Impression Management in Self-Reports: the Balanced Inventory of Desirable Responding*. Manual available from the author at the Department of Psychology, University of British Columbia, Vancouver, B.C., Canada V6T 1Y7.

Rick, Scott I., Cynthia E. Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

Robinson, John P., Phillip R. Shaver, and Lawrence S. Wrightsman (1991), *Measures of Personality and Social Psychological Attitudes*, San Diego: Academic Press.

Sackeim, H. A. and R. C. Gur 1978, "Self-deception, Self-confrontation and Consciousness," in *Consciousness and Self-Regulation: Advances in Research*, G. E. Schwartz and D. Shapiro. New York: Plenum, V. 2, pp.139-197.

Tian, Kelly T., William O. Bearden and Gary L. Hunter (2001), "Consumers' Need for Uniqueness: Scale Development and Validation," *Journal of Consumer Research*, 28 (June), 50-66.

SCALE ITEMS:[1]

1. My first impressions of people usually turn out to be right.(r)
2. It would be hard for me to break any of my bad habits.
3. I don't care to know what other people really think of me.
4. I have not always been honest with myself.(r)
5. I always know why I like things.
6. When my emotions are aroused, it biases my thinking.(r)
7. Once I've made up my mind, other people can seldom change my opinion.
8. I am not a safe driver when I exceed the speed limit.(r)
9. I am fully in control of my own fate.
10. It's hard for me to shut off a disturbing thought.(r)
11. I never regret my decisions.
12. I sometimes lose out on things because I can't make up my mind soon enough.(r)
13. The reason I vote is because my vote can make a difference.
14. My parents were not always fair when they punished me.(r)
15. I am a completely rational person.
16. I rarely appreciate criticism.(r)
17. I am very confident of my judgments.
18. I have sometimes doubted my ability as a lover.(r)
19. It's all right with me if some people happen to dislike me.
20. I don't always know the reasons why I do the things I do.(r)
21. I sometimes tell lies if I have to.(r)
22. I never cover up my mistakes.
23. There have been occasions when I have taken advantage of someone.(r)
24. I never swear.
25. I sometimes try to get even rather than forgive and forget.(r)
26. I always obey laws, even if I'm unlikely to get caught.
27. I have said something bag about a friend behind his or her back.(r)
28. When I hear people talking privately, I avoid listening.
29. I have received too much change from a salesperson without telling him or her.(r)
30. I always declare everything at customs.
31. When I was young I sometimes stole things.(r)
32. I have never dropped litter on the street.
33. I sometimes drive faster than the speed limit.(r)
34. I never read sexy books or magazines.
35. I have done things that I don't tell other people about.(r)
36. I never take things that don't belong to me.
37. I have taken sick-leave from work or school even though I wasn't really sick.(r)
38. I have never damaged a library book or store merchandise without reporting it.
39. I have some pretty awful habits.(r)
40. I don't gossip about other's people's business.

---

1. The first twenty items are intended to measure self-deceptive positivity and the last twenty items measure impression management. The response format used by Paulhus (1984, 1988) ranged from 1 (*not true*) to 7 (*very true*). A dichotomous scoring procedure was used such that only items receiving a 6 or 7 were counted and added one point a piece. Bearden, Hardesty, and Rose (2001) as well as Tian, Bearden, and Hunter (2001) only used the 20 items composing the impression management subscale. Rick, Cryder, and Loewenstein (2008) did not state if they used all 40 items or a subset.

SCALE NAME: Desire to Learn More

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's interest in having more information about something. The object of interest in the study by Jones and Reynolds (2006) was a retail store.

SCALE ORIGIN:

Jones and Reynolds (2006) stated that they developed the scale.

RELIABILITY:

The construct reliability was reported to be .89 (Jones and Reynolds (2006).

VALIDITY:

A variety of typical steps were taken by Jones and Reynolds (2006) to provide support for their scales' unidimensionalities as well as their convergent and discriminant validities using exploratory and confirmatory techniques. The scale's AVE was .74.

REFERENCES:

Jones, Michael A. and Kristy E. Reynolds (2006), "The Role of Retailer Interest on Shopping Behavior," *Journal of Retailing*, 82 (2), 115-126.

SCALE ITEMS:[1]

1.   I would like to learn more about _____.
2.   I would like to know more about _____.
3.   Learning more about _____ would be useless. (r)

---

1. The name or description of the focal object should be placed in the blanks.

SCALE NAME: Disclosure Willingness

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure a customer's attitude about providing personal information to a person or organization.

SCALE ORIGIN:

Cho (2006) states that the scale items were developed based upon work by Collins and Miller (1994).

RELIABILITY:

Cho (2006) reported a composite reliability of .93 and .90 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

Collins, Nancy L. and Lynn Carol Miller (1994), "Self-Disclosure and Liking: A Meta-Analytic Review," *Psychological Bulletin*, 116, 457–474.

SCALE ITEMS:[1]

1.   I am willing to provide my personal information when asked by this _____.
2.   I am willing to disclose even sensitive personal information to this _____.
3.   I am willing to be truthful in revealing my personal information to this _____..

---

1. An appropriate descriptor of the entity should be placed in the blanks. Cho (2006) used the term "e-vendor."

SCALE NAME: Discomfort (Psychological)

SCALE DESCRIPTION:

Three, seven-point, one word descriptors are used to assess the strength of emotional and/or mental uneasiness reported by a person as a result of exposure to some stimulus. Using the same items but slightly different instructions, another version of the scale measured emotions depicted by someone else or in something else. The stimuli examined by Williams and Aaker (2002) were print ads but the scale appears to be amenable for use with a variety of stimuli. Mukhopadhyay and Johar (2007) used the scale to measure what they called *ambivalence*, having reference to what was felt after seeing an ad..

SCALE ORIGIN:

Though the items or similar terms can be found among the many items offered by Holbrook and Batra (1988) as well as Izard (1977), the use of these three items as a summated scale appears to be original to Williams and Aaker (2002).

RELIABILITY:

The scale was used in several studies reported by Williams and Aaker (2002) with alphas ranging from .68 to .87. The scale was used by Mukhopadhyay and Johar (2007) in their Study 3 and had an alpha of .76.

VALIDITY:

No specific examination of the scale's validity was reported by Williams and Aaker (2002) or Mukhopadhyay and Johar (2007).

REFERENCES:

Holbrook, Morris B. and Rajeev Batra (1988), "Toward a Standardized Emotional Profile (SEP) Useful in Measuring Responses to the Nonverbal Components of Advertising," in *Nonverbal Communication in Advertising*, Sidney Hecker and David W. Stewart. Lexington, MA: D.C. Heath, 101.

Izard, Carroll E. (1977), *Human Emotions*, New York: Plenum Press.

Mukhopadhyay, Anirban and Gita Venkataramani Johar (2007), "Tempted or Not? The Effect of Recent Purchase History on Responses to Affective Advertising," *Journal of Consumer Research*, 33 (4), 445-453.

Williams, Patti and Jennifer L. Aaker (2002), "Can Mixed Emotions Peacefully Coexist?" *Journal of Consumer Research*, 28 (March), 636-649.

SCALE ITEMS:[1]

1. uncomfortable
2. conflicted
3. confuse

---

1. The anchors used for the seven-point response scale by Williams and Aaker (2002) were *not at all* and *very strongly*. See Experiment 2 by Williams and Aaker (2002) for two versions of the directions (felt vs. depicted). The scale stem used by Mukhopadhyay and Johar (2007) was "When you saw this ad, how _____ did it make you feel?" They used a 13-point response scale but the verbal anchors were not identified.

SCALE NAME: Disconfirmation (Movie)

SCALE DESCRIPTION:

The scale measures expectancy-disconfirmation of a movie performance using eight items and a nine-point response format.

SCALE ORIGIN:

The source of the scale used by Patrick, MacInnis, and Park (2007) was not identified. It seems to have been developed by them.

RELIABILITY:

The scale was used in Study 1 by Patrick, MacInnis, and Park (2007) and was reported to have an alpha of 0.95.

VALIDITY:

No information regarding the scale's validity was provided by Patrick, MacInnis, and Park (2007).

REFERENCES:

Patrick, Vanessa M., Deborah J. MacInnis, and C. Whan Park (2007), "Not as Happy as I Thought I'd Be? Affective Misforecasting and Product Evaluations," *Journal of Consumer Research*, 33 (4), 479-489.

SCALE ITEMS:[1]

1.   screenplay
2.   direction
3.   production
4.   photography
5.   editing
6.   music
7.   storyline
8.   acting

---

1. The extreme verbal anchors used by Patrick, MacInnis, and Park (2007) with these items were *less than expected* (-4) and *more than expected* (+4).

SCALE NAME: Disconfirmation (Music)

SCALE DESCRIPTION:

Ten, nine-point items are used to measure the degree of disconfirmation of a person's expectations regarding the performance of some music.

SCALE ORIGIN:

The source of the scale used by Patrick, MacInnis, and Park (2007) was not identified. It seems to have been developed by them.

RELIABILITY:

The scale was used in Study 2 by Patrick, MacInnis, and Park (2007) and was reported to have an alpha of 0.96.

VALIDITY:

Apart from factor analysis indicating the items were unidimensional, no information regarding the scale's validity was provided by Patrick, MacInnis, and Park (2007).

REFERENCES:

Patrick, Vanessa M., Deborah J. MacInnis, and C. Whan Park (2007), "Not as Happy as I Thought I'd Be? Affective Misforecasting and Product Evaluations," *Journal of Consumer Research*, 33 (4), 479-489.

SCALE ITEMS:[1]

1.   rhythm
2.   harmony
3.   tempo
4.   arrangement
5.   sound editing
6.   sound quality
7.   modality
8.   pitch
9.   instrumentation
10. lyrics

---

1. The extreme verbal anchors used by Patrick, MacInnis, and Park (2007) with these items were *better than expected* (1) and *worse than expected* (10).

SCALE NAME: Disconfirmation Sensitivity

SCALE DESCRIPTION:

The scale attempts to measure a consumer's tendency to experience greater satisfaction (dissatisfaction) than the average consumer when products perform better (worse) than expected.

SCALE ORIGIN:

The scale is apparently original to the studies by Kopalle and Lehmann (2001).

RELIABILITY:

Alphas of .53 (Study 1) and .64 (Study 2) were reported for the scale (Kopalle and Lehmann 2001). When used in the Study 2 by Block and Kramer (2009) the alpha was .74.

VALIDITY:

While an in-depth analysis of the scale's validity was not provided by Kopalle and Lehmann (2001), they did indicate that factor analyses of items from several scales showed the items in this scale to be unidimensional in both studies.

COMMENTS:

A four-item version was used in Study 1 of Kopalle and Lehmann (2001) but it had such a poor reliability that for Study 2 the authors made slight wording changes to the items and added two more items. That improved alpha somewhat but it was still lower than desired. The authors suggested the low internal consistency was due to the scale capturing two aspects of the construct. Indeed, further work is called for to improve and establish the scale's psychometric quality. No information regarding the scale's validity was provided by Block and Kramer (2009).

REFERENCES:

Block, Lauren and Thomas Kramer (2009), "The Effect of Superstitious Beliefs on Performance Expectations," *Journal of the Academy of Marketing Science*, 37 (2), 161-169.

Kopalle, Praveen K. and Donald R. Lehmann (2001), "Strategic Management of Expectations: The Role of Disconfirmation Sensitivity and Perfectionism," *Journal of Marketing Research*, 38 (August), 386-394.

SCALE ITEMS:[1]

1. I notice when product performance does not match the quality I expect from the product.
2. Customers should be delighted when products perform better than expected.
3. I am not at all satisfied when products perform worse than I expect.
4. I am very satisfied when products perform better than I expect.
5. Customers are legitimately irritated when products perform worse than expected.
6. I typically compare a product's performance to my expectations for that product.

---

1. As used by Block and Kramer (2009), the scale had a seven-point response format where *not at all* and *very much so* were the extreme verbal anchors.

SCALE NAME: Disgust

SCALE DESCRIPTION:

Four unipolar items are used to measure the degree to which a person has experienced a feeling of abhorrence because of a certain stimulus that is viewed as being physically dirty or unsanitary. In the studies conducted by Argo, Dahl, and Morales (2006), the stimulus that respondents reacted to was putting on a t-shirt that was perceived to be "contaminated" by being previously worn by one or more strangers. In the studies by Morales and Fitzsimons (2007) the participants were reacting to a package of cookies touched by a package of feminine napkins.

SCALE ORIGIN:

Argo, Dahl, and Morales (2006) drew the items for this scale from work conducted previously by Haidt, McCauley, and Rozin (1994) and Smith and Ellsworth (1985).

RELIABILITY:

Alphas of .76 (Study 1, n = 67 college students), .97 (Study 2, n = 94 college students), and .86 (Study 3, n = 101 college students) were reported for the scale by Argo, Dahl, and Morales (2006). Alphas of .86 (feminine napkins) and .78 (income tax software) were reported by Morales and Fitzsimons (2007) in the pretest to Study 3 (n = 55 college students). In Study 6, the alpha was .81 (n = 66 college students).

VALIDITY:

No information regarding the scale's validity was provided by Argo, Dahl, and Morales (2006) or Morales and Fitzsimons (2007).

REFERENCES:

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others," *Journal of Marketing*, 70 (2), 81-94.

Haidt, Jonathan, Clark McCauley, and Paul Rozin (1994), "Individual Differences in Sensitivity to Disgust: A Scale Sampling Seven Domains of Disgust Elicitors," *Personality and Individual Differences*, 16 (5), 701–713.

Morales, Andrea C. and Gavan J. Fitzsimons (2007), "Product Contagion: Changing Consumer Evaluations Through Physical Contact with 'Disgusting' Products," *Journal of Marketing Research*, 44 (2), 272-283.

Smith, Craig A. and Phoebe C. Ellsworth (1985), "Patterns of Cognitive Appraisal in Emotion," *Journal of Personality and Social Psychology*, 48 (4), 813–38.

SCALE ITEMS:[1]

1. disgusted
2. revolted
3. unclean
4. gross
5. dirty

---

1. The verbal anchors used by Argo, Dahl, and Morales (2006) with the items #1-#4 were *not at all* (1) and *very* (7). In their pretest to Study 3, Morales and Fitzsimons (2007) used #1, and #3-#5. The points and verbal anchors for the scale were not specified. In their Study 6, items #1-#4 were used and the verbal anchors ranged from 1 (*not at all*) to 10 (*to a great degree*).

SCALE NAME: Dissatisfaction

SCALE DESCRIPTION:

The scale is composed of three, seven-point uni-polar descriptors that are used to assess the degree to which a person reports being dissatisfied with some stimulus. As used in the studies cited below, the stimulus was a service experience.

SCALE ORIGIN:

Bougie, Pieters, and Zeelenberg (2003) indicated that they had adapted a scale used by Crosby and Stephens (1987). Indeed, the latter had three semantic differentials and Bougie, Pieters, and Zeelenberg (2003) took anchors from two of the items and added a third item of their own. Grégoire and Fisher (2008) used the exact same items but cited Smith, Bolton, and Wagner (1999). Curiously, the latter did not explicitly include a measure of dissatisfaction in their study.

RELIABILITY:

Alphas of .692 and .96 were reported for the scale by Bougie, Pieters, and Zeelenberg (2003) and Grégoire and Fisher (2008), respectively.

VALIDITY:

Bougie, Pieters, and Zeelenberg (2003) used CFA to examine the items in their dissatisfaction scale along with some items supposed to measure anger. A two-factor structure fit the data better than did the one factor model providing some evidence in support of the scale's discriminant validity. Similarly, Grégoire and Fisher (2008) used CFA to provide evidence of their scale's discriminant and convergent validities. The scale's AVE was .83.

REFERENCES:

Bougie, Roger, Rik Pieters, and Marcel Zeelenberg (2003), "Angry Customers Don't Come Back, They Get Back: The Experience and Behavioral Implications of Anger and Dissatisfaction in Services," *Journal of the Academy of Marketing Science*, 31 (4), 377-393.

Crosby, Lawrence A. and Nancy Stephens (1987), "Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry," *Journal of Marketing Research*, 24 (November), 404-411.

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," *Journal of Marketing Research*, 36 (August), 356-372.

SCALE ITEMS:[1]

How did you feel about your experience on this occasion?[2]

1. dissatisfied
2. displeased
3. discontented

1. The scale anchors were not stated by Bougie, Pieters, and Zeelenberg (2003) but were probably something like *not at all* to *very much*. The anchors used by Grégoire and Fisher (2008) appear to have been *strongly disagree* and *strongly agree*.
2. This is the scale stem used by Bougie, Pieters, and Zeelenberg (2003). The one shown in the article by Grégoire and Fisher (2008) did not make grammatical sense. Possibly, the intended phrasing was something like "Due to the service failure, I felt . . . ."

SCALE NAME: Dissatisfaction with Mobile Advertisers

SCALE DESCRIPTION:

This three-item, seven-point Likert-type scale is intended to measure the extent to which a consumer is dissatisfied with his/her decision in the past to respond to mobile advertising, with the emphasis being on regret for sending personal information to the advertisers.

SCALE ORIGIN:

The scale was developed by Okazaki, Li, and Hirose (2009) though they drew heavily on key ideas and phrases in a scale by Cho and Cheon (2004). As part of the full instrument, this scale was pretested with 135 students from three universities in Tokyo. Data in the main study were collected from 510 mobile users who were members of a Japanese online panel.

RELIABILITY:

An alpha of .91 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .94.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .85.

REFERENCES:

Cho, Chang-Hoan, and Hongsik John Cheon (2004), "Why Do People Avoid Advertising on the Internet?" *Journal of Advertising*, 33 (4), 89–97.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:

1. I feel dissatisfied with my earlier choice to send my personal information to mobile advertisers.
2. My experience in responding to mobile advertising is very unsatisfactory.
3. In the past, my decision to send my personal information to mobile advertisers has not been a wise one.

SCALE NAME: Distrust

SCALE DESCRIPTION:

Four, five-point Likert-type items are used to measure a person's belief that a business will engage in behaviors in such a way that it deceives and harms customers.

SCALE ORIGIN:

Although getting some inspiration from the literature, the scale is original to Cho (2006). The purpose of the study was to show that distrust is a distinct construct from trust and that the two constructs have different antecedents and consequences.

RELIABILITY:

Cho (2006) reported a composite reliability of .97 for use of the scale with both book and clothing purchases.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. In particular, testing of the relationship between measures of trust and distrust showed that they were distinct. Further, testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

SCALE ITEMS:[1]

1. This _____ will exploit customers' vulnerability given the chance.
2. This _____ will engage in damaging and harmful behavior to customers to pursue its own interest.
3. The way this _____ operates its business will be irresponsible and unreliable.
4. This _____ will perform its business with customers in a deceptive and fraudulent way.

---

1. A term describing the business should be placed in the blanks. Cho (2006) used "e-vendor."

SCALE NAME: Donor Motivation (Self-Expression)

SCALE DESCRIPTION:

Six, seven-point Likert-type items are used to measure the degree to which a person's motivation for giving a certain amount of money or time to a cause is a reflection of who he/she is inside rather than being externally-driven.

SCALE ORIGIN:

The source of the scale used by Reed, Aquino, and Levy (2007) was not identified but appears to have been developed by them for their study.

RELIABILITY:

The alphas for the scale as used by Reed, Aquino, and Levy (2007) in Study 1a were .90 for giving money and .93 for giving time.

VALIDITY:

No examination of the scale's validity was reported by Reed, Aquino, and Levy (2007). However, they did state that the results of a Varimax-rotated factor analysis indicated that the scale was unidimensional.

Comments:

See also Mogilner and Aaker (2009) for adaptation of four of the scale's items to measure the personal connection one has with a product.

REFERENCES:

Mogilner, Cassie and Jennifer Aaker (2009), "The Time vs. Money Effect": Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (2), 277-91.

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

SCALE ITEMS:

Giving _____ to _____ would . . .[1]

1. be my voluntary choice.
2. reflect the type of person that I am.
3. represent the kind of activity I often think about.
4. be an important priority for me.
5. represent "who I am."
6. be a natural thing for me to do.

---

1. The first blank should specify an amount of time or money and the second blank should indicate the cause or focal charity. As used by Reed, Aquino, and Levy (2007). the context for respondents was hypothetical.

SCALE NAME: DTC Advertising Effects on Past Behavior

SCALE DESCRIPTION:

Three questions with a dichotomous response format (yes/no) are used in this scale to measure the extent to which a person reports that direct-to-consumer (DTC) advertising has influenced him/her to speak with a physician about the drug and/or his/her medical condition?

SCALE ORIGIN:

Lee, Salmon, and Paek (2007) did not describe the source of the scale.

RELIABILITY:

A KR-20 of .72 was reported for the scale (Lee, Salmon, and Paek 2007).

VALIDITY:

Although the validity of the scale was not explicitly addressed by Lee, Salmon, and Paek (2007), some support is assumed given that the confirmatory factor analysis of all of the study's scales showed good fit indices.

REFERENCES:

Lee, Byoungkwan, Charles T. Salmon, and Hye-Jin Paek (2007), "The Effects of Information Sources on Consumer Reactions to Direct-to-Consumer (DTC) Prescription Drug Advertising: A Consumer Socialization Approach," *Journal of Advertising*, 36 (1), 107-119.

SCALE ITEMS:

1.   Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a prescription drug for yourself?
2.   Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a medical condition, illness or other health concern of your own that you had not discussed with a doctor before?
3.   Has an advertisement for a prescription drug ever prompted you to talk to a doctor about a possible change in treatment for a medical condition or illness that you already had?

SCALE NAME: Dysfunctional Customer Behavior (Other Shoppers)

SCALE DESCRIPTION:

Six, seven-point Likert-type items compose the scale and measure the degree to which a customer believes that the behavior of other customers in a particular store was inappropriate.

SCALE ORIGIN:

The scale was constructed, refined, and validated by Reynolds and Harris (2009) along with several other measures in a series of studies. Although the details are limited, the authors reported using qualitative procedures to examine their initial set of items and followed that with two small pilot studies.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .94.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .60.

REFERENCES:

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. Fellow customers behaved in a pleasant manner. (r)
2. Fellow customers behaved in a way that I was not expecting.
3. I enjoyed being around the other customers in the _____. (r)
4. Fellow customers conducted themselves in a manner that I did not find appropriate.
5. Fellow customers behaved in a way that I found to be unpleasant.
6. Fellow customers behaved in a way that I did not agree with.

---

1. An appropriate generic term that refers to the place should be placed in the blank of #3. Reynolds and Harris (2009) used the term *outlet* but several other similar terms could be used such as *store, mall,* and *dealership.* Also, respondents will need some directions before answering these items that focus their attention on that facility.

SCALE NAME: Dysfunctional Customer Behavior (Self)

SCALE DESCRIPTION:

The degree to which a customer deliberately behaved in ways that violated the generally accepted norms of conduct in a particular shopping situation is measured with four, seven-point Likert-type items.

SCALE ORIGIN:

The scale was constructed, refined, and validated by Reynolds and Harris (2009) in a series of studies. Although the details are limited, the authors reported using qualitative procedures to examine their initial set of items and followed that with two small pilot studies. Those resulted in the four item scale they referred to as *severity of dysfunctional customer behavior*.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .91..

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .57.

REFERENCES:

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:

1. If others had witnessed my behavior, they would have thought it was inappropriate behavior within that specific outlet.
2. In hindsight, I acknowledge that my behavior is not what is expected of customers within that service outlet.
3. I believe that others would generally view my behavior as acceptable in today's society. (r)
4. If others had witnessed my behavior, they would have thought it was acceptable behavior within that specific outlet. (r)

SCALE NAME: Ease of Use

SCALE DESCRIPTION:

The seven point semantic differential scale measures a person's beliefs concerning the time and effort involved in a specified activity. The activity examined by Dabholkar (1994) was ordering in a fast-food restaurant and two options were compared: touch screen ordering versus verbally placing the order with an employee. Dabholkar and Bagozzi (2002) just examined the touch screen option.

SCALE ORIGIN:

The origin of the scale appears to be Dabholkar (1994). Refinement of the scale occurred with a pretest sample that consisted of 141 undergraduate students. The scale produced alphas of .88 (touch screen ordering) and .80 (verbal ordering).

RELIABILITY:

Dabholkar (1994) reported construct reliabilities of .92 and .86 for the touch screen and verbal versions of the scale, respectively. An alpha of .90 was reported for the version of the scale used by Dabholkar and Bagozzi (2002).

VALIDITY:

Results of confirmatory and exploratory factor analyses provided by Dabholkar (1994) indicated that both versions of the scale were unidimensional. Evidence was provided by Dabholkar and Bagozzi (2002) in support of the scale's convergent and discriminant validity.

COMMENTS:

See also Van Dolen, Dabholkar, and Ruyter (2007) for a modified version of this scale where the items were rephrased as statements for use with a Likert-type response format.

REFERENCES:

Dabholkar, Pratibha (1994), "Incorporating Choice into an Attitudinal Framework: Analyzing Models of Mental Comparison Processes," *Journal of Consumer Research*, 21 (June), 100-118.
_____ and Richard P. Bagozzi (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors," *Journal of the Academy of Marketing Science*, 30 (3), 184-201.
Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:[1]

1. will be complicated / will be simple
2. will take a lot of effort / will take a little effort
3. will be confusing / will be clear
4. will take a long time / will take a short time
5. will require a lot of work / will require little work
6. will be slow / will be fast

---

1. The scale stem used by Dabholkar (1994; Dabholkar and Bagozzi 2002) was "Using a _____ to order fast food . . ." and touch screen or verbal were placed in the blank. Only one anchor for each pair was explicitly stated in the articles; the others are hypothetical reconstructions. Dabholkar (1994) used all six items while the final version of the scale used by Dabholkar and Bagozzi (2002) was composed of items #2, #4-#6.

SCALE NAME: Ease of Use

SCALE DESCRIPTION:

This scale has three, seven-point Likert-type statements that measure the degree to which a consumer believes that a product's design makes it easy and comfortable to use. The product examined by Luo, Kannan, and Ratchford (2008) was a toothbrush.

SCALE ORIGIN:

The scale was developed by Luo, Kannan, and Ratchford (2008) for use in Study 2.

RELIABILITY:

The alpha for the scale was .713 (Luo, Kannan, and Ratchford 2008).

VALIDITY:

Luo, Kannan, and Ratchford (2008) reported that they tested the convergent and discriminant validities of the scale in a pretest with the implication being that sufficient support was found for them. However, the results of the tests were not provided for independent verification.

REFERENCES:

Luo, Lan, P.K. Kannan, and Brian T. Ratchford (2008), "Incorporating Subjective Characteristics in Product Design and Evaluations," *Journal of Marketing Research*, 45 (2), 182-194.

SCALE ITEMS:[1]

1. I expect this _____ to be more comfortable than an average _____.
2. This _____ is difficult to use. (r)
3. The design of this _____ is awkward.

---

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

SCALE NAME: Efficacy of Another Person

SCALE DESCRIPTION:

The scale is composed of six, seven-point semantic differentials that are intended to measure what one person believes about the strength and self-reliance of another person.

SCALE ORIGIN:

No information was provided by Bolton et al. (2008) regarding the source of the scale. It appears to be original to them and was used in Experiments 3 and 4. Although the authors called this "self-efficacy," that term is more appropriate when referring one's own ability rather than when evaluating others. It does seem possible, however, that this scale could be adapted to measuring one's opinion about another person's "self-efficacy" if the judgment was based on information about what the other person thought of his/her own abilities rather than information about his/her behavior as done by Bolton et al. (2008). This could be accomplished via directions that tell subjects to judge what the focal person thinks about his/her abilities rather than what you think about them.

RELIABILITY:

Alphas of .93 and .94 were reported for the scale by Bolton et al. (2008).

VALIDITY:

Bolton et al. (2008) did not provide any information regarding the scale's validity.

REFERENCES:

Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?" *Journal of Consumer Research*, 34 (5), 713-726.

SCALE ITEMS:

1. powerless / powerful
2. weak / strong
3. ineffectual / effectual
4. dependent / independent
5. reliant / self-reliant
6. undisciplined / disciplined

SCALE NAME: Egalitarianism

SCALE DESCRIPTION:

The scale's five statements are intended to measure the degree to which a person believes in the equality of the sexes and gender roles.

SCALE ORIGIN:

Although Su et al. (2008) indicated that they had adapted a scale by Spiro (1983), the items actually come from a 40-item instrument by Levinson and Huffman (1955) called the Traditional Family Ideology Scale (TFI). Three of the five items used by Su et al. (2008) were also in the 12-item Abbreviated TFI by Levinson and Huffman (1955).

RELIABILITY:

Composite reliabilities of .90 and .87 were reported by Su et al. (2008) for the wife and husband subsamples, respectively.

VALIDITY:

Confirmatory factor analyses of the items intended for this scale as well as those of two other scales (empathy and empowerment) were run separately on the wife and husband subsamples. The models fit adequately and there was evidence of the three scales' convergent and discriminant validities.

REFERENCES:

Levinson, Daniel J. and Phyllis E. Huffman (1955), "Traditional Family Ideology and Its Relation to Personality," *Journal of Personality*, 23 (March), 251-273.

Spiro, Rosann L. (1983), "Persuasion in Family Decision-Making," *Journal of Consumer Research*, 9 (March), 394-402.

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

SCALE ITEMS:[1]

1.   Some equality in marriage is a good thing, but by and large the husband ought to have the main say in family matters. (r)
2.   Women who want to remove the word "obey" from the marriage service don't understand what it means to be a wife. (r)
3.   It is somehow unnatural to place women in positions of authority over men. (r)
4.   Women should take an active interest in politics and community problems as well as in their families.
5.   Women think less clearly and are more emotional. (r)

---

1. The response scale was not described by Su et al. (2008). It was likely to have had five- or seven-points with *agree/disagree* verbal anchors.

SCALE NAME: Elaboration on Potential Outcomes (Generation/Evaluation)

SCALE DESCRIPTION:

Six, seven-point Likert-type items are used in this scale to measure the degree to which a person consciously considers potential consequences before making decisions including their likelihood and significance.

SCALE ORIGIN:

This scale was developed and validated along with two companion scales by Nenkov, Inman, and Hulland (2008). In an admirable series of studies, the authors provided a variety of evidence in support of the reliability and validity of the subscales composing the Elaboration on Potential Outcomes (EPO) instrument. The purpose of the instrument was to help show that people differ in their predecision outcome elaboration and this affects their self-regulation efforts (e.g., Carver and Scheier 1998). The instrument was originally expected to have four subscales, with the generation and the evaluation dimensions being separate. However, analysis of the data from sample 1 indicated that those dimensions were not distinct, therefore, they were combined. It is unclear how many of these studies are the same as those described by Nenkov et al. (2009).

RELIABILITY:

Alphas for the scale ranged from .88 (n = 367) to .94 (n = 95) in the studies conducted by Nenkov, Inman, and Hulland (2008). The authors also conducted a test of the scale's stability over time. The test-retest correlation for a one month period was .77 (n = 97).

Nenkov et al. (2009) discussed four studies in which the scale was used and the alphas ranged from .84 (n = 102) to .92 (n = 94).

VALIDITY:

As noted above, Nenkov, Inman, and Hulland (2008) reported a range of support for the scale's validity. Specifically, they provided evidence for the final six-item scale's discriminant, predictive, and nomological validities. Nenkov et al. (2009) did not directly address the validity of the scale although they did report the CFA factor loadings from each of the four studies. Those results show the consistent, high positive loadings of each item on the factor and suggesting the scale's stability, unidimensionality, and convergent validity.

REFERENCES:

Carver, Charles S. and Michael F. Scheier (1998), *On the Self-Regulation of Behavior*, Cambridge: Cambridge University Press.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

Nenkov, Gergana Y., J. Jeffrey Inman, John Hulland, and Maureen Morrin (2009), "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," Journal of Marketing Research, 46 (6), 764-776.

SCALE ITEMS:

1. Before I act I consider what I will gain or lose in the future as a result of my actions.
2. I try to anticipate as many consequences of my actions as I can.
3. Before I make a decision I consider all possible outcomes.
4. I always try to assess how important the potential consequences of my decisions might be.
5. I try hard to predict how likely different consequences are.
6. Usually I carefully estimate the risk of various outcomes occurring.

SCALE NAME: Elaboration on Potential Outcomes (Negative Focus)

SCALE DESCRIPTION:

The scale has four, seven-point Likert-type items that measure the degree to which a person is fixated on the negative consequences of his/her decisions rather than the positive.

SCALE ORIGIN:

This scale was developed and validated along with two companion scales by Nenkov, Inman, and Hulland (2008). In an admirable series of studies, the authors provided a variety of evidence in support of the reliability and validity of the subscales composing the Elaboration on Potential Outcomes (EPO) instrument. The purpose of the instrument was to help show that people differ in their predecision outcome elaboration and this affects their self-regulation efforts (e.g., Carver and Scheier 1998).

RELIABILITY:

Alphas for the scale ranged from .80 (n = 302) to .89 (n = 97) in the studies conducted by Nenkov, Inman, and Hulland (2008).

VALIDITY:

As noted above, Nenkov, Inman, and Hulland (2008) reported a range of support for the scale's validity. Specifically, they provided evidence for this four-item scale's discriminant, predictive, and nomological validities.

REFERENCES:

Carver, Charles S. and Michael F. Scheier (1998), *On the Self-Regulation of Behavior*, Cambridge: Cambridge University Press.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

SCALE ITEMS:

1. I tend to think a lot about the negative outcomes that might occur as a result of my actions.
2. I am often afraid that things might turn out badly.
3. When thinking over my decisions I focus more on their negative end results.
4. I often worry about what could go wrong as a result of my decisions.

SCALE NAME: Elaboration on Potential Outcomes (Positive Focus)

SCALE DESCRIPTION:

This scale is composed of three, seven-point Likert-type items that are intended to measure the tendency for a person to assume the best will happen and concentrate more on the positive consequences of decisions rather than the negative.

SCALE ORIGIN:

This scale was developed and validated along with two companion scales by Nenkov, Inman, and Hulland (2008). In an admirable series of studies, the authors provided a variety of evidence in support of the reliability and validity of the subscales composing the Elaboration on Potential Outcomes (EPO) instrument. The purpose of the instrument was to help show that people differ in their predecision outcome elaboration and this affects their self-regulation efforts (e.g., Carver and Scheier 1998).

RELIABILITY:

Alphas for the scale ranged from .82 (n = 160) to .90 (n = 97) in the studies conducted by Nenkov, Inman, and Hulland (2008).

VALIDITY:

As noted above, Nenkov, Inman, and Hulland (2008) reported a range of support for the scale's validity. Specifically, they provided evidence for this three-item scale's discriminant, predictive, and nomological validities.

REFERENCES:

Carver, Charles S. and Michael F. Scheier (1998), *On the Self-Regulation of Behavior*, Cambridge: Cambridge University Press.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

SCALE ITEMS:

1. I keep a positive attitude that things always turn out all right.
2. I prefer to think about the good things that can happen rather than the bad.
3. When thinking over my decisions I focus more on their positive end results.

SCALE NAME: Emotional Reaction (Negative)

SCALE DESCRIPTION:

Five, seven-point unipolar items are used to measure a person's emotional reaction to some stimulus with an emphasis on several "negative" feelings.

SCALE ORIGIN:

Although the items have been used in various emotion-related measures, no known use of these items as a set was made previous to Moore, Harris, and Chen (1995). Therefore, though it is not explicitly stated to be original, the scale seems to have been developed for use in their study. Shanahan and Hopkins (2007) cited Moore, Harris, and Chen (1995) as the source of their scale. They used four of the same items but for the fifth item, they substituted "fearful" for "sad."

RELIABILITY:

An alpha of .89 was reported for the scale by Moore, Harris, and Chen (1995). Shanahan and Hopkins (2007) stated that the alpha for their version of the scale was .92.

VALIDITY:

No examination of the scale's validity was reported by Moore, Harris, and Chen (1995). Shanahan and Hopkins (2007) provided evidence in support of their scale's convergent and discriminant validities. The AVE was .71.

REFERENCES:

Moore, David J. (1997), Personal Correspondence.

Moore, David J., William D. Harris, and Hong C. Chen (1995), "Affect Intensity: An Individual Difference Response to Advertising Appeals," *Journal of Consumer Research*, 22 (September), 154–64.

Shanahan, Kevin J. and Christopher D. Hopkins (2007), "Truths, Half-Truths and Deception: Perceived Social Responsibility and Intent to Donate for a Nonprofit Using Implicature, Truth, and Duplicity in Print Advertising," *Journal of Advertising*, 36 (2), 33-48.

SCALE ITEMS:[1]

While exposed to the _____, how strongly did you feel _____?[2]
1. alarmed
2. angry
3. frightened
4. worried
5. sad
6. fearful

---

1. The anchors for the scale were specified by Moore (1997) to have been *Not at all* (1) and *Very* (7). Moore, Harris, and Chen (1995) used the first five items; Shanahan and Hopkins (2007) used the first four items and #6.
2. The name of the stimulus should be stated in the first blank (e.g., commercial) while the second blank is completed by the various scale items.

SCALE NAME: Empathy

SCALE DESCRIPTION:

The scale is composed of four statements that are intended for measuring the extent to which a person either feels what other individuals are feeling or at least tries to imagine what they are feeling, particularly when they are suffering in some way.

SCALE ORIGIN:

The items used by Su et al. (2008) came from a study by Sherman and Stotland reported in Stotland et al. (1978, pp. 27-44). The authors conducted a study with numerous items thought to be related to empathy. Upon factor analyzing responses to the set, six dimensions were found. All four items used by Su et al. (2008) come from the factor called Involvement-Concern (p. 142).

RELIABILITY:

Composite reliabilities of .90 and .89 were reported by Su et al. (2008) for the wife and husband subsamples, respectively.

VALIDITY:

Confirmatory factor analyses of the items intended for this scale as well as those of two other scales (egalitarianism and empowerment) were run separately on the wife and husband subsamples. The models fit adequately and there was evidence of the three scales' convergent and discriminant validities.

REFERENCES:

Stotland, Ezra., Kenneth E. Mathews, Stanley E. Sherman, Robert O. Hansson, and Barbara Z. Richardson (1978), *Empathy, Fantasy, and Helping*, Beverly Hills, CA: Sage Publications, Inc.

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

SCALE ITEMS:[1]

1. When I see a retarded child, I try to imagine how he feels about things.
2. When I meet someone who is very ill emotionally, I wonder how I would feel if I were in his shoes.
3. Many times I have felt so close to someone else's difficulties that it seemed as if they were my own.
4. Even when I argue with a person, I try to imagine how he feels about his view.

---

1. The response scale was not described by Su et al. (2008). It was likely to have had five- or seven-points and *agree/disagree* verbal anchors.

SCALE NAME: Employment Intention

SCALE DESCRIPTION:

Four, five-point items are used to measure a person's attitude toward working for a particular company and the likelihood of seeking employment with it in the future.

SCALE ORIGIN:

Sen, Bhattacharya, and Korschun (2006) did not describe the source of the scale but it seems to be original to their study.

RELIABILITY:

An alpha of .89 was reported for the scale (Sen, Bhattacharya, and Korschun 2006).

VALIDITY:

No information regarding the scale's validity was provided by Sen, Bhattacharya, and Korschun (2006).

REFERENCES:

Sen, Saunkar, C.B. Bhattacharya, and Daniel Korschun (2006), "The Role of Corporate Social Responsibility in Strengthening Multiple Stakeholder Relationships: A Field Experiment," *Journal of the Academy of Marketing Science*, 34 (2), 158-166.

SCALE ITEMS:[1]

1. How likely are you to seek employment with this company within the next two years?
2. How likely are you to seek information about jobs at this company in the future?
3. In the future, how likely are you to talk-up the company to your friends as a good organization to work for?
4. I would very much like to work for this company.

---

1. The extreme verbal anchors for the first three items were *very unlikely / very likely*; the anchors for item #4 were *disagree strongly / agree strongly*.

SCALE NAME: Empowerment in Marriage

SCALE DESCRIPTION:

Three statements are used in the scale to measure the degree to which one member of a married couple believes in his/her ability to raise and resolve issues with the other member.

SCALE ORIGIN:

The scale used by Su et al. (2008) appears to be a slight adaptation of a scale developed by Wilkie, Ferree, and Ratcliff (1998).

RELIABILITY:

Composite reliabilities of .94 and .92 were reported by Su et al. (2008) for the wife and husband subsamples, respectively.

VALIDITY:

Confirmatory factor analyses of the items intended for this scale as well as those of two other scales (empathy and egalitarianism) were run separately on the wife and husband subsamples. The models fit adequately and there was evidence of the three scales' convergent and discriminant validities.

REFERENCES:

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

Wilkie, Jand Riblett., Myra Marx Ferree, and Kathryn Strother Ratcliff (1998), "Gender and Fairness: Marital Satisfaction in Two-Earner Couples," *Journal of Marriage and the Family*, 60 (3), 577–594.

SCALE ITEMS:[1]

1.   When your spouse does something you don't like, you usually accept that that's the way your spouse is and make the best of it. (r)
2.   When there is something you disagree about, your spouse often tries to keep you from bringing up the subject and discussing how you feel. (r)
3.   When you feel unhappy about something your spouse is doing or not doing, it's very difficult to raise this issue with your spouse. (r)

---

1. The response scale was not described by Su et al. (2008). The ones used by Wilkie, Ferree, and Ratcliff (1998) were as follows: *accept it/discuss openly* for item #1; *often/never* for item #2; and, *very difficult/very easy* for item #3.

SCALE NAME: Endorsement by Nonprofit Organization

SCALE DESCRIPTION:

Four Likert-type items with a seven point response format are used in this scale to measure the degree to which a person believes that a specific nonprofit organization has explicitly approved of a certain brand (or line of products) from a company.

SCALE ORIGIN:

Bower and Grau (2009) developed the scale based on a review of the literature.

RELIABILITY:

The scale's alpha was .90 in the study by Bower and Grau (2009).

VALIDITY:

No examination of the scale's validity was reported by Bower and Grau (2009).

REFERENCES:

Bower, Amanda B. and Landreth Grau (2009), "Explicit Donations and Inferred Endorsements: Do Corporate Social Responsibility Initiatives Suggest a Nonprofit Organization Endorsement?" *Journal of Advertising*, 38 (3), 113-126.

SCALE ITEMS:[1]

1.   The nonprofit organization recommends that people use _____ .
2.   The nonprofit organization approves of the use of _____'s products.
3.   The nonprofit organization endorses _____.
4.   It is likely that _____'s products have met the stringent standards of the nonprofit organization.

---

1. The name of the brand/company should be placed in the blanks. Also, the phrase "nonprofit organization" can be replaced with the proper name of the organization.

SCALE NAME: Endorser Similarity

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a person believes that an endorser is similar to him/herself.

SCALE ORIGIN:

It is not clear where the items originated or where they were first used as a multi-item summated scale.

RELIABILITY:

In experiment 1, a Cronbach's alpha was reported by Feick and Higie (1992) to be .86. In experiment 2, Cronbach's alpha for similar-inexperienced endorser was .82 and for dissimilar-experienced endorser it was .79. The scale was translated into German and used by Martin, Wentzel, and Tomczak (2008) in their Study 2. Its alpha was .88.

VALIDITY:

No examination of scale validity was reported Feick and Higie (1992) or Martin, Wentzel, and Tomczak (2008).

REFERENCES:

Feick, Lawrence and Robin A. Higie (1992), "The Effects of Preference Heterogeneity and Source Characteristics on Ad Processing and Judgments About Endorsers," *Journal of Advertising*, 21 (2), 9-24.

Martin, Brett A.S., Daniel Wentzel, and Torsten Tomczak (2008), "Effects of Susceptibility to Normative Influence and Type of Testimonial on Attitudes Toward Print Advertising," *Journal of Advertising*, 37 (1), 29-43.

SCALE ITEMS:[1]

1. _____ and I probably have similar values and beliefs.
2. _____ is quite a bit like me.
3. It's likely that _____ and I have similar tastes and preferences.

---

1. The name of the endorser should be put in the blanks.

SCALE NAME: Endorser/Brand Fit

SCALE DESCRIPTION:

Seven-point, Likert-type statements are used to measure the degree to which a person perceives there to be a relationship between an endorser and a product, such that the pairing of the two is viewed as a "good fit." This measure was referred to as *relatedness* by Sengupta, Goodstein, and Boninger (1997).

SCALE ORIGIN:

Sengupta, Goodstein, and Boninger (1997) may have drawn inspiration from other measures, but the scale appears original to their work. Items #1 and #2 formed the scale as used in a pilot study before their first study and it had an alpha of .93. The authors added two more items when they conducted a pretest before their second study to improve the measure's similarity with two previously measured concepts (relevance and appropriateness).

RELIABILITY:

Alphas of .94 and .97 were reported for the versions of the scale used by Ellen, Webb, and Mohr (2006) and Sengupta, Goodstein, and Boninger (1997), respectively.

VALIDITY:

No examination of the scale's validity was reported by Ellen, Webb, and Mohr (2006) or Sengupta, Goodstein, and Boninger (1997).

REFERENCES:

Ellen, Pam Scholder, Deborah J. Webb, and Lois A. Mohr (2006), "Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs," *Journal of the Academy of Marketing Science*, 34 (2), 147-157.

Sengupta, Jaideep, Ronald C. Goodstein, and David S. Boninger (1997), "All Cues Are Not Created Equal: Obtaining Attitude Persistence Under Low-Involvement Conditions," *Journal of Consumer Research*, 23 (March), 351–61.

SCALE ITEMS:[1]

1. When I think of _____ as an endorser, _____ is one of the first products I think about.[2]
2. The idea of _____ endorsing _____ represents a very good fit.
3. I think _____ is a relevant endorser for _____.
4. I think _____ is an appropriate endorser for _____.

---

1. The first blank in each item should be filled in with the name of the endorser (e.g., Christie Brinkley), and the second blank should have the name of the product category (e.g., mouthwash).
2. Ellen, Webb, and Mohr (2006) only used three items and this appears to be the item they did <u>not</u> use. Sengupta, Goodstein, and Boninger (1997) used all four of the items listed.

SCALE NAME: Enjoyment (Expected)

SCALE DESCRIPTION:

The scale has three ten-point items that are used to measure the level of pleasure a person anticipates having with respect to some future experience.

SCALE ORIGIN:

No information was provided by Miller, Kahn, and Luce (2008) with regard to the scale's origin. It appears to have been developed by them for use in the second of four studies described in their article.

RELIABILITY:

An alpha of .92 was reported for the scale by Miller, Kahn, and Luce (2008).

VALIDITY:

Miller, Kahn, and Luce (2008) did not discuss the scale's validity though they did state that after factor analyzing the items for this scale with those for another construct (stress), the two sets of items loaded on separate factors.

REFERENCES:

Miller, Elizabeth Gelfand, Barbara E. Kahn, and Mary Frances Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.

SCALE ITEMS:[1]

1. How much do you think you will enjoy the _____? *will not enjoy / will enjoy*
2. Please rate your feelings about the _____. *dreading it / looking forward to it*
3. How much fun do you think the _____ will be: *not at all fun / a lot of fun*

---

1. The name or brief phrase describing the focal event should be inserted in these blanks.

SCALE NAME: Ethicality of File Sharing

SCALE DESCRIPTION:

Three, six-point items are used in this scale to measure the degree to which a person believes that sharing and downloading proprietary files is unethical and causes some sort of harm to the legitimate party that produced the product. The scale was called *moral costs of the copy* by Hennig-Thurau, Henning, and Sattler (2007).

SCALE ORIGIN:

The scale appears to be original to Hennig-Thurau, Henning, and Sattler (2007) but they received inspiration for the creation of the scale from the work of Huang (2005).

RELIABILITY:

The alpha reported for the scale by Hennig-Thurau, Henning, and Sattler (2007) was .84.

VALIDITY:

The validity of the scale was not addressed by Hennig-Thurau, Henning, and Sattler (2007).

REFERENCES:

Hennig-Thurau, Thorsten, Victor Henning and Henrik Sattler, "Consumer File Sharing of Motion Pictures," *Journal of Marketing*, 71 (4), 1-18.

Huang, Chun-Yao (2005), "File Sharing as a Form of Music Consumption," *International Journal of Electronic Commerce*, 9 (4), 37–55.

SCALE ITEMS:[1]

1. Sharing _____ copies with others via Internet file-sharing networks is unfair to the _____.
2. Sharing _____ copies is unethical.
3. When you share _____ copies, you do harm to someone.

---

1. The verbal anchors for the response scale were not identified by Hennig-Thurau, Henning, and Sattler (2007) but appear to have been of the agree/disagree type. The term that should be placed in the blanks of each item (the first blank of #1) describes the objects being downloaded, e.g., movies, musics, softwares. The second blank of #1 should be a description of the parties potentially being harmed, e.g., filmmakers.

SCALE NAME: Ethnic Identification

SCALE DESCRIPTION:

The scale is composed of six, five-point Likert-type items that measure the degree to which a person feels part of a particular subculture. Given the phrasing of items #3 and #6, the scale is most appropriate for situations where a person has a strong connection with one culture but is living in another culture.

SCALE ORIGIN:

Although Laroche et al. (2007) drew heavily on ideas and phrases in some items they had used in an earlier study (Kim, Laroche, and Tomiuk 2001), this scale is unique.

RELIABILITY:

An alpha of .76 was reported for the scale by Laroche et al. (2007).

VALIDITY:

No information regarding the scale's validity was reported by Laroche et al. (2007).

REFERENCES:

Kim, C Chankon., Michel Laroche, and Marc A. Tomiuk (2001), "A Measure of Acculturation for Italian Canadians: Scale Development and Construct Validation," *International Journal of Intercultural Relations*, 25 (December), 607–637.

Laroche, Michel, Zhiyong Yang, Chankon Kim, and Marie-Odile Richard (2007), "How Culture Matters in Children's Purchase Influence: A Multi-Level Investigation," *Journal of the Academy of Marketing Science*, 35 (1), 113-126.

SCALE ITEMS:[1]

1. I consider myself to be _____.
2. I feel very proud of my _____ cultural background.
3. I think of myself as _____ first and as _____ second.
4. The _____ culture has the most positive impact on my life.
5. I would like to be known as "_____."
6. I am still very attached to the _____ culture.

---

1. Except for item #3, the name that should be placed in the blanks is the term for the focal ethnic group, e.g., Chinese. For item #3, that same name should be in the first blank but the culture in which the person is being acculturated should be placed in the second blank, e.g., Canadian.

SCALE NAME: Ethnocentrism (Ethnic)

SCALE DESCRIPTION:

The scale is composed of four items that are intended to measure the degree to which a person expresses a preference for products produced in his/her country by a particular ethnic group, probably the dominant one, rather than products that were produced domestically but by another ethnic group, probably a minority.

SCALE ORIGIN:

The scale was developed by Ouellet (2007) as an adaptation of items from the CETSCALE (consumers' ethnocentric tendencies) developed by Shimp and Sharma (1987). Unlike the CETSCALE, which focuses on national ethnocentrism, Ouellet's (2007) scale focused on the appropriateness of buying products made in a country by a particular ethnic group.

RELIABILITY:

The scale was used in Study 4 by Ouellet (2007, p. 120) and was reported to have an alpha of .92. (An alpha of .736 was stated for the scale in the appendix and the difference between the two figures is not clear. Apparently, it relates to the mean alpha across the countries included in Study 5.)

VALIDITY:

Ouellet (2007) used this ethnic ethnocentrism scale and another scale (economic animosity) in Study 4 to test the discriminant validity of a consumer racism scale being developed. Two tests provided support for the rascism scale's discriminant validity and apparently that was provided for the ethnic ethnocentrism scale as well.

REFERENCES:

Ouellet, Jean-François (2007), "Consumer Racism and Its Effects on Domestic Cross-Ethnic Product Purchase: An Empirical Test in the United States, Canada, and France," *Journal of Marketing*, 71 (1), 113-128.

Shimp, Terence A. and Subhash Sharma (1987), "Consumer Ethnocentrism: Construction and Validation of the CETSCALE," *Journal of Marketing Research*, 24 (August), 280-289.

SCALE ITEMS:[1]

1.   A good _____ does not buy domestic products made by other people than _____.
2.   It is not right to purchase products made in _____ by other people than _____ because it puts _____out of jobs.
3.   We should purchase _____-made products manufactured by _____ instead of letting other people in this country get rich off us.
4.   We should buy from people other than _____ only those domestic products that we cannot obtain from our own people.

---

1. Although not perfectly clear, Ouellet (2007) appears to have used a five-point response format with Likert-type anchors, something like *agree/disagree*. The long blanks in the items above should be filled with the name of a focal ethnic group, probably the dominant one in a country, e.g., English Canadian(s). The short blanks in items #2 and #3 should be filled with the name of the country being studied, e.g., Canada (Canadian).

SCALE NAME: Evaluation Similarity

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree to which a person believes that another person (specified) has similar "taste" and judgment in evaluating a certain object.

SCALE ORIGIN:

The source of the scale was not identified by Gershoff, Mukherjee, and Mukhopadhyay (2007) but it appears to have been developed by them. The construct was measured in three studies. One version of the scale was used in Study 1 and somewhat different versions were used in Studies 1 and 2. (The details are provided below in the footnote.)

RELIABILITY:

Alphas of .83, .79, and .75 were reported by Gershoff, Mukherjee, and Mukhopadhyay (2007) for the versions of the scale used in Studies 1, 2, and 3, respectively.

VALIDITY:

Gershoff, Mukherjee, and Mukhopadhyay (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Gershoff, Andrew D., Ashesh Mukherjee, and Anirban Mukhopadhyay (2007), "Few Ways to Love, but Many Ways to Hate: Attribute Ambiguity and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*, 33 (4), 499-505.

SCALE ITEMS:[1]

1.   In general, how likely is it that you and _____ have the same tastes in _____?
2.   How likely is it that you and _____ evaluate _____ in the same way?
3.   How likely is it that you and _____ assess _____ using the same criteria?
4.   How similar do you think your tastes for _____ will be to _____'s tastes?
5.   In general, how likely is it that you and _____ would give the same ratings to _____?

---

1. In each item, one blank should name a specific person while the other names a specific object. In Study 1, Gershoff, Mukherjee, and Mukhopadhyay (2007) used items #1-#3 whereas in Studies 2 and 3 they used #1, #4, and #5. In all cases, the extreme verbal anchors were *not at all* (1) and *very* (7).

SCALE NAME: Excitement

SCALE DESCRIPTION:

Four, nine-point bi-polar adjectives are employed in this scale to measure the degree to which an object is viewed as having a personality-like image featuring stimulating and distinctive traits.

SCALE ORIGIN:

The items are bi-polar versions of the uni-polar items created by Aaker (1997) for the measurement of a dimension of brand-personality. Not only did Wentzel (2009) use the scale to measure a dimension of brand personality but he also used it to measure the excitement of an employee as well as the excitement of an activity (playing the clarinet).

RELIABILITY:

The following alphas were reported by Wentzel (2009) for the scale: .81 and .92 (excitement of brand before and after exposure to a role-playing scenario, respectively), .84 (excitement of employee), and .84 (excitement of playing the clarinet).

VALIDITY:

Wentzel (2009) did not provide any information regarding the scale's validity.

REFERENCES:

Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.

Wentzel, Daniel (2009), "The Effect of Employee Behavior on Brand Personality Impressions and Brand Attitudes," *Journal of Academy of Marketing Science*, 37 (3), 359-374.

SCALE ITEMS:

1. not exciting / exciting
2. not spirited / spirited
3. not imaginative / imaginative
4. not unique / unique

SCALE NAME: Expertise (Personal)

SCALE DESCRIPTION:

Five, seven-point statements are used to assess a person's expressed familiarity and experience with a certain category of products. The emphasis of the scale is on knowledge and, in that sense, it is conceptually similar to many other measures of product class knowledge. However, since one item (#5, below) has to do with usage of the product, it moves the scale more towards a measure of behavioral expertise and that is the way it was viewed by Thompson et al. (2005).

SCALE ORIGIN:

Thompson et al. (2005) adapted items that had been used by Mitchell and Dacin (1996).

RELIABILITY:

The scale was used several times in the studies reported by Thompson et al. (2005). The alphas ranged from .89 to .93 (Thompson 2008, Thompson et al. 2005).

VALIDITY:

No information regarding the scale's validity was reported by Thompson et al. (2005).

COMMENTS:

See also Hamilton and Thompson (2007) for another apparent use of the scale.

REFERENCES:

Hamilton, Rebecca W. and Debora Viana Thompson (2007), "Is There a Substitute for Direct Experience? Comparing Consumers' Preferences after Direct and Indirect Product Experiences," *Journal of Consumer Research*, 34 (4), 546-555.

Mitchell, Andrew A. and Peter A. Dacin (1996), "The Assessment of Alternative Measures of Consumer Expertise," *Journal of Consumer Research*, 23 (3), 219-239.

Thompson, Debora Viana (2008), Personal Correspondence.

Thompson, Debora Viana, Rebecca W. Hamilton, and Roland T. Rust (2005), "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *Journal of Marketing Research*, 42 (November), 431-442.

SCALE ITEMS:[1]

1.   How familiar are you with _____? *Not familiar at all / Very familiar*
2.   How clear an idea do you have about which characteristics are important in providing you maximum usage satisfaction? *Not very clear / Very clear*
3.   I know a lot about _____. *Disagree / Agree*
4.   How would you rate your knowledge of _____ relative to other _____? *One of the least knowledgeable people / One of the most knowledgeable people*
5.   How frequently do you use _____? *Never use / Use all the time*

---

1. The blanks in each item should be filled with a brief description of the product category, e.g., digital video players. In the case of item #4, the product class is named in the first blank while a relevant peer group is named in the second blank, e.g., college students.

SCALE NAME: External Search Effort

SCALE DESCRIPTION:

This is a four item, five-point Likert-type scale that measures the degree to which a person wants to have a lot of product-related information before making a purchase decision and is willing to expend the requisite effort to gather the desired information. The scale was referred to as *information attainment* by Noble, Griffith, and Adjei (2006).

SCALE ORIGIN:

Although Noble, Griffith, and Adjei (2006) received some inspiration from measures used by Dickerson and Gentry (1983), the scale seems to be original to them.

RELIABILITY:

An alpha of .84 was reported by Noble, Griffith, and Adjei (2006) for their scale. Composite reliabilities of .86 and .83 were reported for males and females, respectively.

VALIDITY:

Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided a variety of evidence in support of their scale's validity.

REFERENCES:

Dickerson, Mary D. and James W. Gentry (1983), "Characteristics of Adopters and Non-Adopters of Home Computers," *Journal of Consumer Research*, 10 (September), 225-235.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:

1. I often seek out information regarding which brand to buy.
2. I spend a lot of time looking for information about products and brands before I make a purchase.
3. I like to have a great deal of information before I buy anything.
4. I usually seek out product information before making a purchase.

SCALE NAME: External Search Effort

SCALE DESCRIPTION:

Three Likert-type statements are used to measure the difficulty a consumer expresses having in the gathering of information about a particular product. It is *external* search as opposed to *internal* since the latter refers to the retrieval of relevant information from memory.

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.88.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .71.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:

1. In general, searching for this item required a lot of effort.
2. I had to search too hard to find the product I wanted.
3. It was difficult searching for this product.

SCALE NAME: Fairness

SCALE DESCRIPTION:

The scale is composed of unipolar items that are intended to measure the degree to which a person views something as acceptable and reasonable. As used by Haws and Bearden (2006), fairness related to the purchase price of a product. Similarly, Kukar-Kinney, Xia, and Monroe (2007) used the items to measure both price fairness as well as price-matching policy fairness.

SCALE ORIGIN:

The items used by Haws and Bearden (2006) to compose the scale were drawn from work by Darke and Dahl (2003) and Xia and Monroe (2004). Kukar-Kinney, Xia, and Monroe (2007) used a somewhat similar set of items but cited Campbell (1999) as the source.

RELIABILITY:

The scale was used in three studies reported by Haws and Bearden (2006) with the alphas ranging from .89 to .93. Kukar-Kinney, Xia, and Monroe (2007) used the scale in three studies with the construct reliabilities ranging from .84 (Study 1) to .90 (Study 2) when used to measure price-matching policy fairness and ranging from .87 (Study 3) to .91 (Study 2) when used to measure price fairness.

VALIDITY:

Although the details were not provided, Haws and Bearden (2006) reported that they conducted a series of CFAs to purify their scales and that convergent and discriminant validities were supported. Kukar-Kinney, Xia, and Monroe (2007) provided evidence in support of their scales' convergent and discriminant validities.

REFERENCES:

Campbell, Margaret C. (1999), "Perceptions of Price Unfairness: Antecedents and Consequences," *Journal of Marketing Research*, 36 (2) 187-199.

Darke, Peter R. and Darren W. Dahl (2003), "Fairness and Discounts: The Subjective Value of a Bargain," *Journal of Consumer Psychology*, 13 (3), 328–38.

Haws, Kelly L. (2009), personal correspondence.

Haws, Kelly L. and William O. Bearden (2006), "Dynamic Pricing and Consumer Fairness Perceptions," *Journal of Consumer Research*, 33 (December), 304-311.

Kukar-Kinney, Monika, Lan Xia, and Kent B. Monroe (2007), "Consumers' Perceptions of the Fairness of Price-matching Refund Policies," *Journal of Retailing*, 83 (3), 325-337.

Xia, Lan, and Kent B. Monroe (2004), "Comparative References, Trust, and Perceived Price Fairness," working paper, Department of Business Administration, University of Illinois at Urbana-Champaign.

SCALE ITEMS:[1]

1. Fair
2. Unreasonable (r)
3. Honest
4. Less fair (r)
5. Unfair (r)
6. Unacceptable (r)
7. Questionable (r)
8. Justified
9. Satisfactory
10. Acceptable

1. Haws and Bearden (2006) used items #1 to #9 along with a seven-point Likert-type response format. The items were provided by Haws (2009). Kukar-Kinney, Xia, and Monroe (2007) used items #1, #5, #9, and #10 with an unspecified response format.   The scale stem for their policy fairness scale was "I believe the low price guarantee offered by this store is . . . . ." The stem they employed with the price fairness scale was "I think the price I would have to pay if I bought the product from this store would be . . . ."

SCALE NAME: Fairness

SCALE DESCRIPTION:

Three bi-polar adjectives are used in this scale to measure the perceived propriety of some object or situation.

SCALE ORIGIN:

The source of the scale was not identified by Campbell (2007). Other known measures of this construct have tended to be more Likert-type in nature. Thus, it seems likely that use of this set of items is original to Campbell (2007). In particular, she used these items to measure price fairness. Because the items themselves to do mention price, the scale seems to be amenable for use with a great variety of objects.

RELIABILITY:

The alpha for the scale was .90 (Campbell 2007).

VALIDITY:

Campbell (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Campbell, Margaret C. (2007), "'Says Who?!' How the Source of Price Information and Affect Influence Perceived Price (Un)fairness," *Journal of Marketing Research*, 44 (2), 261-271.

SCALE ITEMS:[1]

1.   unfair / fair
2.   wrong / right
3.   unreasonable / reasonable

---

1. The number of points on the scale was not stated by Campbell (2007) but it seems to have been seven.

SCALE NAME: Fairness in Spousal Decision-Making (Distributive)

SCALE DESCRIPTION:

Three statements are used in this scale to measure the degree to which one party of a marriage believes that the outcome of a particular decision the two made was acceptable and appropriate.

SCALE ORIGIN:

Su et al. (2008) drew upon a review of literature by Tyler and Lind (1992) for the inspiration to develop a measure of distributive fairness applied to the husband-wife decision-making context.

RELIABILITY:

Composite reliabilities of .93 and .94 were reported by Su et al. (2008) for the wife and husband subsamples, respectively.

VALIDITY:

Confirmatory factor analyses of the items intended for this scale as well as those of another one (procedural fairness) were run separately on the wife and husband subsamples. The models fit adequately and there was evidence of both scales' convergent and discriminant validities.

REFERENCES:

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

Tyler, Tom R. and E. Allan Lind (1992), "A Relational Model of Authority in Groups," in *Advances in Experimental Social Psychology*, V. 25, Mark P. Zanna, ed., San Diego: Academic Press, 267-300.

SCALE ITEMS:[1]

1. The influence I had in the decision is the influence I deserved.
2. I was satisfied with the decision outcome, i.e., the way to spend the _____.[2]
3. Overall, the decision outcome is fair.

---

1. The response scale was not described by Su et al. (2008). It was likely to have had five- or seven-points with *agree/disagree* verbal anchors.
2. The particular decision that respondents are asked to consider can be specified here, e..g., vacation.

SCALE NAME: Fairness in Spousal Decision-Making (Procedural)

SCALE DESCRIPTION:

The scale is composed of three items that measure the extent to which one party of a married couple felt involved in a particular decision with his/her spouse and believes the process used in making the decision was appropriate.

SCALE ORIGIN:

Su et al. (2008) drew upon a review of literature by Tyler and Lind (1992) for the inspiration to develop a measure of procedural fairness applied to the husband-wife decision-making context.

RELIABILITY:

Composite reliabilities of .95 and .96 were reported by Su et al. (2008) for the wife and husband subsamples, respectively.

VALIDITY:

Confirmatory factor analyses of the items intended for this scale as well as those of another one (distributive fairness) were run separately on the wife and husband subsamples. The models fit adequately and there was evidence of both scales' convergent and discriminant validities.

REFERENCES:

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

Tyler, Tom R. and E. Allan Lind (1992), "A Relational Model of Authority in Groups," in *Advances in Experimental Social Psychology*, V. 25, Mark P. Zanna, ed., San Diego: Academic Press, Inc, 267-300.

SCALE ITEMS:[1]

1. In the decision process, my spouse showed much concern about my preference.
2. I had little opportunity to explain my preference before the decision was made. (r)
3. Overall, my spouse treated me fairly in the decision process.

---

1. The response scale was not described by Su et al. (2008). It was likely to have had five- or seven-points with *agree/disagree* verbal anchors.

SCALE NAME: Familiarity (General)

SCALE DESCRIPTION:

Three, seven-point bipolar adjectives are used to measure the extent of a person's awareness of and experience with a particular stimulus. The stimuli examined in the studies mentioned below were either a particular brand or a product category.

SCALE ORIGIN:

The scale was apparently used first by Machleit, Allen, and Madden (1993) but no information regarding its psychometric quality was provided by them.

RELIABILITY:

No information about the scale's reliability as it was used in the main study was provided by Kent and Allen (1994), but it was noted that its alpha "exceeded .85" in a pretest (n = 32 students). An alpha of .97 (n = 173 students) was reported by Schlosser (2006).

VALIDITY:

No specific examination was made of the scale's validity by Kent and Allen (1994) although some information bearing on predictive validity was provided. Schlosser (2006) did not discuss the scale's validity.

REFERENCES:

Kent, Robert J. and Chris T. Allen (1994), "Competitive Interference Effects in Consumer Memory for Advertising: The Role of Brand Familiarity," *Journal of Marketing*, 58 (July), 97–105.

Machleit, Karen A., Chris T. Allen, and Thomas J. Madden (1993), "The Mature Brand and Brand Interest: An Alternative Consequence of Ad-Evoked Affect," *Journal of Marketing*, 57 (October), 72–82.

Schlosser, Ann E. (2006), "Learning through Virtual Product Experience: The Role of Imagery on True versus False Memories," *Journal of Consumer Research*, 33 (December), 377-383.

SCALE ITEMS:

1. Unfamiliar / Familiar
2. Inexperienced / Experienced
3. Not knowledgeable / Knowledgeable

SCALE NAME: Familiarity of the Music

SCALE DESCRIPTION:

The scale has three, ten point items that are intended to measure the degree to which some music is liked and familiar. As used by Bailey and Areni (2006), the scale had to do with a category of music rather than just one song.

SCALE ORIGIN:

The scale used by Bailey and Areni (2006) appears to have been developed by them for their studies.

RELIABILITY:

Bailey and Areni (2006) reported alphas of .90 (pretest) and .82 (Experiment 1).

VALIDITY:

Although support for the scale's validity was not explicitly addressed by Bailey and Areni (2006), there were a couple of pieces of evidence related to it. Exploratory factor analysis of the items in the pretest and the first experiment showed that they were unidimensional. Second, to the extent that the scale was used successfully as a manipulation check in the experiment, it provides some support for the scale's concurrent validity.

REFERENCES:

Bailey, Nicole and Charles S. Areni (2006), "When a Few Minutes Sound Like a Lifetime: Does Atmospheric Music Expand or Contract Perceived Time?" *Journal of Retailing*, 82 (3), 189-202.

SCALE ITEMS:

To what extent was the type of music:

1. preferred or normally listened to?[1]
2. liked?[2]
3. familiar?[3]

---

1. The verbal anchors for the response scale were *not at all* and *exactly*.
2. The verbal anchors for the response scale were *disliked* and *liked*.
3. The verbal anchors for the response scale were *unfamiliar* and *very familiar*.

SCALE NAME: Family Representativeness

SCALE DESCRIPTION:

The scale is composed of four, seven point items that are intended to measure the extent to which a person perceives that some objects as a set appear to depict or symbolize a typical family. The objects could be people, such as in an ad, or they could be products, such as beverage bottles in a product line as done by Aggarwal and McGill (2007).

SCALE ORIGIN:

Aggarwal and McGill (2007) did not describe the source of the scale but there is little doubt that they developed it for use in their study of product anthropomorphism.

RELIABILITY:

An alpha of. .88 was reported by Aggarwal and McGill (2007) for use of the scale in a pretest (n = 76) for their Study 2.

VALIDITY:

Aggarwal and McGill (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Aggarwal, Pankaj and Ann L. McGill (2007), "Is That Car Smiling at Me? Schema Congruity as a Basis for Evaluating Anthropomorphized Products," *Journal of Consumer Research*, 34 (4), 468-479.

SCALE ITEMS:[1]

1. The _____ appeared to be related.
2. The _____ appeared to be unrelated. (r)
3. The _____ were representative of a typical family.
4. The _____ were not representative of a typical family. (r)

---

1. The verbal anchors for the items were not described by Aggarwal and McGill (2007) but could have been Likert-type (agree/disagree) in nature. The items shown here were created based upon the short paraphrases provided in the article.   An appropriate name for the objects being examined should be placed in the blanks.

SCALE NAME: Fatalism

SCALE DESCRIPTION:

The degree to which a person views fate as a powerful force that influences events and outcomes is measured in this scale using six, ten-point Likert-type items. Fate has a sense of predestination while luck is more transient. Despite the distinction, the scale seems to capture aspects of both.

SCALE ORIGIN:

Chan, Wan, and Sin (2009) adapted ten items from Leung and Bond (2004) as well as Mowen and Carlson (2003). In a pretest, they factor analyzed the ten items with eight items being considered for a *concern for face* scale. Three factors emerged and the authors kept just those items for the two scales that loaded best (six items a piece). In a follow-up study with two samples, the authors re-examined the structure of the two scales using CFA. The two-factor model fit the data well in both samples. The internal consistencies were good with both samples (.86 and .88 for the *belief in fate* scale in samples 1 and 2, respectively).

RELIABILITY:

In addition to the scale being developed in the pretests as described above, it was used by Chan, Wan, and Sin (2009) in three studies with both Asian and American samples. The internal consistencies were high, ranging from .90 (Asians) and .88 (Americans) in Study 1 to .85 (Asians) and .84 (Americans) in Study 3.

VALIDITY:

Beyond the testing conducted in the pretests which provided some support for the scale's validity, no further examination of validity was reported by Chan, Wan, and Sin (2009).

REFERENCES:

Chan, Haksin, Lisa C. Wan, and Leo Y. M. Sin (2009), "The Contrasting Effects of Culture on Consumer Tolerance: Interpersonal Face and Impersonal Fate," *Journal of Consumer Research*, 36 (2), 292-304.

Leung, Kwok and Michael Harris Bond (2004), "Social Axioms: A Model of Social Beliefs in Multi-Cultural Perspective," in *Advances in Experimental Social Psychology*, Vol. 36, ed. Mark P. Zanna, San Diego, CA: Elsevier, 119–97.

Mowen, John C. and Brad Carlson (2003), "Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition," *Psychology & Marketing*, 20 (December), 1045–65.

SCALE ITEMS:

1. Many things in life are predetermined.
2. Fate determines one's successes and failures.
3. Bad things happen to me mostly because of bad luck.
4. Many things in life are beyond my control.
5. Many important life outcomes are predestined.
6. Luck, rather than effort, is crucial to success.

SCALE NAME: Fear of One's Death

SCALE DESCRIPTION:

The scale is composed of six, seven-point Likert-type statements that are intended to measure the degree to which a person thinks about and is disturbed by thoughts regarding his/her death. The scale was called *existential insecurity* by Rindfleisch, Burroughs, and Wong (2009) and *fear of one's own death* by the originator (Wittkowski 2001).

SCALE ORIGIN:

The scale used by Rindfleisch, Burroughs, and Wong (2009) is part of a much larger instrument developed by Wittkowski (2001) that he called the Multidimensional Orientation Toward Dying and Death Inventory.   In a series of studies, Wittkowski (2001) provided support for the instrument's psychometric quality. With specific reference to the fear of one's death subscale, the scale's alpha was .87 (n = 944) and its stability (4+ months test-retest) was .80 (n = 89 nursing students). As used by Wittkowski (2001), the items were in German but were translated into English in his article and were in English as used by Rindfleisch, Burroughs, and Wong (2009).

RELIABILITY:

The scale's composite reliability was .96 in Study 1 by Rindfleisch, Burroughs, and Wong (2009).

VALIDITY:

Rindfleisch, Burroughs, and Wong (2009) used CFA to test the fit of their measurement model. In particular, support was given for this scale's convergent and discriminant validity.

REFERENCES:

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 36 (1), 1-16.

Wittkowski, Joachim (2001), "The Construction of the Multidimensional Orientation toward Dying and Death Inventory," *Death Studies*, 25 (September), 479–95.

SCALE ITEMS:

1.   I am frightened by the idea that all my thoughts and feelings will stop when I am dead.
2.   Thinking about my death makes me feel afraid.
3.   The very idea that my entire personality will disappear forever with my death appalls me.
4.   The idea that I will never be able to think and experience anything after my death disturbs me.
5.   The thought that I will be dead someday makes me apprehensive.
6.   The idea that my body will disappear after my death disturbs me.

SCALE NAME: Financial Planner Beliefs

SCALE DESCRIPTION:

The scale has four, seven-point items that are intended to measure a consumer's expectation that a set of benefits are characteristic of a particular financial planner.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their study.

RELIABILITY:

An alpha of .89 (Study 1) was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1. Certified
2. Offer investment advice
3. Help me plan financial future
4. Well trained

---

1. The extreme verbal anchors for the response scale used by Biehal and Sheinin (2007) were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that a particular financial planner had these characteristics.

SCALE NAME: Financial Status

SCALE DESCRIPTION:

Three, seven-point uni-polar items are used in this scale to measure a person's description of someone in terms of his/her apparent frugality and/or poverty. These items were used by Argo and Main (2008) to measure what they called Stigma By Association (SBA) because the scale stem asked respondents to describe another person based on certain circumstances. The items were also used in three other scales as described below.

SCALE ORIGIN:

The scale is original to Argo and Main (2008). The authors developed the scale to study the social stigma of being associated with someone or something that involves money-saving activities such as coupon use. In three out of the four studies, the items were used to measure SBA. In two studies, the items were used to measure the financial status of a shopper who has used a coupon. (This version was called a "stigma index.") The items were used in one study to measure's subjects' opinions of a store's clientèle. Finally, in one study the authors used the items to measure a person's "metastereotype," that is, what a respondent thought someone else thought about him/her because he/she was the one engaging in a money-saving behavior.

RELIABILITY:

In three of the four studies by Argo and Main (2008) the items were used to measure SBA and the alphas ranged from .80 (Study 2) to .95 (Study 1). In the two studies in which the "sigma index" was used, the alphas were .76 (Study 1) and .81 (Study 3). The store clientèle version of the scale was used in Study 3 and its alpha was .84. In Study 4, the alpha for the "metastereotype" version was .73.

VALIDITY:

No information regarding the validity of any versions of the scale were provided by Argo and Main (2008). Given that these various versions of the scale shared the same items it seems likely that they could have a problem with discriminant validity. This should be examined closely if the scales are used together again.

REFERENCES:

Argo, Jennifer J. and Kelley J. Main (2008), "Stigma by Association in Coupon Redemption: Looking Cheap Because of Others," *Journal of Consumer Research*, 35 (4), 559-572.

SCALE ITEMS:[1]

1. cheap
2. penny-pincher
3. financially poor

---

1. The extreme verbal anchors used with these items were *not at all* and *extremely* (Argo and Main (2008). The scale stem for the metastereotype version of the scale was "to what degree did you think the cashier thought you were ___." The stem was not provided for the other versions.

SCALE NAME: Fit (Brand-Brand)

SCALE DESCRIPTION:

The scale is composed of seven, seven-point Likert-type statements that measure the perceived level of similarity and fit between brands from two different companies.

SCALE ORIGIN:

Apart from one item modified from Aaker and Keller (1990), the scale was developed by Jaju, Joiner, and Reddy (2006).

RELIABILITY:

An alpha of .911 was reported for the scale (Jaju, Joiner, and Reddy 2006)).

VALIDITY:

No evidence regarding the scale's validity was provided in the article by Jaju, Joiner, and Reddy (2006).

REFERENCES:

Aaker, David A. and Kevin L. Keller (1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, 54 (January), 27-41.

Jaju, Anupam (2009), personal correspondence.

Jaju, Anupam, Christopher Joiner, and Srinivas K. Reddy (2006), "Consumer Evaluations of Corporate Brand Redeployments," *Journal of the Academy of Marketing Science*, 34 (2), 206-215.

SCALE ITEMS:[1]

1. BRAND A and Brand B products are similar to each other.
2. BRAND A and Brand B products are used together in certain usage situations.
3. The people, facilities, and skills used in developing, refining and making BRAND A products will be helpful in manufacturing and delivering Brand B products.
4. BRAND A and Brand B have similar images.
5. BRAND A and Brand B products have similar features.
6. BRAND A and Brand B products have similar pricing.
7. The quality of BRAND A and Brand B products are similar.

---

1. The items and instructions were provided by Jaju (2009). The real names of the focal brands should be used in place of BRAND A and BRAND B in the statements. The instructions were as follows: In the following questions, we ask you to consider the two companies (and their products) and their products simultaneously. For each pair, we would like you to think about to what extent the two companies FIT with each other, or in other words, how similar the two companies are.

SCALE NAME: Fit (Brand/Endorser)

SCALE DESCRIPTION:

Three semantic differentials are used to measure the extent of perceived compatibility between the endorser of a product in an advertisement and the brand being featured. With a different scale stem or instructions, the items seem to be amenable for measuring other types of fit, e.g., merger of two companies, a company's sponsorship of a particular event/cause, co-branding of products.

SCALE ORIGIN:

Till and Busler (2000) did not state the source of the scale but it would appear to be original to their study.

RELIABILITY:

Alphas of .99 and .98 were reported for the scale by Till and Busler (2000) and Bower and Grau (2009), respectively.

VALIDITY:

No examination of the scale's validity was reported by Till and Busler (2000) or Bower and Grau (2009).

REFERENCES:

Bower, Amanda B. and Landreth Grau (2009), "Explicit Donations and Inferred Endorsements: Do Corporate Social Responsibility Initiatives Suggest a Nonprofit Organization Endorsement?" *Journal of Advertising*, 38 (3), 113-126.

Till, Brian D. and Michael Busler (2001), "The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs," *Journal of Advertising*, 29 (3), 1-14.

SCALE ITEMS:[1]

I think the combination of _____ and _____:

1. does not belong with / belongs with
2. does not go together / goes together
3. does not fit together / fits together

---

1. The names of the brand and the endorser should fill the blanks. Till and Busler (2000) used a nine-point response scale whereas Bower and Grau (2009) used a seven-point scale.

SCALE NAME: Fit (General)

SCALE DESCRIPTION:

The seven item, seven-point semantic differential scale measures the degree to which a person views two entities as being congruent. In the case of Becker-Olson (2003), the scale was used to measure how well a company is representative of a certain industry. In contrast, Simmons and Becker-Olsen (2006) assessed the fit between a firm and a charitable cause.

SCALE ORIGIN:

The source of the scale was not described by Becker-Olson (2003). However, it is striking to notice that most of the items can be found in two previous scales measuring brand extension fit (Ahluwalia and Gurhan-Canli 2000; Bridges, Keller, and Sood 2000; John, Loken, and Joiner 1998).

RELIABILITY:

Alphas of .98 and .99 were reported for the scale by Becker-Olson (2003) and Simmons and Becker-Olsen (2006), respectively.

VALIDITY:

Neither of the studies provided support for the scale's validity.

REFERENCES:

Ahluwalia, Rohini and Zeynep Gurhan-Canli (2000), "The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective," *Journal of Consumer Research*, 27 (3), 371-381.

Becker-Olson, Karen L. (2003), "And Now, A Word From Our Sponsor: A look at the Effects of Sponsored Content and Banner Advertising," *Journal of Advertising*, 32 (2), 17-32.

Bridges, Sheri, Kevin Lane Keller, and Sanjay Sood (2000), "Communication Strategies for Brand Extensions: Enhancing Perceived Fit by Establishing Explanatory Links," *Journal of Advertising*, 24 (Winter), 1–11.

John, Deborah Roedder, Barbara Loken, and Christopher Joiner (1998), "The Negative Impact of Extensions: Can Flagship Products Be Diluted?" *Journal of Marketing*, 62 (January), 19–31.

Simmons, Carolyn J. and Karen L. Becker-Olsen (2006), "Achieving Marketing Objectives Through Social Sponsorships," *Journal of Marketing*, 70 (4), 154-169.

SCALE ITEMS:[1]

1. similar / dissimilar
2. consistent / inconsistent
3. typical / atypical
4. representative / unrepresentative
5. complementary / not complementary
6. low fit / high fit
7. makes sense / does not make sense

---

1. The scale stem was not provided in either study but probably asked respondents to use the scale items to indicate how well the image they have of a company fits with the image they have of an industry (Becker-Olson 2003) or a charitable cause (Simmons and Becker-Olsen 2006).

SCALE NAME: Fraudulent Returning Tendency

SCALE DESCRIPTION:

This scale is composed of six, seven-point Likert-type items intended to measure a person's likelihood over time to return products for refunds even though he/she has already used or broken the products. Harris called the scale *consumer fraudulent return proclivity*.

SCALE ORIGIN:

The scale was developed by Harris (2008). Along with several other original scales, Harris (2008) says that he used three stages of pretesting to refine the scale items for use in the main study.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .88.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others having to do with fraudulent returning. The measurement model was found to have a satisfactory fit and evidence for the scale's discriminant and convergent validity was found. The scale's AVE was .81.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:

1. I often return goods after using them.
2. I never knowingly return products that I've used or damaged. (r)
3. I often return products that I know I have broken.
4. I often take things back to stores, even when I know it is against the rules.
5. I often return products, knowing that I'll have to lie to get my money back.
6. I never take products back to stores, when I've used or damaged them. (r)

SCALE NAME: Freedom from Coercion

SCALE DESCRIPTION:

This five-item, six-point Likert-type scale is used in measuring the degree to which a person describes his/her engagement in an activity as being without coercion or obligation. The activity investigated by Unger (1981; Unger and Kernan 1983) was subjective leisure; in the study by Guiry, Mägi, and Lutz (2006) the activity was recreational shopping.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .79 to .88. See Unger (1981) for more detailed information. An alpha of .54 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

Factor analyses by Unger and Kernan (1983) provided general support that the items load together; however, the results seem to have some sensitivity to the sample and situation being evaluated. When not loading separately, the items in this scale loaded with those of an intrinsic satisfaction scale, which indicates the two are psychologically related for some samples and situations. As evidence of construct validity, perceived freedom was found to be positively and significantly related to three subjective leisure measures. Guiry, Mägi, and Lutz (2006) used the scale as a means of assessing the nomological validity for another scale (shopping identification). However, there was only a weak association between the two, possibly because the low internal consistency of the freedom scale attenuated the correlation.

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), Measure Validation in the Leisure Domain, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1. I do not feel forced.
2. It is completely voluntary.
3. I do not feel obligated.
4. Others would not have to talk me into it.
5. "Not because I have to but because I want to" would characterize it.

1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Friendliness

SCALE DESCRIPTION:

The scale uses three, seven-point semantic differentials to measure the degree to which an object is viewed as being personal and friendly rather than distant and impersonal. The scale was called *belongingness* by Krishna and Ahluwalia (2008) and was used with reference to a slogan.

SCALE ORIGIN:

The source of the scale was not stated by Krishna and Ahluwalia (2008) but it appears to have been developed by them for their study.

RELIABILITY:

The scale's alpha was .70 (Krishna and Ahluwalia 2008).

VALIDITY:

No information about the scale's validity was provided by Krishna and Ahluwalia (2008).

REFERENCES:

Krishna, Aradhna and Rohini Ahluwalia (2008), "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms," *Journal of Consumer Research*, 35 (4), 692-705.

SCALE ITEMS:

1. impersonal / personal
2. distant / close like family
3. formal / friendly

SCALE NAME: Frugality

SCALE DESCRIPTION:

The scale is composed of eight, six-point Likert-type items that are intended to measure a consumer lifestyle trait characterized by the tendency to be both restrained in acquiring products as well as resourceful in using them.

SCALE ORIGIN:

The scale was developed by Lastovicka et al. (1999). A well-planned, multi-study process was used to generate items, examine reliability and validity, as well as establish norms. Although some details are mentioned in this review, much more information is available in the article and is worth consulting.

RELIABILITY:

The following alphas were reported for the scale by Lastovicka et al. (1999): .85 (106 college students, Study 1A), .87 (107 college students, Study 1B), .88 (57 university staff, Study 2), .73 (convenience sample of 90 airline passengers, Study 3), .80 (164 randomly selected adults, Study 6). In a study by Bearden, Money, and Nevins (2006), the scale had alphas of .83 and .66 for the United States and Japanese samples, respectively. An alpha of .84 (n = 1,955, mostly college students) was reported for the scale as used by Rick, Cryder, and Loewenstein (2008).

VALIDITY:

The six studies conducted by Lastovicka et al. (1999) broadly and deeply addressed the validity of the scale. Briefly, Study 1 involved item generation and scale purification. Studies 2 and 3 examined the scale's discriminant validity. In the fourth study a multitrait-multimethod analysis was conducted. Nomological validity was examined in Study 5. A known-groups evaluation was made in Study 6. In general, across the various methods and forms of validity assessed, the scale was found to be valid and free from response-set tendencies, e.g., social desirability bias.

Although Bearden, Money, and Nevins (2006) did not examine the validity of the frugality scale, they did successfully use it along with some other scales to provide evidence of nomological validity for two long-term orientation scales they developed. Likewise, the validity of the scale was not directly addressed by Rick, Cryder, and Loewenstein (2008) but it was one of the primary measures used to examine the discriminant validity of a tightwad-spendthrift scale. Indeed, the results showed that the two scales were related but distinct.

COMMENTS:

One of the goals of Study 6 in Lastovicka et al. (1999) was to get a sense of scale norms with a general adult sample. Scores were found to be normally distributed with a mean of 40 and standard deviation of 4.

REFERENCES:

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), "A Measure of Long-Term Orientation: Development and Validation," *Journal of the Academy of Marketing Science*, 34 (3), 456-467.

Lastovicka, John L., Lance A. Bettencourt, Renee Shaw Hughner, and Ronald J. Kuntze (1999), "Lifestyle of the Tight and Frugal: Theory and Measurement," *Journal of Consumer Research*, 26 (June), 85-98.

Rick, Scott I., Cynthia E. Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

SCALE ITEMS:

1. If you take good care of your possessions, you will definitely save money in the long run.
2. There are many things that are normally thrown away that are still quite useful.
3. Making better use of my resources makes me feel good.

4. If you can re-use an item you already have, there's no sense in buying something new.
5. I believe in being careful in how I spend my money.
6. I discipline myself to get the most from my money.
7. I am willing to wait on a purchase I want so that I can save money.
8. There are things I resist buying today so I can save for tomorrow.

SCALE NAME: Frustration

SCALE DESCRIPTION:

Three items are used in this scale to measure the degree of frustration a person feels with regard to something he/she is thinking about.

SCALE ORIGIN:

No information about the source of the scale was given by Maheswaran and Chen (2006) but it appears to be original to them.

RELIABILITY:

Maheswaran and Chen (2006) reported the alpha for the scale to be .73 (n = 181).

VALIDITY:

The validity of the scale was not addressed by Maheswaran and Chen (2006).

REFERENCES:

Maheswaran, Durairaj and Cathy Yi Chen (2006), "Nation Equity: Incidental Emotions in Country-of-Origin Effects," *Journal of Consumer Research*, 33 (December), 370-376.

SCALE ITEMS:[1]

1. I did not feel frustrated the slightest bit. (r)
2. I felt frustrated again when I recalled it.
3. I felt frustrated even more strongly than ever before.

---

1. Information regarding the response scale used with these items was not provided by Maheswaran and Chen (2006) .

SCALE NAME: Fun

SCALE DESCRIPTION:

The scale is composed of seven point, semantic differential items measuring a person's beliefs concerning the perceived enjoyment that would be experienced with regard to a specified stimulus. As described below, the stimuli compared by Dabholkar (1994) were two methods of ordering at a fast-food restaurant: touch screen versus verbally placing the order with an employee.

SCALE ORIGIN:

The origin of the scale appears to be Dabholkar (1994). Refinement of the scale occurred with a pretest sample that consisted of 141 undergraduate students. The scale produced alphas of .89 (touch screen ordering) and .81 (verbal ordering).

RELIABILITY:

Dabholkar (1994) reported construct reliabilities of .90 and .87 for the touch screen and verbal versions of the scale, respectively. An alpha of .84 was reported for the version of the scale used by Dabholkar and Bagozzi (2002).

VALIDITY:

Results of confirmatory and exploratory factor analyses provided by Dabholkar (1994) indicated that both versions of the scale were unidimensional. Evidence was provided by Dabholkar and Bagozzi (2002) in support of the scale's convergent and discriminant validity.

COMMENTS:

See also Van Dolen, Dabholkar, and Ruyter (2007) for a modified version of this scale where the items were rephrased as statements for use with a Likert-type response format. They referred to the scale as *perceived enjoyment*. Yet another variation was used by Mishra, Himanshu, Shiv, and Nayakankuppam (2008). Their scale appears to have been composed of uni-polar versions of three of the items (below).

REFERENCES:

Dabholkar, Pratibha (1994), "Incorporating Choice into an Attitudinal Framework: Analyzing Models of Mental Comparison Processes," *Journal of Consumer Research*, 21 (June), 100-118.

_____ and Richard P. Bagozzi (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors," *Journal of the Academy of Marketing Science*, 30 (3), 184-201.

Mishra, Himanshu, Baba Shiv, and Dhananjay Nayakankuppam (2008), "The Blissful Ignorance Effect: Pre-versus Post-action Effects on Outcome Expectancies Arising from Precise and Vague Information," *Journal of Consumer Research*, 35 (4), 573-585.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:[1]

1. will not be interesting / will be interesting
2. will not be entertaining / will be entertaining
3. will not be fun / will be fun
4. will not be enjoyable / will be enjoyable

1. The scale stem used by Dabholkar (1994; Dabholkar and Bagozzi 2002) was "Using a _____ to order fast food ..."and touch screen or verbal was placed in

the blank. Only one anchor for each pair was explicitly stated in the articles; the others are hypothetical reconstructions. Dabholkar (1994) used all four items while the final version of the scale used by Dabholkar and Bagozzi (2002) was composed of items #2-#4.

SCALE NAME: Gadget Loving

SCALE DESCRIPTION:

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

SCALE ORIGIN:

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

RELIABILITY:

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

VALIDITY:

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

REFERENCES:

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

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

SCALE ITEMS:

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

SCALE NAME: Gambling Irresponsibly

SCALE DESCRIPTION:

This scale is intended to measure the extent to which a person engages in a detrimental amount and form of gambling. There were two versions of the scale as explained below. Cowley (2008) referred to both versions of the scale as PIP (potentially irresponsible playing).

SCALE ORIGIN:

Although not explicitly stated as such, the scale seems to have been developed by Cowley (2008). A three item version of the scale was used in Study 1 while a six item version was used in Study 2.

RELIABILITY:

Alphas of .75 (Study 1) and .77 (Study 2) were reported for the scale by Cowley (2008).

VALIDITY:

No information regarding the scale's validity was provided by Cowley (2008).

REFERENCES:

Cowley, Elizabeth (2008), "The Perils of Hedonic Editing," *Journal of Consumer Research*, 35 (1), 71-84.

SCALE ITEMS:[1]

1. How often are you unhappily surprised at what you spent while playing poker machines?[2]
2. How often have you played gaming machines in the past 12 months?[3]
3. How long do you play the gaming machines on a typical visit?[4]
4. How often have you spent money on the poker machines that was budgeted for something else?[5]
5. How often have you stayed at the club playing the machines longer than you had intended to play?[6]
6. How often have you been late for another appointment because you were playing the poker machines?[7]

---

1. Cowley (2008) used the first three items in Study 1 and all six in Study 2. Because of the different number of points for the response scales, item scores were apparently standardized before calculating the overall scale scores.
2. The extreme verbal anchors were *never* (1) and *very frequently* (7).
3. The extreme verbal anchors were *less than twice a year* (1) and *four times a week or more* (9).
4. The extreme verbal anchors were *less than 10 minutes* (1) and *more than 8 hours* (8).
5. The response scale was described as a 100-millimeter scale anchored by *never* and *very frequently* (Cowley 2008, p. 78).
6. The response scale was described as a 100-millimeter scale anchored by *never* and *very frequently* (Cowley 2008, p. 78).
7. The response scale was described as a 100-millimeter scales anchored by *never* and *very frequently* (Cowley 2008, p. 78).

SCALE NAME: Game-Product Congruity

SCALE DESCRIPTION:

Four Likert-type items are used to measure the degree to which a person believes that a product that is advertised within a video game is related in some way to the nature of the game. The items in the current version of the scale were developed for use with a racing game and will need to be modified somewhat for use with other types of games.

SCALE ORIGIN:

The scale appears to have been developed by Lee and Faber (2007). Discussions with students led to the preliminary selection of eight product categories that could be advertised within a video game. Then, 39 students in a pretest evaluated the eight product categories using the scale. The alphas for the eight categories ranged from .61 to .85. Based on their scale scores, three product categories were selected for use in the game to represent high congruity, moderate congruity, and low congruity in the main study.

RELIABILITY:

In the main study by Lee and Faber (2007), the alphas for the three product categories ranged .64 to .78 (n = 155 college students).

VALIDITY:

No examination of the scale's validity was reported by Lee and Faber (2007).

REFERENCES:

Lee, Mira and Ronald J. Faber (2007), "Effects of Product Placement in On-Line Games on Brand Memory," *Journal of Advertising*, 36 (4), 75-90.

SCALE ITEMS:[1]

1. _____ is an object that can be used during a real-life car-racing event.
2. The images I associate with _____ are related to the images I associate with car-racing events.
3. _____ represents a lifestyle associated with those who like to attend car-racing events or watch them on television.
4. An advertisement for _____ is a good fit for car-racing events.

---

1. A ten point response format was used in the pretest by Lee and Faber (2007) while a more typical seven-point scale was used in the main study. The blanks should be filled in with the name of the product.

SCALE NAME: Gender Identity (Agentic)

SCALE DESCRIPTION:

Five, seven-point, Likert-type items are used in this scale to measure the degree to which a person describes him/herself as independent from others and self-sufficient, qualities that are part of a male's socialization in many cultures.

SCALE ORIGIN:

The scale was developed by Winterich, Mittal, and Ross (2009) along with a companion scale as a manipulation check of a gender identity prime. The companion scale is Gender Identity (Communal). The authors drew inspiration for their items from the work of Bakan (1966) as well as Eagly (1987).

RELIABILITY:

The scale's alpha was .71 (Winterich, Mittal, and Ross 2009).

VALIDITY:

Although Winterich, Mittal, and Ross (2009) did not discuss the scale's validity, its successful use as a manipulation check provides some evidence of its concurrent validity.

REFERENCES:

Bakan, David (1966), *The Duality of Human Existence*, Chicago: Rand McNally.

Eagly, Alice H. (1987), *Sex Differences in Social Behavior: A Social-Role Interpretation*, Hillsdale, NJ: Erlbaum.

Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation Behavior Toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (2), 199-214.

Winterich, Karen Page (2011), personal correspondence.

SCALE ITEMS:[1]

1. It's important to stand by your own convictions.
2. Assertiveness and dominance describe my personal characteristics.
3. I am focused on myself.
4. People generally describe me as self-sufficient and individualistic.
5. I am concerned with independence from other people.

---

1. The items were supplied by Winterich (2011).

SCALE NAME: Gender Identity (Communal)

SCALE DESCRIPTION:

The scale is composed of five, seven-point, Likert-type items that are intended to measure how much a person expresses concern for the feelings and well-being of others, qualities that are part of the socialization of females in many cultures.

SCALE ORIGIN:

The scale was developed by Winterich, Mittal, and Ross (2009) along with a companion scale as a manipulation check of a gender identity prime. The companion scale is Gender Identity (Agentic). The authors drew inspiration for their items from the work of Bakan (1966) as well as Eagly (1987).

RELIABILITY:

The scale's alpha was .80 (Winterich, Mittal, and Ross 2009).

VALIDITY:

Although Winterich, Mittal, and Ross (2009) did not discuss the scale's validity, its successful use as a manipulation check provides some evidence of its concurrent validity.

REFERENCES:

Bakan, David (1966), *The Duality of Human Existence*, Chicago: Rand McNally.

Eagly, Alice H. (1987), *Sex Differences in Social Behavior: A Social-Role Interpretation*, Hillsdale, NJ: Erlbaum.

Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation Behavior Toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (2), 199-214.

Winterich, Karen Page (2011), personal correspondence.

SCALE ITEMS:[1]

1. I am able to devote myself completely to others.
2. People generally describe me as an affectionate and sympathetic person.
3. I am concerned with the welfare of other people.
4. I try to consider others' feelings when making decisions.
5. Selflessness and nurturance describe my personal characteristics.

1. The items were supplied by Winterich (2011).

SCALE NAME: Gender Identity (Femininity)

SCALE DESCRIPTION:

This seven-point, summated ratings scale is used to measure the degree to which a person indicates having feminine personality and behavioral characteristics.

SCALE ORIGIN:

The items for the scale were taken from the Bem Sex-Role Inventory (BSRI 1974). The inventory went through several rounds of development and testing. The initial development involved 40 undergraduate students judging 400 personality characteristics for their appropriateness for each sex. The list was narrowed to the 20 characteristics for each sex which were considered to be the most desirable for them to have in American society. The final version of the instrument had respondents rate themselves on all of the characteristics so that both masculinity and femininity scale scores could be computed. (An androgyny score also could be calculated by determining the difference between the other two scores.)

Internal consistency was estimated using two samples: 444 male and 279 female students in introductory psychology at Stanford University, and an additional 117 male and 77 female paid volunteers at Foothill Junior College. From the two samples, an alpha of .86 was calculated both times for the masculinity scale, and alphas of .80 and .82 were calculated for the femininity scale. Using 28 males and 28 females, test-retest stability was estimated. The students took the BSRI once and then four weeks later. For both scales the correlation of the scores was reported to be .90. Scores on the scales were correlated with two other measures of sex roles. The low correlations led the author to conclude that her scales were tapping into constructs not directly measured by the others.

RELIABILITY:

Barak and Stern (1985/86) said only that the abbreviated version of the scale they used had an alpha greater than .85. Fischer and Arnold (1990) reported an alpha of .76 for the full version of the scale. The alpha for the full version used by Winterich, Mittal, and Ross (2009) was .84.

VALIDITY:

Neither Fischer and Arnold (1990) nor Winterich, Mittal, and Ross (2009) discussed the scale's dimensionality or validity. Barak and Stern (1985/86) did not examine the scale's validity but they appear to have performed a factor analysis of the items in the BSRI and formed their scale using the ten items that loaded highest on the factor related to femininity.

COMMENTS:

Although presented here by itself, this scale is used most properly with the masculinity scale of the BSRI. The lack of stronger evidence regarding scale validity should cause scores to be viewed cautiously.

See also Qualls (1987) for another use of the scale.

REFERENCES:

Barak, Benny and Barbara Stern (1985/1986), "Women's Age in Advertising: An Examination of Two Consumer Age Profiles," *Journal of Advertising Research*, 25 (Dec./Jan.), 38-47.

Bem, Sandra L. (1974), "The Measurement of Psychological Androgyny," *Journal of Consulting and Clinical Psychology*, 42 (2), 155-62.

Fischer, Eileen and Stephen J. Arnold (1990), "More Than a Labor of Love: Gender Roles and Christmas Gift Shopping," *Journal of Consumer Research*, 17 (December), 333-45.

Qualls, William J. (1987), "Household Decision Behavior: The Impact of Husbands' and Wives' Sex Role

Orientation," *Journal of Consumer Research*, 14 (September), 264-79.

Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation Behavior Toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (2), 199-214.

SCALE ITEMS:[1]

Directions: Indicate on the following scale how well each of the following traits describes you:

1. Affectionate
2. Cheerful
3. Childlike
4. Compassionate
5. Does not use harsh language
6. Eager to soothe hurt feelings
7. Feminine
8. Flatterable
9. Gentle
10. Gullible
11. Loves Children
12. Loyal
13. Sensitive to the needs of others
14. Shy
15. Soft spoken
16. Sympathetic
17. Tender
18. Understanding
19. Warm
20. Yielding

---

1. Barak and Stern (1985/86) calculated scale scores on just ten of these items (unspecified). The scale anchors were *Never or almost never true* (1) and *Always or almost always true* (7). Winterich, Mittal, and Ross (2009) used all 20 items with the following scale anchors: *always untrue* (1) and *always true* (7). Fischer and Arnold (1990) used all 20 items but did not describe the verbal anchors.

SCALE NAME: Gender Identity (Masculinity)

SCALE DESCRIPTION:

This seven-point summated ratings scale is used to measure the degree to which a person indicates having male-like personality and behavioral characteristics.

SCALE ORIGIN:

The items for the scale were taken from the Bem Sex-Role Inventory (BSRI; 1974). The inventory went through several rounds of development and testing. The initial development involved 40 undergraduate students judging 400 personality characteristics for their appropriateness for each sex. The list was narrowed to 20 characteristics for each sex which were considered to be the most desirable for them to have in American society. Once finished, the measure asked respondents to rate themselves on all the characteristics so that both masculinity and femininity scale scores could be computed. (An androgyny score also could be calculated by determining the difference between the masculinity and femininity scores.)

Internal consistency was estimated using two samples: 444 male and 279 female students in introductory psychology at Stanford University and an additional 117 male and 77 female paid volunteers at Foothill Junior College. From the two samples, an alpha of .86 was calculated both times for the masculinity scale and alphas of .80 and .82 were calculated for the femininity scale. Using 28 males and 28 females, test-retest stability was estimated. The students took the BSRI once and then four weeks later. For both scales, the correlation of the scores was reported to be .90. Scores on the scales were correlated with two other measures of sex roles. The low correlations led the author to conclude that her scales were tapping into constructs not directly measured by the others.

RELIABILITY:

Barak and Stern (1985/86) said only that the abbreviated version of the scale they used had an alpha greater than .85. Fischer and Arnold (1990) reported an alpha of .84 for the full version of the scale. The alpha for the full version used by Winterich, Mittal, and Ross (2009; Winterich 2011) was .84.

VALIDITY:

Neither Fischer and Arnold (1990) nor Winterich, Mittal, and Ross (2009) discussed the scale's dimensionality or validity. Barak and Stern (1985/86) did not examine the scale's validity but they appear to have performed a factor analysis of the items in the BSRI and formed their scale using the ten items that loaded highest on the masculinity factor.

COMMENTS:

Although presented here by itself, this scale is used most properly with the femininity scale of the BSRI. The lack of stronger evidence regarding scale validity should cause scores to be viewed cautiously.

See also Qualls (1987) for another use of the scale.

REFERENCES:

Barak, Benny and Barbara Stern (1985/1986), "Women's Age in Advertising: An Examination of Two Consumer Age Profiles," *Journal of Advertising Research*, 25 (Dec./Jan.), 38-47.

Bem, Sandra L. (1974), "The Measurement of Psychological Androgyny," *Journal of Consulting and Clinical Psychology*, 42 (2), 155-62.

Fischer, Eileen and Stephen J. Arnold (1990), "More Than a Labor of Love: Gender Roles and Christmas Gift Shopping," *Journal of Consumer Research*, 17 (December), 333-45.

Qualls, William J. (1987), "Household Decision Behavior: The Impact of Husbands' and Wives' Sex Role Orientation," *Journal of Consumer Research*, 14 (September), 264-79.

Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation Behavior Toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (2), 199-214.

Winterich, Karen Page (2011), personal correspondence.

SCALE ITEMS:[1]

Directions: Indicate on the following scale how well each of the following traits describes you:

1. Acts as a leader
2. Aggressive
3. Ambitious
4. Analytical
5. Assertive
6. Athletic
7. Competitive
8. Defends own beliefs
9. Dominant
10. Forceful
11. Has leadership abilities
12. Independent
13. Individualistic
14. Makes decisions easily
15. Masculine
16. Self-reliant
17. Self-sufficient
18. Strong personality
19. Willing to take a stand
20. Willing to take risks

---

1. Barak and Stern (1985/86) calculated scale scores on just ten of these items (unspecified). The scale anchors were *Never or almost never true* (1) and *Always or almost always true* (7). Winterich, Mittal, and Ross (2009) used all 20 items with the following scale anchors: *always untrue* (1) and *always true* (7). Fischer and Arnold (1990) used all 20 items but did not describe the verbal anchors.

SCALE NAME: Global Mindedness

SCALE DESCRIPTION:

The five, five-point Likert-type items composing the scale are intended to measure to degree to which a person has a broad, open perspective of the world and an eagerness to experience other cultures.

SCALE ORIGIN:

The scale used by Kwak, Jaju, and Larsen (2006) was developed based on items from Kefalas (1998). At the time, Kefalas was developing a scale to assess consumers' globalization mind-set and shared his initial set of 40 items with Kwak and colleagues. After gathering data in a pilot study with general business managers (n = 64), Kwak and colleagues used factor analysis and other techniques to reduce the set down to five items. Following proper back-translation procedures, Kwak, Jaju, and Larsen (2006) prepared a version of the scale for the Korean sample in their main study. The scale was phrased in English for the Indian sample because the respondents were essentially bilingual.

RELIABILITY:

Kwak, Jaju, and Larsen (2006) reported the alphas for the scale to be .70 (United States), .75 (Korea), and .60 (India) .

VALIDITY:

The purification work conducted by Kwak, Jaju, and Larsen (2006), mentioned above, provided evidence of the scale's unidimensionality. Additionally, the scale met the criterion for partial-metric equivalence.

REFERENCES:

Kefalas, Asterios G. (1998), "Think Globally, Act Locally," *Thunderbird International Business Review*, 40 (6), 547-562.

Kwak, Hyokjin (2009), personal correspondence.

Kwak, Hyokjin, Anupam Jaju, and Trina Larsen (2006), "Consumer Ethnocentrism Offline and Online: The Mediating Role of Marketing Efforts and Personality Traits in the United States, South Korea, and India," *Journal of the Academy of Marketing Science*, 34 (3), 367-385.

SCALE ITEMS:[1]

1. I enjoy trying foods from other countries.
2. I enjoy working on world community projects.
3. I believe that life is a balance of contradictory forces that are to be appreciated, pondered, and managed.
4. I believe that I can live a fulfilling life in another culture.
5. I have close friends from other cultural background.

1. The scale statements were provided by Kwak (2009).

SCALE NAME: Global Self-Identity

SCALE DESCRIPTION:

Five, five-point Likert-type items are used in this scale to measure the degree to which a person feels a strong psychological and emotional connection to the global community rather than to any particular nation.

SCALE ORIGIN:

The items used by Westjohn et al. (2009) were taken from a scale by Der-Karabetian who seems to have developed it and use it several times in the 1990s (e.g., Der-Karabetian and Balian 1992, Der-Karabetian and Ruiz 1997). It appears Westjohn et al. (2009) used all five items shown below in their U.S. (n = 336) and Chinese (n = 150) samples. The Chinese version of their questionnaire was translated from English into Chinese by one person and then back-translated by another person. After performing several typical tests of dimensionality, reliability, and validity, one item of the set was eliminated, a different item per sample.

RELIABILITY:

Alphas of .72 and .87 were found for the scale in the American and Chinese applications of the scale, respectively (Westjohn et al. (2009).

VALIDITY:

As noted above, Westjohn et al. (2009) provided evidence in support of the scale's unidimensionality and validity (convergent and discriminant) for the English and Chinese versions. The AVEs were .45 (U.S.) and .62 (China). The low AVE for the English version of the scale suggests that further work is needed to improve its quality.

REFERENCES:

Der-Karabetian, Aghop and Yolanda Ruiz (1997), "Affective Bicultural and Global-Human Identity Scales for Mexican-American Adolescents," *Psychological Reports*, 80 (3), 1027–1039.

Der-Karabetian and Natalie Balian (1992), "Ingroup, Outgroup, and Global-Human Identities of Turkish-Armenians," *The Journal of Social Psychology*, 132 (4), 497-504.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic and Joyce Xin Zhou (2009), "Technology Readiness and Usage: A Global-Identity Perspective," *Journal of the Academy of Marketing Science*, 37 (3), 250-265.

SCALE ITEMS:[1]

1. I feel like I'm living in a Global village.
2. I feel what I do could touch someone all around the world.
3. I feel like I am 'next door neighbors' with people living in other parts of the world.
4. I feel that I am related to everyone in the world as if they were my family.
5. I feel that people around the world are more similar than dissimilar.

---

1. Items #2-#5 composed the final version of the scale used with the American sample while #1 and #3-#5 composed the Chinese version.

SCALE NAME: Global Self-Identity

SCALE DESCRIPTION:

The extent to which a person identifies with people around the world is measured in this scale using nine, seven point statements.

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) was first reported by the authors in 2008. It is one part of their Local-Global Identity instrument. (The other part is the Local Self-Identity scale.)

RELIABILITY:

An alpha of .70 was reported for the scale by Zhang and Khare (2009).

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

REFERENCES:

Zhang, Yinlong and Adwait Khare (2008), "Consumers' Local-Global Identity: Measurement," in *Advances in Consumer Research*, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:[1]

1. I am well aware of global events.
2. I believe I mostly belong to the whole world.
3. I like to know about people in other parts of the world.
4. I believe our world is becoming similar.
5. I believe that globalization improves local practices.
6. I believe that people all over the world are more similar than different.
7. I believe people should be made more aware of how connected we are to the rest of the world.
8. I strongly identify that I am a global citizen.
9. Being a member of a global village often affects how I tend to view the world around me.

---

1. The extreme verbal anchors Zhang and Khare (2009) used with these items were *not at all true of me* (1) and *very true of me* (7).

SCALE NAME: Global/Local Self-Identity

SCALE DESCRIPTION:

This scale uses three, seven-point items to measure the extent to which a person either views him/herself as a "citizen" of the world or as a local "citizen."

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) seems to have been developed by them and used in their three main studies.

RELIABILITY:

Alphas of .91 (Studies 1 and 3) and .90 (Study 2) were reported for the scale by Zhang and Khare (2009).

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

COMMENTS:

Because this scale was used as a manipulation check, the items were phrased by Zhang and Khare (2009) with the assumption that respondents have just experienced a priming manipulation. If respondents have not had such an experience and measurement of more long-term attitudes is desired then some rephrasing of the items is necessary.

REFERENCES:

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:[1]

1. For the time being, I mainly identify myself as a _____.
2. At this moment, I feel I am a _____.
3. On top of my mind right now are thoughts of being a _____..

---

1. The extreme verbal anchors Zhang and Khare (2009) used with these items were *global citizen* (1) and *local citizen* (7).

SCALE NAME: Gratitude

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a person feels a sense of emotional appreciation for unspecified benefits received from a certain party.

SCALE ORIGIN:

The scale used by Palmatier et al. (2009) is a modified version of a scale developed by McCullough, Emmons, and Tsang (2002).

RELIABILITY:

The alpha for the scale was reported to be .94 in both Study 1 and 2 by Palmatier et al. (2009).

VALIDITY:

Using confirmatory factor analysis, Palmatier et al. (2009) provided evidence in support of the convergent and discriminant validities of all their scales, including gratitude. The AVE of the scale was .85.

REFERENCES:

McCullough, Michael E., Robert A. Emmons, and Jo-Ann Tsang (2002), "The Grateful Disposition: A Conceptual and Empirical Topography," *Journal of Personality and Social Psychology*, 82 (January), 112–27.

Palmatier, Robert W., Cheryl Burke Jarvis, Jennifer R. Bechkoff, and Frank R. Kardes (2009), "The Role of Customer Gratitude in Relationship Marketing," *Journal of Marketing*, 73 (5), 1-18.

SCALE ITEMS:[1]

1. I feel grateful to _____.
2. I feel thankful to _____.
3. I feel appreciative to _____.

---

1. The name of the person or firm should be placed in the blanks.

SCALE NAME: Harmony

SCALE DESCRIPTION:

Five, seven-point items are used to measure the perceived beauty and stability in a stimulus. As used by Raghubir and Greenleaf (2006), the respondents were describing concerts based upon printed invitations. Thus, the scale has more to do with visual proportion and concordance than it does with the aural enjoyment of music.

SCALE ORIGIN:

The scale seems to be original to Raghubir and Greenleaf (2006).

RELIABILITY:

The alpha for the scale was .75 (Raghubir and Greenleaf 2006).

VALIDITY:

Raghubir and Greenleaf (2006) did not discuss any efforts to validate the scale though they did indicate that exploratory factor analysis was conducted and all of the items loaded on the same factor.

REFERENCES:

Raghubir, Priya and Eric A. Greenleaf (2006), "Ratios in Proportion: What Should the Shape of the Package Be?" Journal of Marketing, 70 (2), 95-107.

SCALE ITEMS:[1]

1. harmonious
2. stable
3. beautiful
4. exciting (r)
5. fast (r)

---

1. The verbal anchors used by Raghubir and Greenleaf (2006) for the response scale were as follows: 1 = "B much less than A," 4 = "B about the same as A," and 7 = "B much more than A". B and A referred to two concerts that were being compared.

SCALE NAME: Health Benefits of Sunscreen

SCALE DESCRIPTION:

Five, seven-point items are used to measure a person's beliefs about the positive, health-related consequences of using sunscreen. The construct measured by the scale was referred to as *response efficacy* by Keller (2006).

SCALE ORIGIN:

Keller (2006) did not state the source of the scale. It appears to be have been developed by her.

RELIABILITY:

The alpha for the scale was .89 (Keller 2006).

VALIDITY:

No information regarding the scale's validity was provided by Keller (2006).

REFERENCES:

Keller, Punam A. (2006), "Regulatory Focus and Efficacy of Health Messages," *Journal of Consumer Research*, 33 (June), 109-114.

SCALE ITEMS:[1]

1. Using sunscreen can reduce the threat of skin problems.
2. Using sunscreen can prevent sunburns.
3. Using sunscreen can prevent skin cancer.
4. Using sunscreen can prevent freckles and age spots.
5. Using sunscreen can prevent wrinkles.

---

1. The verbal anchors used with these statements were *not at all* and *a great deal*.

SCALE NAME: Hotel Chain Beliefs

SCALE DESCRIPTION:

Seven, seven-point items are used to measure the expected likelihood that a certain hotel chain has several particular benefits characteristic of a higher quality establishment.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their second study.

RELIABILITY:

An alpha of .83 was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1. _____ hotel rooms come equipped with a large variety of luxury features.
2. _____ hotel rooms come with high-quality mattresses.
3. _____ hotels include a fully-equipped exercise club.
4. _____ hotel rooms come with a Jacuzzi.
5. _____ hotel rooms come with free premium movie channels.
6. _____ hotels include a fully equipped exercise club.
7. _____ hotels include a state-of-the-art game room.

---

1. The name of the focal hotel should be placed in the blanks. The extreme verbal anchors for the response scale used by Biehal and Sheinin (2007) were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that a particular hotel chain has these characteristics.

SCALE NAME: Hotel Positioning Similarity

SCALE DESCRIPTION:

The scale uses seven items to measure a consumer's belief that two particular hotels are similar in various ways. Because the information Biehal and Sheinin (2007) provided to respondents about the hotels was limited, most of the items were phrased hypothetically since the respondents had to speculate about them.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their study.

RELIABILITY:

An alpha of .84 (Study 2) was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1.   The look of the two hotel rooms was similar.
2.   The two hotels would look similar on the outside.
3.   The two hotels would offer similar levels of customer service.
4.   The two hotels would have similar features.
5.   The two hotels would have an exercise room of similar quality.
6.   The images of the two hotels would be similar.
7.   Overall, the two hotels were similar.

---

1. The response scale used with these items was not described by Biehal and Sheinin (2007). It is likely that it had seven points and the extreme anchors were something like *agree/disagree*.

SCALE NAME: Hyperopia

SCALE DESCRIPTION:

The scale has six statements that are intended to measure the degree to which a person expresses an aversion to engaging in indulgent activities and regret for missing the enjoyment those activities might have brought.

SCALE ORIGIN:

The scale was created by Haws and Poynor (2008) based on their conceptualization of the construct from the work of Kivetz (Kivetz and Simonson 2002; Kivetz and Keinan 2006).

RELIABILITY:

Haws and Poynor (2008) used the scale in several studies with the alphas ranging from .85 (n = 73 undergraduates) to .90 (n = 54 undergraduates). Evidence was provided for the scale's short-term temporal stability based on a two-week test-retest correlation of .80 (n = 35).

VALIDITY:

Support was provided by Haws and Poynor (2008) for the unidimensionality and discriminant validity of the scale. In particular, the authors showed that hyperopia and high self-control are distinct.

REFERENCES:

Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, 35 (4), 680-691.

Kivetz, Ran and Anat Keinan (2006), "Repenting Hyperopia: An Analysis of Self-Control Regrets," *Journal of Consumer Research*, 33 (September), 273–82.
Kivetz, Ran and Itamar Simonson (2002), "Self-Control for the Righteous: Toward a Theory of Precommitment to Indulgence," *Journal of Consumer Research*, 29 (September), 199–217.

SCALE ITEMS:[1]

1. I often fail to enjoy attractive opportunities.
2. It's hard for me to make myself indulge.
3. I regret missed opportunities to enjoy rich experiences in the past.
4. I have difficulty pampering myself.
5. "Seizing the day" is difficult for me.
6. I rarely enjoy the luxuries life has to offer.

---

1. Haws and Poynor (2008) did not describe the response format used with these items. It may have been a seven-point *agree/disagree* scale.

SCALE NAME: Hypocrisy (Corporate)

SCALE DESCRIPTION:

The degree to which a person believes a company claims to be something that it is not is measured in this scale using six, seven-point Likert-type items. Although the scale was developed for use with a business, the items seem to be amenable for us with other entities such as government or non-profit organizations.

SCALE ORIGIN:

The scale is original to Wagner, Lutz, and Weitz (2009). Details of the scale's development were not provided but the work may have been done as part of a pretest the authors referred to (p. 80).

RELIABILITY:

The scale's construct reliabilities ranged from .90 to .94 in Studies 1-3 (Wagner, Lutz, and Weitz 2009).

VALIDITY:

Wagner, Lutz, and Weitz (2009) used CFA to examine the measurement properties of their scales. A good fit was indicated. Further, their analyses provided evidence in support of this scale's convergent and discriminant validities.

REFERENCES:

Wagner, Tillmann, Richard J. Lutz, and Barton A. Weitz (2009), "Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions," *Journal of Marketing*, 73 (6), 77-91.

SCALE ITEMS:[1]

In my opinion . . .

1. _____ acts hypocritically.
2. What _____ says and does are two different things.
3. _____ pretends to be something that it is not.
4. _____ does exactly what it says. (r)
5. _____ keeps its promises. (r)
6._____ puts its words into action. (r)

---

1. The name of the organization should be placed in the blanks.

SCALE NAME: Identification with the Company

SCALE DESCRIPTION:

Eight items with a nine-point response format are used to measure the degree to which a person views a company as being associated with, if not part of, his/her personal identity.

SCALE ORIGIN:

No information regarding the source of the scale was provided by Einwiller et al. (2006). It appears to have been developed by them for their study.

RELIABILITY:

An alpha of .92 was reported for the scale (Einwiller et al. (2006)).

VALIDITY:

Beyond stating that all of the items loaded on the same factor, the only evidence bearing on the scale's validity cited by Einwiller et al. (2006) was that it had a strong correlation with the visual identification scale developed by Bergami and Baggozi (2000). Einwiller et al. (2006) interpreted that as providing support for the scale's convergent validity.

REFERENCES:

Einwiller, Sabine A., Alexander Fedorikhin, Allison R. Johnson, and Michael A. Kamins (2006), "Enough is Enough! When Identification No Longer Prevents Negative Corporate Associations," *Journal of the Academy of Marketing Science*, 34 (2), 185-194.

Bergami, Massimo and Richard R Bagozzi (2000), "Self-Categorization, Affective Commitment and Group Self-Esteem as Distinct Aspects of Social Identity in the Organization," *British Journal of Social Psychology*, 39 (4): 555-577.

SCALE ITEMS:[1]

1. I am somewhat associated with _____.
2. I have a sense of connection with _____.
3. I consider myself as belonging to the group of people who are in favor of _____.
4. Customers of _____ are probably similar to me.
5. Employees of _____ are probably similar to me.
6. _____ shares my values.
7. Being a customer of _____ is part of my sense of who I am.
8. Purchasing _____ _____ would help me express my identity.[2]

---

1. The verbal anchors for the response scale were not described by Einwiller et al. (2006) but would appear to have been of the *agree/disagree* type. The name of the business should be placed in the blanks.
2. The second blank of this item should be filled with the generic name for the product sold by the company, e.g., mutual funds.

SCALE NAME: Identification with the Company

SCALE DESCRIPTION:

To measure a customer's level of attachment to a business, this scale uses five, seven-point Likert-type items. The scale is similar in nature to several measures of commitment in the database. This one was called *customer-company identification* by Homburg, Wieseke, and Hoyer (2009).

SCALE ORIGIN:

The scale used by Homburg, Wieseke, and Hoyer (2009) was adapted from Mael and Ashforth (1992). They pretested the applicability of the items in this scale along with the others in their study during in-depth interviews with some German travel agents and their customers. Given that, it seems reasonable to assume the scale was originally phrased in German and then translated into English when published in the article.

RELIABILITY:

The scale's alpha was .88 (Homburg, Wieseke, and Hoyer 2009).

VALIDITY:

Some evidence of the scale's discriminant validity was provided by Homburg, Wieseke, and Hoyer (2009). The AVE was .63.

REFERENCES:

Homburg, Christian, Jan Wieseke, and Wayne D. Hoyer (2009), "Social Identity and the Service-Profit Chain," *Journal of Marketing*, 73 (March), 38–54.

Mael, Fred and Blake E. Ashforth (1992), "Alumni and Their Alma Mater: A Partial Test of the Reformulated Model of Organizational Identification," *Journal of Organizational Behavior*, 13 (2), 103–123.

SCALE ITEMS:[1]

1. I strongly identify with this _____.
2. I feel good to be a customer of this _____.
3. I like to tell that I am a customer of this _____.
4. This _____ fits well to me.
5. I feel attached to this _____.

---

1. The generic name of the business should be placed in the blanks, e.g., travel agency.

SCALE NAME: Implicit Theory (General World-Order)

SCALE DESCRIPTION:

With three, six-point Likert-type items this scale is intended to measure a person's beliefs regarding the malleability of traits and attributes related to things in the world (self, others, and the environment). At one extreme, some believe that the world is uncontrollable and fixed while at the other extreme there are people who view people and things as changeable and adaptive.

SCALE ORIGIN:

Jain, Mathur, and Maheswaran (2009) developed the scale based on inspiration they received from measures used by Levy, Stroessner, and Dweck (1998) in their research.

RELIABILITY:

The alpha was .83 (n = 155 college students) in Study 3 by Jain, Mathur, and Maheswaran (2009). The scale was also was used in Study 1 but nothing about the scale's reliability was reported.

VALIDITY:

No information regarding the scale's validity was provided by Jain, Mathur, and Maheswaran (2009).

REFERENCES:

Jain, Shailendra Pratap, Pragya Mathur, and Durairaj Maheswaran (2009), "The Influence of Consumers' Lay Theories on Approach/Avoidance Motivation," *Journal of Marketing Research*, 46 (1), 56-65.

Levy, Sheri R., Steven J. Stroessner, and Carol S. Dweck (1998), "Stereotype Formation and Endorsement: The Role of Implicit Theories," *Journal of Personality and Social Psychology*, 74 (6), 1421–36.

SCALE ITEMS:

1. Though some phenomena can be changed, it is unlikely that the core disposition of the world can be altered.
2. Our world has its basic and ingrained dispositions, and you really can't do much to change it.
3. Some societal trends may dominate for a while, but the fundamental nature of our world is something that cannot be changed.

SCALE NAME: Importance of the Product

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree of significance a consumer places on a good or service that was purchased.

SCALE ORIGIN:

The scale used by Voorhees, Brady, and Horowitz (2006) is a modification of one developed originally by Blodgett, Granbois, and Walters (1993). The difference is that Voorhees, Brady, and Horowitz (2006) added a fourth item and then phrased all of the items in terms of purchasing a service.

RELIABILITY:

The construct reliability for the scale was .92 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .74. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Blodgett, Jeffrey G., Donald H. Granbois, and Rockney G. Walters (1993), "The Effects of Perceived Justice on Negative Word of Mouth and Repatronage Intentions." *Journal of Retailing*, 69 (Winter), 399-428.

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

SCALE ITEMS:[1]

1. I depend on this _____ a great deal.
2. This _____ means a lot to me.
3. Compared to most _____ I buy, this was a fairly important purchase.
4. The purchase of this _____ was very important.[2]

---

1. The items were provided by Voorhees (2009). The name of the good or service should be stated in the blanks.
2. This is the item added by Voorhees, Brady, and Horowitz (2006).

SCALE NAME: Impulse Buying

SCALE DESCRIPTION:

Nine, five-point Likert-type items are used to measure "a consumer's tendency to buy spontaneously, unreflectively, immediately, and kinetically" (Rook and Fisher 1995, p. 306). The construct is viewed as a consumer trait that may produce frequent motivations to buy, even though they are not always acted on.

SCALE ORIGIN:

Although previous work had been done on the scale (Rook and Gardner 1993; Rook and Hoch 1985), the most extensive testing was conducted by Rook and Fisher (1995). In that study, 35 items were generated on the basis of a review of literature and pretested on 281 undergraduate business students. The purification process across the pretest and Study 1 samples resulted in a final nine-item scale. As described further below, evidence in support of the measure's convergent and discriminant validity was found (Rook 1997).

RELIABILITY:

Alphas of .88 and .82 were reported by Rook and Fisher (1995) for the scale in Studies 1 and 2, respectively. Peck and Childers (2003) reported alphas of .90 (Study 3) and .88 (Study 4). As used in a pre-test by Haws and Poynor (2008), the scale's alpha was .79.

VALIDITY:

Confirmatory factor analysis was used in both Studies 1 and 2 to provide evidence that the nine-item measure was an acceptable model (Rook and Fisher 1995). The statistics in both studies supported a unidimensional scale. From information not reported in the article (Rook 1997), it is clear that the scale showed evidence of its validity. Specifically, strong positive correlations were found between it and overall impulsiveness, as well as with projections of impulsive purchase decisions on hypothetical consumers. Relatively weak correlations were found between the scale and other measures (sensation seeking, disinhibition seeking, boredom proneness, and future time orientation).

The validity of this scale was not directly examined by Haws and Poynor (2008) though it was instrumental in establishing the validity of another scale: hyperopia. In particular, the authors showed that hyperopia and impulse buying are distinct but moderately related (negative).

REFERENCES:

Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, 35 (4), 680-691.

Peck, Joann and Terry L. Childers (2003), "Individual Differences in Haptic Information Processing: The 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (December), 430-442.

Rook, Dennis W. (1997), Personal Correspondence.

Rook, Dennis W. and Robert J. Fisher (1995), "Normative Influences on Impulsive Buying Behavior," *Journal of Consumer Research*, 22 (December), 305–13.

Rook, Dennis W. and Meryl Paula Gardner (1993), "In the Mood: Impulse Buying's Affective Antecedents," in *Research in Consumer Behavior*, Vol. 6, Janeen Arnold Costa and Russell W. Belk, eds. Greenwich, CT: JAI Press, 1–28.

Rook, Dennis W. and Stephen J. Hoch (1985), "Consuming Impulses," in *Advances in Consumer Research*, Vol. 12, Morris B. Holbrook and Elizabeth J. Hirschman, eds. Provo, UT: Association for Consumer Research, 23–27.

SCALE ITEMS:

1. I often buy things spontaneously.
2. "Just do it" describes the way I buy things.

3. I often buy things without thinking.
4. "I see it, I buy it" describes me.
5. "Buy now, think about it later" describes me.
6. Sometimes I feel like buying things on the spur of the moment.
7. I buy things according to how I feel at the moment.
8. I carefully plan most of my purchases. (r)
9. Sometimes I am a bit reckless about what I buy.

SCALE NAME: Impulse Buying

SCALE DESCRIPTION:

Three statements with a seven-point response format are used in this scale to measure the degree to which a consumer expresses a lack of control over the urge to purchase products.

SCALE ORIGIN:

The scale was developed and validated in a series of studies by Ridgway, Kukar-Kinney, and Monroe (2008). They began by collecting 121 potential items and consequently reduced them to 15 via expert judgment. Then, using the results of Study 1, the list of items was reduced to three items a piece for two factors: the obsessive-compulsive buying dimension and the impulsive buying dimension. In Studies 2 and 3, the items from the two scales were merged and called *compulsive buying*. This same combined scale was the subject of another article by the same set of authors (Kukar-Kinney, Ridgway, and Monroe 2009).

RELIABILITY:

Ridgway, Kukar-Kinney, and Monroe (2008) reported that the alphas for the scale were .80 (n = 352 undergraduate students), .78 (n = 551 university employees), and .84 (n = 309 customers of an Internet vendor of women's clothes).

VALIDITY:

In the three studies they conducted, Ridgway, Kukar-Kinney, and Monroe (2008) provided a variety of evidence in support of the scale's convergent, discriminant, and nomological validities.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:[1]

1. I buy things I don't need.
2. I buy things I did not plan to buy.
3. I consider myself an impulse purchaser.

---

1. The extreme verbal anchors used with items #1 and #2 were *never* (1) and *very often* (7). The anchors for #3 were *strongly disagree* (1) and *strongly agree* (7).

SCALE NAME: Impulsive Eating

SCALE DESCRIPTION:

Nine, five-point Likert-type items are used in this scale to measure the degree to which a person expresses the desire to consume food impetuously, without much thinking or planning.

SCALE ORIGIN:

The scale used by Kidwell, Hardesty, and Childers (2008) is an adaptation of one by Rook and Fisher (1995). The former took the nine items in the original version of the scale that referred to buying and changed them to refer to eating (Kidwell 2010).

RELIABILITY:

An alpha of .86 was reported by Kidwell, Hardesty, and Childers (2008) for the scale used in their second study.

VALIDITY:

No examination of the scale's validity was reported by Kidwell, Hardesty, and Childers (2008).

REFERENCES:

Kidwell, Blair (2010), personal correspondence.

Kidwell, Blair, David M. Hardesty, and Terry L. Childers (2008), "Emotional Calibration Effects on Consumer Choice," *Journal of Consumer Research*, 35 (4), 611-621.

Rook, Dennis W. and Robert J. Fisher (1995), "Normative Influences on Impulsive Buying Behavior," *Journal of Consumer Research*, 22 (December), 305–13.

SCALE ITEMS:

1. I often eat spontaneously.
2. "Just eat" describes the way I eat.
3. I often eat without thinking.
4. "I see it, I eat it" describes me.
5. "Eat now, think about it later" describes me.
6. Sometimes I feel like eating on the spur of the moment.
7. I eat according to how I feel at the moment.
8. I carefully plan most of my meals. (r)
9. Sometimes I am a bit reckless about what I eat.

SCALE NAME: Impulsivity

SCALE DESCRIPTION:

This seven-point scale is intended to assess a person's tendency to act impulsively, with the emphasis being on one's lack of self-control.

SCALE ORIGIN:

The scale was developed by Puri (1996) who called it the Consumer Impulsiveness Scale. He provided evidence of the scale's dimensionality, reliability, and validity. Mukhopadhyay, Sengupta, and Ramanathan (2008) used ten of Puri's twelve items while Shiv and Fedorikhin (1999) used three items. The twelve items in the original scale represented two factors: hedonic and prudent, meaning that part of the construct was related to hedonic motivations while another part was more utilitarian (being prudent). The items used by Mukhopadhyay, Sengupta, and Ramanathan (2008) came from both subscales while those used by Shiv and Fedorikhin (1999) came just from the hedonic dimension. The version of the scale used by Zhang and Shrum (2009) had eight items from Puri's scale and two that were apparently original to them.

RELIABILITY:

An alpha of .77 was reported for the scale (Shiv and Fedorikhin 1999). The stability of the scale (four week test-retest) was reported to be .79. Mukhopadhyay, Sengupta, and Ramanathan (2008) appeared to have used the scale five times with the alphas ranging from .79 to .86. They also estimated the scale's stability in one study to be .87 (two week test-retest correlation). The item version used by Zhang and Shrum (2009) had an alpha of .84.

VALIDITY:

Neither Shiv and Fedorikhin (1999), Mukhopadhyay, Sengupta, and Ramanathan (2008), nor Zhang and Shrum (2009) reported any examination of the scale's validity.

COMMENTS:

Given that Puri (1996) showed the full set of items represented two independent factors, it is problematic when items from those two factors are used in one scale. An acceptable exception might be made if the two dimensions are shown to load on a higher order factor but such evidence has not been reported at this time.

REFERENCES:

Mukhopadhyay, Anirban, Jaideep Sengupta, and Suresh Ramanathan (2008), "Recalling Past Temptations: An Information-Processing Perspective on the Dynamics of Self-Control," *Journal of Consumer Research*, 35 (4), 586-599.

Puri, Radhika (1996), "Measuring and Modifying Consumer Impulsiveness: A Cost-Benefit Accessibility Framework," *Journal of Consumer Psychology*, 5 (2), 87-114.

Shiv, Baba and Alexander Fedorikhin (1999), "Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making," *Journal of Consumer Research*, 26 (December), 278-292.

Zhang, Yinlong and L. J. Shrum (2009), "The Influence of Self-Construal on Impulsive Consumption," *Journal of Consumer Research*, 35 (February), 838-850.

Zhang, Yinlong (2011), personal correspondence.

SCALE ITEMS:[1]

1.   Impulsive
2.   Careless
3.   Easily tempted

4.   Self-controlled (r)
5.   Farsighted (r)
6.   Responsible (r)
7.   Restrained (r)
8.   Rational   (r)
9.   Methodical (r)
10.   A planner (r)
11.   Extravagant
12.   Enjoy Spending
13.   Well planned (r)
14.   Spontaneous

---

1. The verbal anchors used by Puri (1996) were *usually would describe me* (1), *sometimes would describe me* (4), and *seldom would describe me* (7). Those same anchors appear to have been used by Shiv and Fedorikhin (1999) as well as Mukhopadhyay, Sengupta, and Ramanathan (2008). Mukhopadhyay, Sengupta, and Ramanathan (2008) used all ten of these items while Shiv and Fedorikhin (1999) used just the three composing the hedonic subscale (#1-#3). Zhang and Shrum (2009; Zhang 2011) used the following items: #1, #3-#7, and #11-#14. Their verbal anchors were *does not describe me at all* (1) and *describes me very well* (7).

SCALE NAME: Indebtedness to Service Provider

SCALE DESCRIPTION:

The scale has five, five-point Likert-type items that measure the degree to which a person believes a service provider is owed patronage because of the special treatment received from the business in the past. The scale was called *social capital* by Tokman, Davis, and Lemon (2007). The name is changed here to focus on the most obvious facet of social capital being measured (indebtedness).

SCALE ORIGIN:

The scale used by Tokman, Davis, and Lemon (2007) was developed based upon concepts and phrases used by Coleman (1990) as well as Frenzen and Davis (1990). According to Coleman (1990), social capital is a multi-faceted construct. Since the items composing this scale focus on just that one facet, the name given to the scale here relates to that facet rather than the larger, complex construct.

RELIABILITY:

Tokman, Davis, and Lemon (2007) reported that the scale's alpha was .87.

VALIDITY:

Tokman, Davis, and Lemon (2007) did not provide information regarding the scale's validity.

REFERENCES:

Coleman, James S. (1990), *Foundations of Social Theory*, Cambridge, MA: Harvard University Press.

Frenzen, Jonathan K. and Harry L. Davis (1990), "Purchasing Behavior in Embedded Markets," *Journal of Consumer Research*, 17 (1) 1–12.

Tokman, Mert, Lenita M. Davis, and Katherine N. Lemon (2007), "The WOW Factor: Creating Value Through Win-back Offers to Reacquire Lost Customers," *Journal of Retailing*, 83 (1), 47-64.

SCALE ITEMS:[1]

Directions: Thinking about the relationship with your former (current) service provider in the past, please answer the following:

1. I owe my service provider my patronage because of the favors/special treats I used to receive.
2. I feel obliged to do business with my service provider because of the favors/special treats I used to receive.
3. I have a give and take relationship with my service provider.
4. I feel indebted to my service provider due to the favors/special treatment I receive.
5. I feel a need to repay my service provider for the way it treated me.

---

1. The items are stated as if the relationship is past because in the study by Tokman, Davis, and Lemon (2007) participants were asked to imagine how they would feel if they switched from one service provider to another and were later offered a deal to return to the previous provider.

SCALE NAME: Indecisiveness

SCALE DESCRIPTION:

The scale is composed of three, six-point Likert-type items that measure the degree to which a person expresses having difficulty making decisions. The scale was called *perceived ambiguity* by Kardes et al. (2007).

SCALE ORIGIN:

The scale was developed by Kardes et al. (2004) but is heavily based on the Need for Cognitive Closure scale by Kruglanski, Webster, and Klem (1993). In fact, two of the three items in the Indecisiveness scale are just slight modifications of items in the Need for Cognitive Closure scale.

RELIABILITY:

An alpha of .84 (experiment 3) was reported for the scale by Kardes et al. (2004).

VALIDITY:

No information regarding the scale's validity was reported by Kardes et al. (2004).

REFERENCES:

Kardes, Frank R., Bob M. Fennis, Edward R. Hirt, Zakary L. Tormala, and Brian Bullington (2007), "The Role of the Need for Cognitive Closure in the Effectiveness of the Disrupt-Then-Reframe Influence Technique," *Journal of Consumer Research*, 34 (3), 377-3.

Kruglanski, Arie W., Donna M. Webster, and Adena Klem (1993), "Motivated Resistance and Openness to Persuasion in the Presence or Absence of Prior Information," *Journal of Personality and Social Psychology*, 65 (5), 861-876.

SCALE ITEMS:

1.   Right now I would describe myself as indecisive.
2.   I am struggling with the decision about the _____.[1]
3.   I feel uncertain about what to do.

---

1. A name for or brief description of the decision should be placed in the blank.

SCALE NAME: Individualism/Collectivism

SCALE DESCRIPTION:

The scale uses four, nine-point Likert-type items to measure one's preference for being a member of the group rather than apart from the group.

SCALE ORIGIN:

Erdem, Swait, and Valenzuela (2006) said that they modified items originally used by Traindis (1995). The scale is intended to measure at the individual level what Hofstede (1980) studied at the cultural level. Specifically, he proposed that there are dimensions of cultural values, one of which involves the degree to which a society is more encouraging of group goals or, at the other extreme, encourages individual achievement.

RELIABILITY:

Erdem, Swait, and Valenzuela (2006) reported an alpha of .735 for their scale.

VALIDITY:

Although Erdem, Swait, and Valenzuela (2006) referred to their use of factor analysis to identify scale items that performed well in each of the seven countries they studied, no direct evidence for the convergent and discriminant validities of the scale was reported.

REFERENCES:

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.

Hofstede, Geert (1980), *Culture's Consequences: International Differences in Work-Related Values*, Beverly Hills, CA: Sage Publications.

Triandis, Harry C. (1995), *Individualism and Collectivism*, Boulder, CO: Westview Press.

SCALE ITEMS:

1. I like sharing little things with my neighbors.
2. Being a unique individual is important to me. (r)
3. Decisions reached in groups are better than those reached by single individuals.
4. I usually sacrifice my self-interest for the benefit of my group.
5. I'd rather depend on myself than on others. (r)
6. It is important to me to be useful to others.

SCALE NAME: Individuality of the Employee

SCALE DESCRIPTION:

The scale uses three, seven-point items to measure the degree to which a customer views an employee as an individual rather than just an anonymous employee.

SCALE ORIGIN:

The source of the scale was not described by Wentzel (2009). It appears to have been developed for use in his studies. Based on the phrasing of item #3 (below), the scale was used with a salesperson. However, the scale could be used with other types of employees and in other contexts by simply using another term, e.g., cashier, receptionist, nurse.

RELIABILITY:

The scale was used in Studies 2 and 3 by Wentzel (2009) with alphas of .84 (n=209 undergraduate students) and .80 (n=89 grad students), respectively.

VALIDITY:

Wentzel (2009) did not provide any information regarding the scale's validity.

REFERENCES:

Wentzel, Daniel (2009), "The Effect of Employee Behavior on Brand Personality Impressions and Brand Attitudes," *Journal of Academy of Marketing Science*, 37 (3), 359-374.

SCALE ITEMS:[1]

1.   When I think of the employee, I see a person with a unique set of characteristics.
2.   I have a good idea about who and how the employee really is.
3.   I would think of the employee as a unique individual rather than as an anonymous salesperson.

---

1. The response format was not described by Wentzel (2009) but would appear to have been agree/disagree.

SCALE NAME: Inequitable Treatment by the Business

SCALE DESCRIPTION:

The degree to which a customer reports being treated improperly by a business is measured in this scale using four, seven-point Likert-type items.

SCALE ORIGIN:

Reynolds and Harris (2009) created this scale by drawing heavily upon items scales by Oliver and Swan (1989).

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .92.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .59.

REFERENCES:

Oliver, Richard L. and John E. Swan (1989), "Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach," *Journal of Marketing*, 53 (April), 21-35.

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. The _____ treated me fairly. (r)
2. I was not treated right by the _____.
3. I felt that the _____ was taking advantage of me.
4. I felt that the _____ behaved in an unfair way towards me.

---

1. A generic term that refers to the source of the unfair treatment should be placed in the blanks. Reynolds and Harris (2009) used the term *outlet* but several other business entities could be used such as *store, sales person, dealer*, and *company*.

SCALE NAME: Information Source Importance (Internet Sources)

SCALE DESCRIPTION:

Three items are used in this scale to measure the importance placed by a consumer on information from websites in learning about a specified topic.

SCALE ORIGIN:

The scale was developed by Kim and King (2009) along with three other scales to measure the importance of various sources people might use when trying to learn about health-related drugs. The authors drew upon several past studies for the items used in the scales, however, the items for this scale were not included in the past studies because they were conducted before the web was created. A total of 20 items were used by Kim and King (2009) and factor analysis was conducted separately for ratings of prescription drugs and non-prescription drugs. Similar four-factor solutions were found in both cases and led to four scales being developed, one of which had to do with what the authors called "Internet sources."

RELIABILITY:

Alphas of .8365 (prescription drugs) and .8827 (non-prescription drugs) were reported for the scale by Kim and King (2009).

VALIDITY:

Beyond the factor analyses described in the **Origin** (above) which provides some limited evidence in support of the scale's unidimensionality as well as its convergent and discriminant validities, no information about a rigorous examination of the scale's validity was provided by the Kim and King (2009).

REFERENCES:

Kim, Wonsuk Jerry and Karen Whitehill King (2009), "Product Category Effects on External Search for Prescription and Nonprescription Drugs," *Journal of Advertising*, 38 (1), 5-19.

SCALE ITEMS:[1]

1. Internet advertising
2. brand websites
3. _____ websites[2]

---

1. The response format used by Kim and King (2009) with these items was a five-point scale ranging from *not important* (1) to *very important* (5) with "Did not use" available to respondents as well. If selected, the "Did not use" choice was coded as a 0 and included in calculating a person's mean scale score.
2. The generic name of the category of goods or services the consumer is trying to learn about should be placed in this blank, e.g., Health-related websites.

SCALE NAME: Information Source Importance (Interpersonal Sources)

SCALE DESCRIPTION:

This five-item, five-point Likert-type scale measures the degree of importance interpersonal information sources have to a person when shopping for a certain product.

SCALE ORIGIN:

Strutton and Lumpkin (1992) indicated that inspiration for their scale came from previous work of their own (Lumpkin and Festervand 1987) as well as that of others (Klippel and Sweeny 1974; Greco, Paksoy, and Robbins 1989).

RELIABILITY:

Strutton and Lumpkin (1992) applied the scale to two different groups of products: generic drugs (continuous innovations) and self-diagnosis devices (discontinuous innovations). For generic drugs, Cronbach's alpha was .842, and for self diagnosis devices the alpha was .864.

VALIDITY:

No examination of the validity was reported by Strutton and Lumpkin (1992). However, in the factor analyses they conducted, all five items loaded together for self-diagnosis devices but only four did for generic drugs. (The loading for item #5 was too low.) Interestingly, these same items were in the study by Lumpkin and Festervand (1987) and produced two dimensions in the factor analysis.

COMMENTS:

See also a two-item version of the scale used by Kim and King (2009).

REFERENCES:

Greco, A. J., C. H. Paksoy, and S. S. Robbins (1989), "Differences in Prepurchase Information Sources Across Age Groups," in *Southern Marketing Association Proceedings*, Robert L. King, ed. Charleston, SC: Southern Marketing Association, 69-74.

Kim, Wonsuk Jerry and Karen Whitehill King (2009), "Product Category Effects on External Search for Prescription and Nonprescription Drugs," *Journal of Advertising*, 38 (1), 5-19.

Klippel, R.E. and T.W. Sweeny (1974), "The Use of Information Sources by the Aged Consumer," *The Gerontologist*, 14 (2), 163-66.

Lumpkin, James R. and T.A. Festervand (1987), "Purchase Information Sources of the Elderly," *Journal of Advertising Research*, 27 (6), 31-44.

Strutten, H. David and James R. Lumpkin (1992), "Information Sources Used by Elderly Healthcare Product Adopters," *Journal of Advertising Research*, 32 (4), 20-30.

SCALE ITEMS:[1]

Directions: Rate the importance of each source listed below in helping you make the best choice when shopping for or considering shopping for the _____.[2]

1. Spouse
2. Family (not spouse)
3. Friends
4. Personal experience
5. Neighbors

1. The extreme verbal anchors used by Strutton and Lumpkin (1992) were *not important* (1) and *very important* (5).
2. The name of the product being shopped for is to be put in the blank.

SCALE NAME: Information Source Importance (Mass Media Souces)

SCALE DESCRIPTION:

The scale is composed of a list of nine information sources that mainly involve the traditional mass media. Respondents are asked to use a five-point scale to rate how important each of the sources is in learning about a specified topic. In the study by Kim and King (2009), the sources used for learning about health-related drugs were the focus.

SCALE ORIGIN:

The scale was developed by Kim and King (2009) along with three other scales to measure the importance of various sources people might use when trying to learn about health-related drugs. The authors drew upon several past studies for the items used in the scales, with the work of Strutton and Lumpkin (1992) appearing to be the most influential. A total of 20 items were used by Kim and King (2009) and factor analysis was conducted separately for ratings of prescription drugs and non-prescription drugs. Similar four-factor solutions were found in both cases and led to four scales being developed, one of which had to do with mass media sources.

RELIABILITY:

Alphas of .9435 (prescription drugs) and .9438 (non-prescription drugs) were reported for the scale by Kim and King (2009).

VALIDITY:

Beyond the factor analyses described in the **Origin** (above) which provides a modicum of evidence in support of the scale's unidimensionality as well as its convergent and discriminant validities, no information about a rigorous examination of the scale's validity was provided by the Kim and King (2009).

REFERENCES:

Kim, Wonsuk Jerry and Karen Whitehill King (2009), "Product Category Effects on External Search for Prescription and Nonprescription Drugs," *Journal of Advertising*, 38 (1), 5-19.

Strutton, H. David, and James R. Lumpkin (1992), "Information Sources Used by Elderly Health Care Product Adopters," *Journal of Advertising Research*, 32 (4), 20–30.

SCALE ITEMS:[1]

1. Newspaper advertising
2. Newspaper articles
3. Magazine advertising
4. Magazine articles
5. Radio advertising
6. Radio news
7. Television advertising
8. Television news
9. Journals/books

---

1. The response format used by Kim and King (2009) with these items was a five-point scale ranging from *not important* (1) to *very important* (5) with "Did not use" available to respondents as well. If selected, the "Did not use" choice was coded as a 0 and included in calculating a person's mean scale score.

SCALE NAME: Information Source Importance (Professional Health Sources)

SCALE DESCRIPTION:

The purpose of the scale is to evaluate the importance of a group of information sources in learning about a health-related topic. The common theme among the six sources composing the scale is not perfectly clear. Some are personal, professional sources (items #1 and #2 below) but the rest are promotion materials.

SCALE ORIGIN:

The scale was developed by Kim and King (2009) along with three other scales to measure the importance of various sources people might use when trying to learn about health-related drugs. The authors drew upon several past studies for the items used in the scales, with the work of Strutton and Lumpkin (1992) appearing to be the most influential. A total of 20 items were used by Kim and King (2009) and factor analysis was conducted separately for ratings of prescription drugs and non-prescription drugs. Similar four-factor solutions were found in both cases and led to four scales being developed, one of which had to do with what the authors called "professional sources." As noted above in the **Description**, it is far from clear why these six sources loaded together on the same factor, particularly when another factor included promotion sources (advertising). Perhaps the sources in this scale were viewed as having a depth and insight about the drugs that is not available from mass media sources.

RELIABILITY:

Alphas of .8792 (prescription drugs) and .8662 (non-prescription drugs) were reported for the scale by Kim and King (2009).

VALIDITY:

Beyond the factor analyses described in the **Origin** (above) which provides a modicum of evidence in support of the scale's unidimensionality as well as its convergent and discriminant validities, no information about a rigorous examination of the scale's validity was provided by the Kim and King (2009).

REFERENCES:

Kim, Wonsuk Jerry and Karen Whitehill King (2009), "Product Category Effects on External Search for Prescription and Nonprescription Drugs," *Journal of Advertising*, 38 (1), 5-19.

Strutton, H. David, and James R. Lumpkin (1992), "Information Sources Used by Elderly Health Care Product Adopters," *Journal of Advertising Research*, 32 (4), 20–30.

SCALE ITEMS:[1]

1. Pharmacists
2. Physicians
3. Printed materials/brochures in doctor's offices
4. Printed materials/brochures from pharmaceutical companies
5. Printed materials/brochures from drug stores/pharmacies
6. Package labels

---

1. The response format used by Kim and King (2009) with these items was a five-point scale ranging from *not important* (1) to *very important* (5) with "Did not use" available to respondents as well. If selected, the "Did not use" choice was coded as a 0 and included in calculating a person's mean scale score.

SCALE NAME: Informativeness of the Job Ad

SCALE DESCRIPTION:

Four, five-point Likert-type statements are used to measure the degree to which a person believes that an advertisement about a job opening at a company provides useful details.

SCALE ORIGIN:

The source of the scale was not stated by Feldman, Bearden, and Hardesty (2006) but was probably developed by them.

RELIABILITY:

Alphas of .82 and .89 were reported for the scale by Feldman, Bearden, and Hardesty (2006) in Study 1 and a follow-up, respectively.

VALIDITY:

Feldman, Bearden, and Hardesty (2006) conducted a series of confirmatory factor analyses that provided evidence of both discriminant and convergent validity for the scale.

REFERENCES:

Feldman, Daniel C., William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (Spring), 123-141.

SCALE ITEMS:[1]

1. This advertisement provides potential applicants with a comprehensive picture of the jobs being offered.
2. In general, this ad provides a good description of _____ as a company.
3. I believe this job advertisement is very informative.
4. The advertisement provided enough detail for me to decide whether the job openings would be a good fit for me.

---

1. The name of the business doing the hiring should be placed in the blank.

SCALE NAME: Innovativeness (Technological)

SCALE DESCRIPTION:

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

SCALE ORIGIN:

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

RELIABILITY:

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

VALIDITY:

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

REFERENCES:

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

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

SCALE ITEMS:

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

SCALE NAME: In-Shopping Preference

SCALE DESCRIPTION:

This is a Likert-type scale that measures a consumer's desire to loyally shop in the local community. The measure was called *general retail patronage loyalty* by Hozier and Stem (1985) and *loyalty to local merchants* by Noble, Griffith, and Adjei (2006).

SCALE ORIGIN:

Though the items may have been borrowed from previous unspecified studies, the scale used by Hozier and Stem (1985) was constructed by them. The scale used by Noble, Griffith, and Adjei (2006) used two of the items from the Hozier and Stem (1985) scale and one from a scale by Blakney and Sekely (1993).

RELIABILITY:

The stability (test-retest reliability) of the scale used by Hozier and Stem (1985) was estimated to be .87. An alpha of .85 was reported by Noble, Griffith, and Adjei (2006) for their scale.

VALIDITY:

A variety of evidence was provided by Hozier and Stem (1985) in support of the scale's validity. First, the items composing the scale were selected from a larger list based on the results of a factor analysis. Second, the correlation between scale scores and scores on a single-item measure of the same construct was .51. Finally, as an indicator of actual in-shopping behavior, respondents were asked to state where they had most recently purchased each of 12 different products. The scale had a .37 correlation with that behavioral measure. Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided evidence in support of their scale's validity.

REFERENCES:

Blakney S Vicki and William S. Sekely (1993), "A Product-Specific Examination of Shopping Mode Choice," *Journal of Marketing Management*, 3 (Spring/Summer), 23–38.

Hozier, George C., Jr. and Donald E. Stem, Jr. (1985), "General Retail Patronage Loyalty as a Determinant of Consumer Outshopping Behavior," *Journal of the Academy of Marketing Science*, 13 (Winter), 32-46.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:[1]

1. I will pay slightly more for products if I can buy them locally.
2. I shop outside my local retail area before looking to see what is offered locally. (r)
3. I shop at local stores because it is important to help my community.
4. I shop locally because the convenience outweighs the other advantages of shopping outside the community.
5. I shop locally to support the local merchants and business district.
6. Shopping at local stores is an enjoyable experience.
7. I will increase my interest in local stores when more goods/services are available through them.
8. Because I am more familiar with local stores, I prefer shopping locally rather than out of town.
9. I shop locally even when the selection/variety of goods is poor.
10. I am loyal to my local shopping area.
11. I owe it to my community to shop at local stores.

---

1. The scale used by Hozier and Stem (1985) used the first 10 items listed here and a four-point response format. Noble, Griffith, and Adjei (2006) used #5, #10, and #11 with a five-point response scale.

SCALE NAME: Insurance Product Beliefs

SCALE DESCRIPTION:

The scale uses three, seven-point items to measure a consumer's expectation that a certain insurance-related product has particular benefits.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their study.

RELIABILITY:

An alpha of .79 (Study 1) was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1. Low premiums
2. Immediate compensation by claims adjusters
3. Protect property and possessions

---

1. The extreme verbal anchors for the response scale used by Biehal and Sheinin (2007) were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that a particular insurance product had these characteristics.

SCALE NAME: Intention to Recommend

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that are used to measure a customer's expressed likelihood of suggesting to others that they buy from a particular business (company or retailer) in the future. In the studies by Maxham and Netemeyer (2002a, 2002b, 2003) the scale was called word-of-mouth.

SCALE ORIGIN:

The items are similar to some that have been used in a variety of past measures, especially those related to shopping intention and store loyalty. However, in total, this is a different measure and should probably be viewed as original to Maxham and Netemeyer (2002a, 2002b, 2003).

RELIABILITY:

Alphas of .92 and .90 were reported for the version of the scale used by Maxham and Netemeyer (2002a) with bank customers (Study 1) and new home buyers (Study 2), respectively. An alpha of .93 was found for the version used with customers of an electronics dealer in the study by Maxham and Netemeyer (2003).

VALIDITY:

For both of their studies, Maxham and Netemeyer (2002a) tested a measurement model including the items in this scale as well as those intended to measure six other constructs. The model fit very well. In addition, the scale met a stringent test of discriminant validity. Likewise, Maxham and Netemeyer (2003) entered the items in this scale along with 25 others, representing eight constructs in total, into a confirmatory factor analysis. Several tests of convergent and discriminant validity were apparently conducted and provided support for the each scale's validity.

COMMENTS:

See also Maxham and Netemeyer (2002b), Walsh and Beatty (2007), and Arnold and Reynolds (2009).

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Maxham III, James G. and Richard G. Netemeyer (2002a), "Modeling Customer Perceptions of Complaint Handling Over Time: The Effect of Perceived Justice on Satisfaction and Intent," *Journal of Retailing*, 78 (4), 239-252.

Maxham III, James G. and Richard G. Netemeyer (2002b), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (October), 57-71.

Maxham III, James G. and Richard G. Netemeyer (2003), "Firms Reap What They Sow: the Effects of Shared Values and Perceived Organizational Justice on Customers' Evaluations of Complaint Handling," *Journal of Marketing*, 67 (January), 46-62.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. How likely are you to spread positive word of mouth about _____?
2. I would recommend _____ for _____ to my friends.
3. If my friends were looking to purchase _____, I would tell them to try _____.

---

1. The name of the good or service should be placed in the second blank of #2 and the first blank of #3; the business name should be placed in all of the other blanks. Although not stated by the authors, the scale anchors for item #1 were probably something similar to *highly unlikely/highly likely* whereas those used with the other two items were probably *strongly disagree/strongly agree*.

SCALE NAME: Interaction Likelihood

SCALE DESCRIPTION:

Three, seven-point statements are employed in this scale to measure a person's expectation that he/she would interact with a particular person. The other person could be someone real that respondents were familiar with or a hypothetical person described to them as part of the study.

SCALE ORIGIN:

The scale was used by Argo and Main (2008) in two of the four studies they reported. No source was identified for the scale; it appears to be original to them.

RELIABILITY:

Argo and Main (2008) reported the alphas for the scale to be .73 (Study 2) and .82 (Study 3).

VALIDITY:

No information regarding the validity of the scale was provided by Argo and Main (2008).

REFERENCES:

Argo, Jennifer J. (2010), personal correspondence.

Argo, Jennifer J. and Kelley J. Main (2008), "Stigma by Association in Coupon Redemption: Looking Cheap Because of Others," *Journal of Consumer Research*, 35 (4), 559-572.

SCALE ITEMS:[1]

1.   If you were to encounter _____ in a social setting, how likely would you be to talk to him/her?
2.   If you were to encounter _____ in a social setting, how likely would you be to have coffee with him/her?
3.   If you were to encounter _____ in a social setting, how likely would you be to smile at him/her?

---

1. The blanks in the items should be filled with a phrase specifying who it is that respondents are to focus on as they answer the questions. The extreme verbal anchors used by Argo and Main (2008; Argo 2010) with these items were *not at all likely* (1) and *extremely likely* (7).

SCALE NAME: Interdependence (Collective)

SCALE DESCRIPTION:

Nine statements are used to measure the extent to which a person expresses a type of self-concept with an interdependent focus based on group memberships and affiliations.

SCALE ORIGIN:

The scale used by Melnyk, van Osselaer, and Bijmolt (2009) is a subset of items from a scale by Gabriel and Gardner (1999) who, in turn, borrowed a subset of items from Cross, Bacon and Morris (2000) and modified them to refer to groups.

RELIABILITY:

Melnyk, van Osselaer, and Bijmolt (2009) reported the alphas for the scale to be .91 (Study 4) and .93 (Study 5).

VALIDITY:

Melnyk, van Osselaer, and Bijmolt (2009) did not discuss the scale's validity.

REFERENCES:

Cross, Susan E., Pamela L. Bacon, and Michael L. Morris (2000), "The Relational-Interdependent Self-construal and Relationships," *Journal of Personality and Social Psychology*, 78 (4), 791-808.

Gabriel, Shira and Wendi L. Gardner (1999), "Are There 'His' and 'Hers' Types of Interdependence? The Implications of Gender Differences in Collective Versus Relational Interdependence for Affect, Behavior, and Cognition," *Journal of Personality and Social Psychology*, 77 (September), 642–55.

Melnyk, Valentyna, Stijn M.J. van Osselaer, and Tammo H.A. Bijmolt (2009), "Are Women More Loyal Customers Than Men? Gender Differences in Loyalty to Firms and Individual Service Providers," *Journal of Marketing*, 73 (4), 82-96.

SCALE ITEMS:[1]

1. The groups I belong to are an important reflection of who I am.
2. When I'm in a group, it often feels to me like that group is an important part of who I am.
3. I usually feel a strong sense of pride when a group I belong to has an important accomplishment.
4. I think one of the most important parts of who I am can be captured by looking at the groups I belong to and understanding who they are.
5. When I think of myself, I often think of groups I belong to as well.
6. In general, groups I belong to are an important part of my self-image.
7. If a person insults a group I belong to, I feel personally insulated myself.
8. My sense of pride comes from knowing I belong to groups.
9. When I join a group, I usually develop a strong sense of identification with that group.

---

1. The response format was not described by Melnyk, van Osselaer, and Bijmolt (2009). However, it appears to have been a seven-point scale with some sort of Likert-type verbal anchors, e.g., agree/disagree.

SCALE NAME: Interdependence (Relative)

SCALE DESCRIPTION:

This scale uses nine statements to measure the degree to which a person expresses a type of interdependent self-concept based on close relationships with specific others.

SCALE ORIGIN:

The scale used by Melnyk, van Osselaer, and Bijmolt (2009) is a subset of items from a scale by Cross, Bacon and Morris (2000).

RELIABILITY:

Melnyk, van Osselaer, and Bijmolt (2009) reported the alphas for the scale to be .86 (Study 4) and .91 (Study 5).

VALIDITY:

Melnyk, van Osselaer, and Bijmolt (2009) did not discuss the scale's validity.

REFERENCES:

Cross, Susan E., Pamela L. Bacon, and Michael L. Morris (2000), "The Relational-Interdependent Self-construal and Relationships," *Journal of Personality and Social Psychology*, 78 (4), 791-808.

Melnyk, Valentyna, Stijn M.J. van Osselaer, and Tammo H.A. Bijmolt (2009), "Are Women More Loyal Customers Than Men? Gender Differences in Loyalty to Firms and Individual Service Providers," *Journal of Marketing*, 73 (4), 82-96.

SCALE ITEMS:[1]

1. My close relationships are an important reflection of who I am.
2. When I feel close to someone, it often feels to me like that person is an important part of who I am.
3. I usually feel a strong sense of pride when someone close to me has an important accomplishment.
4. I think one of the most important parts of who I am can be captured by looking at my close friends and understanding who they are.
5. When I think of myself, I often think of my close friends or family also.
6. If a person hurts someone close to me, I feel personally hurt as well.
7. In general, my close relationships are an important part of my self-image.
8. My sense of pride comes from knowing who I have as close friends.
9. When I establish a close relationship with someone, I usually develop a strong sense of identification with that person.

---

1. The response format was not described by Melnyk, van Osselaer, and Bijmolt (2009). However, it appears to have been a seven-point scale with some sort of Likert-type verbal anchors, e.g., agree/disagree.

SCALE NAME: Interest in the Advertised Brand

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a person reports wanting to know more about a particular brand after having been exposed to an advertisement about it. The scale was called *curiosity* by Smith, Chen, and Yang (2008).

SCALE ORIGIN:

The source of the scale used by Smith, Chen, and Yang (2008) appears to be dissertation research by one of the authors (Yang 2006).

RELIABILITY:

The scale had an alpha of .90 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

Yang, Xiaojing (2006), *The Impact of Perceived Advertising Creativity on Ad Processing and Response*, unpublished doctoral dissertation, Bloomington, Indiana: Indiana University.

SCALE ITEMS:

1. The ad made me curious about the advertised brand.
2. I would like more information about the product.
3. I would like to use the advertised product on a trial basis.

SCALE NAME: Interest in the Store

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure a person's curiosity and fascination with a particular retail store.

SCALE ORIGIN:

Jones and Reynolds (2006) stated that they developed the scale.

RELIABILITY:

The construct reliability was reported to be .87 (Jones and Reynolds (2006).

VALIDITY:

A variety of typical steps were taken by Jones and Reynolds (2006) to provide support for their scales' unidimensionalities as well as their convergent and discriminant validities using exploratory and confirmatory techniques. The scale's AVE was .58.

REFERENCES:

Jones, Michael A. and Kristy E. Reynolds (2006), "The Role of Retailer Interest on Shopping Behavior," *Journal of Retailing*, 82 (2), 115-126.

SCALE ITEMS:

1. I am intrigued by this store.
2. I am interested in this store.
3. I am fascinated by this store.
4. I am curious about this store.
5. I am not very interested in this store. (r)

SCALE NAME: Internet Usage (Avoiding Social Interaction)

SCALE DESCRIPTION:

The degree to which a consumer shops online because of the ability to do it without having to interact with sales people or other shoppers is measured with three, seven-point Likert-type items.

SCALE ORIGIN:

The scale was developed along with several other measures by Kukar-Kinney, Ridgway, and Monroe (2009) in their effort to better understand compulsive buying and shopping online. Beginning with 22 items, the authors used Principal Component Analysis with oblique rotation to examine data from 314 customers of an Internet vendor of women's clothes. Six items were eliminated and the remaining 16 loaded on four factors, one of which had to do with avoiding social interaction.

RELIABILITY:

The construct reliability reported for the scale by Kukar-Kinney, Ridgway, and Monroe (2009) was .75.

VALIDITY:

Except for the limited information provided about the development of the scale, Kukar-Kinney, Ridgway, and Monroe (2009) did not discuss the scale's validity.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

SCALE ITEMS:[1]

In comparison to retail stores, I shop on the Internet _____ because:

1. I can avoid other shoppers in retail stores.
2. I do not like to interact with the sales clerks.
3. I do not like to shop where people know me.

---

1. The blank should be filled with a phrase describing the context of the purchase such as "when buying clothing and accessories for myself."

SCALE NAME: Internet Usage (Buying Unobserved)

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used in this scale to measure the degree to which a consumer shops online because of the ability to do it more anonymously than in retail stores.

SCALE ORIGIN:

The scale was developed along with several other measures by Kukar-Kinney, Ridgway, and Monroe (2009) in their effort to better understand compulsive buying and shopping online. Beginning with 22 items, the authors used Principal Component Analysis with oblique rotation to examine data from 314 customers of an Internet vendor of women's clothes. Six items were eliminated and the remaining 16 loaded on four factors, one of which had to do with buying unobserved.

RELIABILITY:

The construct reliability reported for the scale by Kukar-Kinney, Ridgway, and Monroe (2009) was .94.

VALIDITY:

Except for the limited information provided about the development of the scale, Kukar-Kinney, Ridgway, and Monroe (2009) did not discuss the scale's validity.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

SCALE ITEMS:[1]

In comparison to retail stores, I shop on the Internet _____ because:
1. No one can see me buy.
2. No one can see how much I buy.
3. No one can see what I buy.
4. It is easier to shop without my family or partner knowing.

---

1. The blank should be filled with a phrase describing the context of the purchase such as "when buying clothing and accessories for myself."

SCALE NAME: Internet Usage (Immediate Gratification)

SCALE DESCRIPTION:

Using four, seven-point Likert-type items, this scale measures the degree to which a consumer shops online rather than in retail stores because of the immediate positive feelings that are experienced.

SCALE ORIGIN:

The scale was developed along with several other measures by Kukar-Kinney, Ridgway, and Monroe (2009) in their effort to better understand compulsive buying and shopping online. Beginning with 22 items, the authors used Principal Component Analysis with oblique rotation to examine data from 314 customers of an Internet vendor of women's clothes. Six items were eliminated and the remaining 16 loaded on four factors, one of which had to do with immediate gratification.

RELIABILITY:

The construct reliability reported for the scale by Kukar-Kinney, Ridgway, and Monroe (2009) was .88.

VALIDITY:

Except for the limited information provided about the development of the scale, Kukar-Kinney, Ridgway, and Monroe (2009) did not discuss the scale's validity.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

SCALE ITEMS:[1]

In comparison to retail stores, I shop on the Internet _____ because:
1. I can satisfy my urge to shop and buy faster.
2. I can get more immediate pleasure from buying.
3. Internet buying can get me out of a bad mood faster.
4. The Internet shopping experience is more exciting.

---

1. The blank should be filled with a phrase describing the context of the purchase such as "when buying clothing and accessories for myself."

SCALE NAME: Internet Usage (Product Variety)

SCALE DESCRIPTION:

The scale uses five, seven-point Likert-type items to measure the degree to which a consumer shops online because of the assortment of products available for purchase as well as the information about them compared to shopping in retail stores.

SCALE ORIGIN:

The scale was developed along with several other measures by Kukar-Kinney, Ridgway, and Monroe (2009) in their effort to better understand compulsive buying and shopping online. Beginning with 22 items, the authors used Principal Component Analysis with oblique rotation to examine data from 314 customers of an Internet vendor of women's clothes. Six items were eliminated and the remaining 16 loaded on four factors, one of which had to do with product variety.

RELIABILITY:

The construct reliability reported for the scale by Kukar-Kinney, Ridgway, and Monroe (2009) was .82.

VALIDITY:

Except for the limited information provided about the development of the scale, Kukar-Kinney, Ridgway, and Monroe (2009) did not discuss the scale's validity.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

SCALE ITEMS:[1]

In comparison to retail stores, I shop on the Internet _____ because:

1. There are more product choices.
2. There are more choices of where to shop.
3. It is easier to find things I like available in the right size.[2]
4. I like to see a lot of products in a short time.
5. I can gather a lot of information in a short time.

---

1. The blank should be filled with a phrase describing the context of the purchase such as "when buying clothing and accessories for myself."
2. This item is appropriate for clothes shopping but will need to be rephrased for other products.

SCALE NAME: Internet Usage Riskiness

SCALE DESCRIPTION:

This seven item, seven-point Likert-type scale measures the degree to which a person views various online activities as potential threats to one's security and/or privacy, particularly when buying products.

SCALE ORIGIN:

The scale was developed by Schlosser, White, and Lloyd (2006) and used in Study 2 of the four they reported on.

RELIABILITY:

An alpha of .89 was reported for the scale (Schlosser, White, and Lloyd 2006).

VALIDITY:

Schlosser, White, and Lloyd (2006) did not discuss the scale's validity.

REFERENCES:

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:

1. Shopping online is risky.
2. Providing credit card information online is risky.
3. Providing personal information (e.g., social security number and mother's maiden name) online is risky.
4. Purchasing items online is risky.
5. Providing my e-mail address and phone number online is risky.
6. Registering online is risky.
7. It is riskier to shop online for a product than to shop offline for it.

SCALE NAME: Intoxication

SCALE DESCRIPTION:

A person's admission to having been under the influence of some intoxicating substance and then behaving inappropriately in a hospitality-based environment is measured with five, seven-point Likert-type items.

SCALE ORIGIN:

The scale was constructed, refined, and validated by Reynolds and Harris (2009) along with several other measures in a series of studies. Although the details are limited, the authors reported using qualitative procedures to examine their initial set of items and then following that with two small pilot studies. In the main study, prescreening led to the questionnaire being administered just to those people who could recall an incident in which they engaged in dysfunctional behavior in a hospitality-based context.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .93.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .60.

REFERENCES:

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. I had consumed an intoxicating substance prior to visiting the _____.
2. I believe that I was under the influence at the time of the incident.
3. I consider myself to have been intoxicated at the time of the incident.
4. I consumed an intoxicating substance during my time in the _____.
5. I was not intoxicated at the time of the incident. (r)

---

1. An appropriate generic term that refers to the place should be placed in the blanks of #1 and #4. Reynolds and Harris (2009) used the term *outlet* but several other similar terms could be used such as *hotel, bar,* and *restaurant.*

SCALE NAME: Involvement in Electrical Service Provision

SCALE DESCRIPTION:

Six, six-point items are used in this scale to measure a person's level of interest in knowing and talking about electrical production and providers.

SCALE ORIGIN:

Although Wangenheim and Bayón (2007) drew ideas and some phrasing from previous scales, this scale is unique to their work.

RELIABILITY:

Wangenheim and Bayón (2007) reported the scale to have an alpha of .74 and a construct reliability of .82.

VALIDITY:

The authors pretested the scale and then purified it using EFA and CFA to make sure the items produced a one-factor solution. The AVE of the scale was .49, just below the minimum acceptable level (Fornell and Larcker 1981).

REFERENCES:

Fornell, Claes and David F. Larcker (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18 (February), 39-50.

Wangenheim, Florian v. and Tomás Bayón (2007), "The Chain from Customer Satisfaction via Word-of-Mouth Referrals to New Customer Acquisition," *Journal of the Academy of Marketing Science*, 35 (2), 233-249.

SCALE ITEMS:[1]

1. I am very interested in electricity and providers.
2. I know a lot about electricity production and different providers.
3. It is very interesting to get an overview of the many electricity producers in the market.
4. Sometimes I talk about electricity and providers with other people.
5. I have seen many advertising campaigns for electricity providers.
6. I read reports in magazines and newspapers about electricity providers.

---

1. The verbal anchors for the scale were not described by Wangenheim and Bayón (2007) but would appear to have been Likert-type in nature.

SCALE NAME: Involvement in the Activity

SCALE DESCRIPTION:

This is a five-item, six-point Likert-type scale that is supposed to measure the degree to which a person describes an activity or experience as being so absorbing that everything else is forgotten for a while. This scale was simply called involvement by Unger (1981; Unger and Kernan 1983) and the activity investigated was subjective leisure. In the study by Guiry, Mägi, and Lutz (2006) the activity was recreational shopping.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .77 to .86. See Unger (1981) for more detailed information. An alpha of .80 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

Although Unger and Kernan (1983) did not directly address the scale's validity did they say that their factor analyses provided general support for the unidimensionality of the scale across samples and situations. Guiry, Mägi, and Lutz (2006) successfully used the involvement scale and others to provide evidence of nomological validity for another scale being developed (shopping identification).

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), Measure Validation in the Leisure Domain, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1. It helps me to forget about the day's problems.
2. It totally absorbs me.
3. It is like "getting away from it all."
4. It makes me feel like I'm in another world.
5. I could get so involved that I would forget everything else.

---

1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Involvement in the Message (Motivation)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the interest and relevance a person expresses having in a message.

SCALE ORIGIN:

Shiv, Britton, and Payne (2004) did not identify the source of the scale. The terms have been used in many previous measures of involvement but it does not appear that this set of items has been used previously. The scale was described as a measure of "processing motivation manipulation" (p. 202).

RELIABILITY:

Alphas of .88 (persuasive message) and .92 (additional information) were reported for the scale by Shiv, Britton, and Payne (2004). When used by Bower and Grau (2009), the scale's alpha was .74.

VALIDITY:

Neither Shiv, Britton, and Payne (2004) nor Bower and Grau (2009) reported any examination of the scale's validity. However, the latter performed an exploratory factor analysis in which the item loadings were extremely high on one factor indicating that the scale was unidimensional.

REFERENCES:

Bower, Amanda B. and Landreth Grau (2009), "Explicit Donations and Inferred Endorsements: Do Corporate Social Responsibility Initiatives Suggest a Nonprofit Organization Endorsement?" *Journal of Advertising*, 38 (3), 113-126.

Shiv, Baba, Julie A. Edell Britton and John W. Payne (2004), "Does Elaboration Increase or Decrease the Effectiveness of Negatively versus Positively Framed Messages?" *Journal of Consumer Research*, 31 (June), 199-208.

SCALE ITEMS:[1]

1. interesting
2. involving
3. personally relevant

---

1. Bower and Grau (2009) used the following scale stem with the items: "I thought the ad about _____ was" where the blank was filled with the brand name of the product featured in the ad.

SCALE NAME: Involvement in the Purchase Decision

SCALE DESCRIPTION:

Three, nine-point items are used to measure a consumer's level of concern about the consequences of the choice being made in a particular purchase decision. The scale was called PDI (product-decision involvement) by Mittal (1989) and Kim and Morris (2009).

SCALE ORIGIN:

The scale used by Kim and Morris (2007) is based on a scale developed by Mittal (1989). The one by Mittal (1989) had four items; Kim (2007) adapted three of those items to produce his scale.

RELIABILITY:

The scale had an alpha of .803 (Kim and Morris 2007; Kim 2009).

VALIDITY:

The scale's validity was not directly addressed by Kim and Morris (2007). However, to the extent it was successfully used as a manipulation check, that provides a modicum of evidence in support of a claim of concurrent validity.

REFERENCES:

Kim, Jooyoung (2009), personal correspondence.

Kim, Jooyoung and Jon D. Morris (2007), "The Power of Affective Response and Cognitive Structure in Product-Trial Attitude Formation," *Journal of Advertising*, 36 (1), 95-106.

Mittal, Banwari (1989), "Measuring Purchase-Decision Involvement," *Psychology & Marketing*, 6 (Summer), 147–162.

SCALE ITEMS:

1. In selecting this product from many other choices available in the market, would you say _____[1]
2. How important would it be for you to make a right choice for this product?[2]
3. How concerned would you be about the outcome of your choice in making your selection of this product?[3]

---

1. The verbal anchors for this item were *I would not care at all* and *I would care a great deal*.
2. The verbal anchors for this item were *Not at all important* and *Extremely important*.
3. The verbal anchors for this item were *Not at all concerned* and *Very much concerned.*

SCALE NAME: Involvement in the Task (Processing Effort)

SCALE DESCRIPTION:

The scale is composed of phrases that measure the cognitive effort a person believes was expended in processing a message or a decision.

SCALE ORIGIN:

Shiv, Britton, and Payne (2004) did not identify the source of the scale. The key phrases have been used in previous measures of involvement but it does not appear that this set of items has been used previously. Actually, two slightly different versions of the scale were used in their first and second experiments. The first one was called "processing opportunity" (p. 203) and the second one was referred to as "cognitive elaboration" (p. 205). Ferraro, Shiv, and Bettman (2005) used a three item version of the scale and merely described it as the extent to which participants deliberated on a choice. Chow and Luk (2006) used a three item version and called it "cognitive elaboration."

RELIABILITY:

Alphas of .91 (Experiment 1) and .87 (Experiment 2) were reported for the scale by Shiv, Britton, and Payne (2004). Ferraro, Shiv, and Bettman (2005) reported an alpha of .79 for the version of the scale they used. An alpha of .90 was reported for the version used by Chow and Luk (2006).

VALIDITY:

Neither Shiv, Britton, and Payne (2004) nor Ferraro, Shiv and Bettman (2005) reported any examination of the scale's validity. The scale was used as a manipulation check in the study by Chow and Luk (2006). To the extent that the check was successful, it provides some limited evidence of the scale's convergent validity.

REFERENCES:

Chow, Cheris W.C. and Chung-Leung Luk (2006), "Effects of Comparative Advertising in High- and Low-Cognitive Elaboration Conditions," *Journal of Advertising*, 35 (Summer), 55-67.

Ferraro, Rosellina, Baba Shiv and James R. Bettman (2005), "Let Us Eat and Drink, for Tomorrow We Shall Die: Effects of Morality Salience and Self-Esteem on Self-Regulation in Consumer Choice," *Journal of Consumer Research*, 32 (June), 65-75.

Shiv, Baba, Julie A. Edell Britton and John W. Payne (2004), "Does Elaboration Increase or Decrease the Effectiveness of Negatively versus Positively Framed Messages?" *Journal of Consumer Research*, 31 (June), 199-208.

SCALE ITEMS:[1]

1. the extent to which you deliberated
2. the time you spent thinking
3. the amount of attention you paid
4. the extent to which you thought about

---

1. These were the items as described in the article by Shiv, Britton, and Payne (2004). The first three items composed the scale in Experiment 1 while the last three were used in Experiment 2. Ferraro, Shiv and Bettman (2005) appear to have used items #1-#3. The authors of both of those studies said the extreme verbal anchors of the response scale were *very low* (1) and *very high* (7). Chow and Luk (2006) used items similar to #2-#4 and an 11-point response scale. Their anchors were *very little / very much* for #2, *extremely inattentive / extremely attentive* for #3, and *extremely little / extremely intensive* for #4.

SCALE NAME: Involvement of Group in Conversation

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a person believes that a group of people who have been part of a conversation appeared to be engaged and interested. As used by Van Dolen, Dabholkar, and Ruyter (2007), respondents were evaluating a chat-based service they had experienced that was for gathering information about investment funds from other customers and a financial advisor.

SCALE ORIGIN:

The items used by Van Dolen, Dabholkar, and Ruyter (2007) were adapted from some created by Burgoon and Hale (1987, p. 33).

RELIABILITY:

An alpha of .85 was reported for the scale by Van Dolen, Dabholkar, and Ruyter (2007).

VALIDITY:

Although the particular details regarding this scale were not provided by Van Dolen, Dabholkar, and Ruyter (2007), the authors stated in general terms that use of CFA provided evidence of convergent and discriminant validity for all of their scales.

REFERENCES:

Burgoon, Judee K. and Jerold L. Hale (1987), "Validation and Measurement of the Fundamental Themes of Relational Communication," *Communication Monographs*, 54 (March), 19-41.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:

1. The group was intensively involved in our conservation.
2. The group was interested in talking.
3. The group showed enthusiasm while talking.
4. The group seemed to find the conversation stimulating.

SCALE NAME: Involvement with Store's Products

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure a person's interest in and concern about the products carried by a certain store.

SCALE ORIGIN:

Jones and Reynolds (2006) received inspiration from the scales developed by Laurent and Kapferer (1985) but this scale appears to be original to them (Jones and Reynolds 2006).

RELIABILITY:

The construct reliability was reported to be .86 (Jones and Reynolds (2006).

VALIDITY:

A variety of typical steps were taken by Jones and Reynolds (2006) to provide support for their scales' unidimensionalities as well as their convergent and discriminant validities using exploratory and confirmatory techniques. The scale's AVE was .61.

REFERENCES:

Jones, Michael A. and Kristy E. Reynolds (2006), "The Role of Retailer Interest on Shopping Behavior," *Journal of Retailing*, 82 (2), 115-126.

Laurent, Gilles and Jean-Noel Kapferer (1985), "Measuring Consumer Involvement Profiles," *Journal of Marketing Research*, 22 (February), 41–53.

SCALE ITEMS:

1. The products that this store carries are very important to me.
2. For me, the products that this store carries do not matter much to me. (r)
3. The products that this store carries are relevant to me.
4. I care a lot about the products that this store carries.

SCALE NAME: Involvement with Technology

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a person expresses interest in technology and desire to have new tech products before others.

SCALE ORIGIN:

The scale was developed by Kim, Haley, and Koo (2009). Along with the other scales used in the main study, this scale was tested in a pretest and revised.

RELIABILITY:

Kim, Haley, and Koo (2009) reported the scale to have an alpha of .77 (n = 400 college students).

VALIDITY:

A variety of evidence was provided by Kim, Haley, and Koo (2009) in support of the scale's unidimensionality and validity (convergent and discriminant). Its AVE was .58 and .50 for product and corporate ads, respectively.

REFERENCES:

Kim, Sora, Eric Haley, and Gi-Yong Koo (2009), "Comparison of the Paths From Consumer Involvement Types To Ad Responses Between Corporate Advertising And Product Advertising," *Journal of Advertising*, 38 (3), 67-80.

SCALE ITEMS:

1. Technology appeals to me.
2. I am very savvy in computer technology.
3. When a new technology product comes out, I tend to buy it and try it earlier than others.

SCALE NAME: Involvement with Television Character

SCALE DESCRIPTION:

Nine, five-point statements are used to measure the degree to which a person is interested in, cares about, and sympathizes with a character on a television program. Russell and Stern (2006) referred to the scale as parasocial attachment.

SCALE ORIGIN:

The scale was developed by Rubin, Perse, and Powell (1985).

RELIABILITY:

An alpha of .89 was reported for the scale by Russell and Stern (2006).

VALIDITY:

No information regarding the scale's validity was provided by Russell and Stern (2006).

REFERENCES:

Rubin, Alan M., Elizabeth M. Perse, and Robert Powell (1985), "Loneliness, Parasocial Interaction, and Local Television News Viewing," *Human Communication Research*, 12 (2), 155-180.

Russell, Cristol Antonia and Barbara B. Stern (2006), "Consumers, Characters, and Products: A Balance Model of Sitcom Product Placement Effects," *Journal of Advertising*, 35 (Spring), 7-21.

SCALE ITEMS:[1]

1. I think _____ is like an old friend.
2. _____ makes me feel comfortable, as if I am with friends.
3. _____ seems to understand the things I want to know.
4. I find _____ to be attractive.
5. I would like to meet _____ in person.
6. I feel sorry when _____ makes a mistake.
7. I like to compare my ideas with what _____ says.
8. When I'm watching the program and _____ is on, I feel as if I am part of the group.
9. I miss seeing _____ when his or her program is not on.

---

1. The name of the focal TV character should be placed in each blank. Although the anchors for the response scale were not described by the authors, they would appear to be of the Likert-type.

SCALE NAME: Involvement with the Product Category

SCALE DESCRIPTION:

The scale is composed of Likert-type statements that attempt to measure a consumer's interest in a product category. It also seems to measure a facet of self-concept in that the consumer believes decisions regarding the product category express something about one's self and others.

SCALE ORIGIN:

The terms in this scale used by Coulter, Price, and Feick (2003) are similar to those in many other involvement scales but ultimately it appears to be an amalgam of items from Zaichkowsky (1994) as well as Higie and Feick (1989) set in a Likert-type format. Although the sample was 340 Hungarian women, their English was considered good enough that the survey was in English and was not translated. Micu, Coulter, and Price (2009) used a subset of the items used by Coulter, Price, and Feick (2003). Their sample was approximately 194 Romanian women between the ages of 18 and 24. The scale was translated into Romanian as was the rest of questionnaire.

RELIABILITY:

Alphas of .92 and .94 were reported for the scale by Coulter, Price, and Feick (2003) and Micu, Coulter, and Price (2009), respectively.

VALIDITY:

No information of the scale's validity was reported by Coulter, Price, and Feick (2003) or Micu, Coulter, and Price (2009).

REFERENCES:

Coulter, Robin A., Linda L. Price and Lawrence Feick (2003), "Rethinking the Origins of Involvement and Brand Commitment: Insights from Post-Socialist Central Europe," *Journal of Consumer Research*, 30 (September), 151-169.

Higie, Robin A. and Lawrence F. Feick (1989), "Enduring Involvement: Conceptual and Measurement Issues," in *Advances in Consumer Research*, V. 16, Thomas K. Srull, ed., Provo, Utah: Association for Consumer Research, 690-696.

Micu, Camelia C., Robin A. Coulter, and Linda L. Price (2009), "How Product Trial Alters the Effects of Model Attractiveness," *Journal of Advertising*, 38 (2), 69-81.

Zaichkowsky, Judith L. (1994), "The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising," *Journal of Advertising*, 23 (December), 59-70.

SCALE ITEMS:[1]

1. are part of my self-image
2. are boring to me
3. portray an image of me to others
4. are fun to me
5. are fascinating to me
6. are important to me
7. are exciting to me
8. tell others about me
9. tell me about other people

---

1. Although not described by Coulter, Price, and Feick (2003), some sort of instructions would need to be provided to respondents before these items are presented so as to focus their attention on some object, such as a product category. The class of products examined by Coulter, Price, and Feick (2003) as well as Micu, Coulter, and Price (2009) was cosmetics. Coulter, Price, and Feick (2003) used all of these items with a five-point response scale while Micu, Coulter, and Price (2009) used items #1, #3, #5-#8 with a seven-point scale.

SCALE NAME: Involvement with the Reading Task

SCALE DESCRIPTION:

The scale is composed of seven-point semantic differentials that are used to measure the degree to which a person was cognitively engaged in a task. As currently stated, the items are most appropriate for use when study participants are expected to carefully read some information about a product.

SCALE ORIGIN:

Wang and Lee (2006) did not state the source of the scale and it appears to be original to them. However, the scale has some strong similarities to scales used by both Johar (1995) and Chakravarti and Janiszewski (2003).

White and Peloza (2009) implied that Lee and Aaker (2004) was the source of their version of the scale.

RELIABILITY:

The scale was used in two studies described by Wang and Lee (2006) and the alphas in both cases were .95. The alpha for the version of the scale used by White and Peloza (2009) was .85.

VALIDITY:

Neither Wang and Lee (2006) nor White and Peloza (2009) provided any evidence in support the scale's validity.

REFERENCES:

Chakravarti, Amitav and Chris Janiszewski (2003), "The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations," *Journal of Consumer Research*, 30 (September), 244-258.

Johar, Gita Venkataramani (1995), "Consumer Involvement and Deception from Implied Advertising Claims," *Journal of Marketing Research*, 32 (August), 267–79.

Lee, Angela Y. and Jennifer L. Aaker (2004), "Bringing the Frame Into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion," *Journal of Personality and Social Psychology*, 86 (2), 205–218.

Wang, Jing and Angela Y. Lee (2006), "The Role of Regulatory Focus in Preference Construction," *Journal of Marketing Research*, 43 (1), 28-38.

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-24.

SCALE ITEMS:[1]

1. not at all involved / very involved
2. not at all interested / very interested
3. skimmed it quickly / read it carefully
4. paid little attention / paid a lot of attention

---

1. Wang and Lee (2006) used all four items while White and Peloza (2009) used #1, #3, and #4.

SCALE NAME: Irritation

SCALE DESCRIPTION:

Seven unipolar items with a seven-point response format are used in this scale to measure the level of annoyance and aggravation a person reports with respect to some specified object (e.g., person, ad).

SCALE ORIGIN:

The scale appears to be original to Thota and Biswas (2009) though they drew heavily on key words in a scale used by Fennis and Bakker (2001).

RELIABILITY:

Thota and Biswas (2009) reported the scale's alpha to be .91.

VALIDITY:

Information regarding the scale's validity was not provided by Thota and Biswas (2009). However, they did indicate that a confirmatory factor analysis of the items in this scale and several others had loadings "of at least .60 on their respective constructs" (p. 128).

REFERENCES:

Fennis, Bob M. and Arnold B. Bakker (2001), "Stay Tuned-We Will Be Back Right After These Messages: Need to Evaluate Moderates the Transfer of Irritation in Advertising," *Journal of Advertising*, 30 (3), 15-25.

Thota, Sweta Chaturvedi and Abhijit Biswas (2009), "I Want to Buy the Advertised Product Only! An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross-Promotion Context," *Journal of Advertising*, 38 (1), 123–136.

SCALE ITEMS:[1]

1. annoying
2. irritating
3. ridiculous
4. stupid
5. gets on my nerves
6. silly
7. pushy

---

1. The scale stem used with these items by Thota and Biswas (2009) asked respondents to assess the descriptions of the products made by a salesperson. The verbal anchors for the response scale were not described except to say they were of the Likert-type. This means they were something like agree/disagree.

SCALE NAME: Job Application Likelihood

SCALE DESCRIPTION:

The scale uses five, five-point statements to measure the perceived probability that a person will advance through the stages of a job application process from contacting the company to accepting the position if it is offered.

SCALE ORIGIN:

The source of the scale was not stated by Feldman, Bearden, and Hardesty (2006) but was probably developed by them.

RELIABILITY:

An alpha of .89 was reported for the scale by Feldman, Bearden, and Hardesty (2006).

VALIDITY:

Feldman, Bearden, and Hardesty (2006) conducted a series of confirmatory factor analyses that provided evidence of both discriminant and convergent validity for the scale.

REFERENCES:

Feldman, Daniel C., William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (Spring), 123-141.

SCALE ITEMS:[1]

1. How likely would you be to contact the company for more information about the job being offered?
2. How likely would you be to ask for a job application?
3. How likely would you be to complete the job application process?
4. How likely is it that you will actually receive a job offer from this company?
5. How likely would you be to accept the job if it were offered to you?

---

1. The anchors for the response scale used by Feldman, Bearden, and Hardesty (2006) were *Very Likely, Somewhat Likely, Neither Likely nor Unlikely, Somewhat Unlikely,* and *Very Unlikely*.

SCALE NAME: Justice (Interactional)

SCALE DESCRIPTION:

The scale is composed of seven-point Likert-type items intended to measure the extent to which a customer who has interacted with a company's employees believes that they treated him/her well. The scale was made to be used in a situation where a customer has complained to a company about a problem.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed this scale by drawing ideas from measures of this construct by Tax, Brown, and Chandrashekaran (1998) and Smith, Bolton, and Wagner (1999). Grégoire, Tripp, and Legoux (2009) used the same scale except it had one more item.

RELIABILITY:

Alphas of .84 and .89 were reported for the versions of the scale used by Grégoire and Fisher (2008) and Grégoire, Tripp, and Legoux (2009), respectively.

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .65. Although the details were not provided with regard to this scale in particular, it is clear that Grégoire, Tripp, and Legoux (2009) used CFA with this scale and several others and concluded the model had a satisfactory fit. The AVE for the interactional justice scale was .68.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," *Journal of Marketing Research*, 36 (August), 356-372.

Tax, Stephen S., Stephen W. Brown, and Murali Chandrashekaran (1998), "Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing," *Journal of Marketing*, 62 (April), 60-76.

SCALE ITEMS:[1]

The employee(s) who interacted with me . . .

1. gave me detailed explanations and relevant advice.
2. treated me with respect.
3. treated me with empathy.
4. treated me in a polite manner.

---

1. Grégoire and Fisher (2008) used the first three items while Grégoire, Tripp, and Legoux (2009) used all four.

SCALE NAME: Knowledge of the Product Class

SCALE DESCRIPTION:

Likert-type statements are used to measure the degree to which a consumer expresses having knowledge about a product category compared to his/her friends.

SCALE ORIGIN:

The scale used by Coulter et al. (2005) is a modification of one developed by Park, Mothersbaugh, and Feick (1994). Coulter et al. (2005) adapted the items for use in surveys administered to Hungarian women regarding cosmetics knowledge. The scale items were translated from English into Hungarian, back-translated, and then pretested with Hungarian women before use in the main studies. Micu, Coulter, and Price (2009) used a similar set of the items. Their sample was approximately 194 Romanian women between the ages of 18 and 24. The scale was translated into Romanian as was the rest of questionnaire.

RELIABILITY:

Coulter et al. (2005) used the scale at least two different times, in a 1992 survey and then in a 1998 survey, with the alphas for the scale being .86 and .88, respectively. The alpha reported by Micu, Coulter, and Price (2009) for their version of the scale was .84.

VALIDITY:

Confirmatory factor analysis was employed by Coulter et al. (2005) to assess the configural invariance of the scale. Their conclusion was that the measure was equivalent between the two time periods. No information was provided by Micu, Coulter, and Price (2009) regarding the validity of their version of the scale.

REFERENCES:

Coulter, Robin A., Linda L. Price, Lawrence Feick, and Camelia Micu (2005), "The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition," *Journal of the Academy of Marketing Science*, 33 (4), 604-619.

Micu, Camelia C., Robin A. Coulter, and Linda L. Price (2009), "How Product Trial Alters the Effects of Model Attractiveness," *Journal of Advertising*, 38 (2), 69-81.

Park, C. Whan, David L. Mothersbaugh, and Lawrence Feick (1994), "Consumer Knowledge Assessment," *Journal of Consumer Research*, 21 (June), 71-82.

SCALE ITEMS:[1]

1.   How much do you know about _____.[2]
2.   How much do you know compared to your friends?
3.   How much do you know about the important things to consider when buying these products?
4.   How much do you know about these products compared to your friends?

---

1. Coulter et al. (2005) stated that the verbal anchors for the response scale were *strongly disagree/strongly agree*. However, that type of response format would not make sense, at least not in English. Instead, anchors such as *not very much / a great deal*, such as used by Micu, Coulter, and Price (2009) would be more appropriate. Coulter et al. (2005) used the first three items with a five-point response scale while Micu, Coulter, and Price (2009) used all four items with a seven-point scale.
2. The name of the product category being examined should be placed in the blank, e.g., cosmetics.

SCALE NAME: Language Proficiency

SCALE DESCRIPTION:

Three, seven-point items are used in the scale to measure a person's proficiency with the use of a language, most likely a language other than the one the person is most familiar with.

SCALE ORIGIN:

The source of the scale used by Ahn and La Ferle (2008) was not stated. It seems likely that it was developed by them for their study.

RELIABILITY:

The alpha for the scale was .82 (Ahn and La Ferle 2008).

VALIDITY:

No information regarding the scale's validity was provided by Ahn and La Ferle (2008).

REFERENCES:

Ahn, Jungsun and Carrie La Ferle (2008), "Enhancing Recall and Recognition for Brand Names and Body Copy: A Mixed-Language Approach," *Journal of Advertising*, 37 (3), 107-117.

SCALE ITEMS:[1]

How comfortable are you with:

1.   reading _____?
2.   writing in _____?
3.   speaking _____?

---

1. The exact structure and phrasing of the scale was not provided by Ahn and La Ferle (2008). Further, in their study the items were phrased in Korean. The name of the language of interest should be placed in the blanks.

SCALE NAME: Lead User (Child)

SCALE DESCRIPTION:

Using six, five-point items, this scale measures the degree to which a child is involved with a product category such that he/she imagines and creates new "products" as well as adopting commercially produced versions well before other children when they become available.

SCALE ORIGIN:

The scale was developed for use with children by Kratzer and Lettl (2009). It is based upon previous measures of the construct as used with adults (e.g., Franke et al. 2006).

RELIABILITY:

Kratzer and Lettl (2009) reported the alpha for the scale to be .82.

VALIDITY:

Confirmatory factor analysis indicated a good fit of the items. Given this and that the items loaded positively and significantly on the same factor, Kratzer and Lettl (2009) believed this provided some evidence of the scale's convergent validity. Since this construct is strongly related to more established constructs such as product innovativeness and gadget loving, establishing this scale's discriminant validity is strongly urged before it is used further to test theory.

REFERENCES:

Franke, Nikolaus, Eric von Hippel, and Martin Schreier (2006), "Finding Commercially Attractive User Innovation: A Test of Lead-User Theory," *Journal of Product Innovation Management*, 23 (4), 301–15.

Kratzer, Jan and Christopher Lettl (2009), "Distinctive Roles of Lead Users and Opinion Leaders in the Social Networks of Schoolchildren," *Journal of Consumer Research*, 36 (4), 646-659.

SCALE ITEMS:[1]

1. I think that _____ should be nicer and more advanced.
2. I invent _____ myself.
3. I think I can invent and improve _____ better than adults.
4. I invent new _____ thinking that I will somehow be rewarded for it.
5. I am normally the first to adopt new _____.
6. I would prefer to be the only one to have a new _____.

---

1. The extreme verbal anchors used with these items by Kratzer and Lettl (2009) were *always* (1) and *never* (5). The blanks should be filled with the name of the focal product category, e.g., toys.

SCALE NAME: Local Self-Identity

SCALE DESCRIPTION:

Ten, seven-point items are used to measure the extent to which a person identifies with people in his/her local community.

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) was first reported by the authors in 2008. It is one part of their Local-Global Identity instrument. (The other part is the Global Self-Identity scale.)

RELIABILITY:

An alpha of .63 was reported for the scale by Zhang and Khare (2009). This is so low as to raise doubts about the scale's reliability.

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

COMMENTS:

The scale's length and low reliability make it unsuitable for use in its current form. Further developmental work is called for.

REFERENCES:

Zhang, Yinlong and Adwait Khare (2008), "Consumers' Local-Global Identity: Measurement," in *Advances in Consumer Research*, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:[1]

1. I am well aware of local events.
2. I believe I mostly belong to my local community.
3. I like to know about people in my local community.
4. I believe local communities are different from each other.
5. I believe that the local way of life is harmed by globalization.
6. I respect my local traditions.
7. I believe parents should pass on local customs to their children.
8. I like to know local news more than world news.
9. I believe that the local consequences of our actions are more important than the global consequences.
10. I can more easily find like-minded people within my community than outside..

---

1. The extreme verbal anchors Zhang and Khare (2009) used with these items were *not at all true of me* (1) and *very true of me* (7).

SCALE NAME: Locus of Control (Customer/Company)

SCALE DESCRIPTION:

Using three, seven-point bi-polar phrases, the scale measures whether a person believes something that occurred was under his/her control or, instead, was caused by the company providing the service.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) developed the scale, citing Oliver (1997) as their primary source of inspiration.

RELIABILITY:

The construct reliability for the scale was .93 (Wagner, Hennig-Thurau, and Rudolph 2009).

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. The AVE for locus of control was .81.

REFERENCES:

Oliver, Richard L. (1997), Satisfaction: A Behavioral Perspective on the Consumer. Boston: Richard D. Irwin/McGraw-Hill.

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:[1]

1. Occurred because of something I did / occurred because of something the _____ did.
2. Was caused by me / was caused by the _____ .
3. Is due to my behavior / is due to the _____'s behavior.

---

1. A scale stem is probably needed so that participants have the proper frame of reference for responding to the items. For example, Wagner, Hennig-Thurau, and Rudolph (2009) were studying the role of customer demotion and used this phrase: "The status reduction . . . ." The blanks are to be filled with a generic name for the service provider, e.g., airline.

SCALE NAME: Long-Term Orientation (Planning)

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a person has a holistic view of time rather than focusing on the present, with an emphasis on working towards a better future.

SCALE ORIGIN:

The scale was development in an admirable multi-study process by Bearden, Money, and Nevins (2006). Data were gathered in Study 1 from four countries (Argentina, Austria, Japan, and the United States). Study 2 collected data from Japan and the United States. These first two studies had several hundred respondents per country. The subsequent studies (3-6), had much smaller samples (< 73 respondents) from just one country (unspecified).

RELIABILITY:

In Study 1, the average alphas across the four countries was .60 (Bearden, Money, and Nevins 2006). In Study 2, the alphas were .71 and .62 for the U.S. and Japan, respectively. Over all of the studies, the average alpha for the scale was .76. The three-week stability of the scale was examined in Study 3 and estimated to be .69.

VALIDITY:

In a variety of tests, evidence was provided for the convergent, discriminant, known-group, and nomological validities of the scale (Bearden, Money, and Nevins 2006). Additionally, using data from Studies 1 and 2, evidence was provided in support of the scale's construct and metric equivalence across the included countries. Having said that, the evidence shown in Table 1 of the article indicates that one item in particular may be lowering the scale's psychometric quality (#4, below) and is a candidate for rephrasing, replacement, or removal.

REFERENCES:

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), "A Measure of Long-Term Orientation: Development and Validation," *Journal of the Academy of Marketing Science*, 34 (3), 456-467.

SCALE ITEMS:

1. I plan for the long term.
2. I work hard for success in the future.
3. I don't mind giving up today's fun for success in the future.
4. Persistence is important to me.

SCALE NAME: Long-Term Orientation (Tradition)

SCALE DESCRIPTION:

The scale uses four statements with a seven-point Likert-type response format to measure the degree to which a person has a holistic view of time rather than focusing on the present, with an emphasis on the importance of tradition.

SCALE ORIGIN:

The scale was development in an admirable multi-study process by Bearden, Money, and Nevins (2006). Data were gathered in Study 1 from four countries (Argentina, Austria, Japan, and the United States). Study 2 collected data from Japan and the United States. These first two studies had several hundred respondents per country. The subsequent studies (3-6), had much smaller samples (< 73 respondents) from just one country (unspecified).

RELIABILITY:

In Study 1, the average alphas across the four countries was .77 (Bearden, Money, and Nevins 2006). In Study 2, the alphas were .83 and .78 for the U.S. and Japan, respectively. Overall of the studies, the average alpha for the scale was .85. The three-week stability of the scale was examined in Study 3 and estimated to be .78.

VALIDITY:

In a variety of tests, evidence was provided for the convergent, discriminant, known-group, and nomological validities of the scale (Bearden, Money, and Nevins 2006). Additionally, using data from Studies 1 and 2, evidence was provided in support of the scale's construct and metric equivalence across the included countries.

REFERENCES:

Bearden, William O., R. Bruce Money, and Jennifer L. Nevins (2006), "A Measure of Long-Term Orientation: Development and Validation," *Journal of the Academy of Marketing Science*, 34 (3), 456-467.

SCALE ITEMS:

1. Respect for tradition is important to me.
2. Family heritage is important to me.
3. I value a strong link to my past.
4. Traditional values are important to me.

SCALE NAME: Low Price Guarantee Focus (Information)

SCALE DESCRIPTION:

This four item, seven-point Likert-type scale is intended to measure what a customer focuses on after a store pays him/her a refund as part of its low price guarantee (LPG). Specifically, the scale measures the degree to which a customer focuses on the "information" function of a LPG, such that the LPG is a signal to consumers about the location of a retailer's price point among those in the market.

SCALE ORIGIN:

Dutta, Biswas, and Grewal (2007) did not identify the source of the scale. It appears to have been developed by them for this study.

RELIABILITY:

The scale was reported by Dutta, Biswas, and Grewal (2007) to have an alpha of .95.

VALIDITY:

No information regarding the scale's validity was reported by Dutta, Biswas, and Grewal (2007). However, they did factor analyze the items in this scale with those intended for another scale having to do the protection LPG focus. The sets of items were described as loading on the expected dimensions.

REFERENCES:

Dutta, Sujay, Abhijit Biswas, and Dhruv Grewal (2007), "Low Price Signal Default: An Empirical Investigation of its Consequences," *Journal of the Academy of Marketing Science*, 35 (1), 76-88.

SCALE ITEMS:

1. I felt hurt that even though the retailer paid the refund; the fact remains that the price charged by the retailer was not the lowest in the market after all.
2. I felt as though my trust in the retailer was violated the moment I found a lower price in the market, regardless of whether the retailer gave me a refund or not.
3. Refund or no refund, the retailer should not have given a Low Price Guarantee if it were not absolutely confident of charging the lowest market price.
4. So far as I am concerned, the Low Price Guarantee was violated by the very fact that a lower price in the market existed, regardless of whether the retailer compensated me with a refund afterward.

SCALE NAME: Low Price Guarantee Focus (Protection)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure what a customer focuses on after a store pays him/her a refund as part of its low price guarantee (LPG). Specifically, the scale measures the extent that a customer focuses on the part of the LPG that signals consumers that they will be monetarily compensated if a lower price is found for the same product.

SCALE ORIGIN:

Dutta, Biswas, and Grewal (2007) did not identify the source of the scale. It appears to have been developed by them for this study.

RELIABILITY:

The scale was reported by Dutta, Biswas, and Grewal (2007) to have an alpha of .85.

VALIDITY:

No information regarding the scale's validity was reported by Dutta, Biswas, and Grewal (2007). However, they did factor analyze the items in this scale with those intended for a scale having to do the information-related LPG focus. The sets of items were described as loading on the expected dimensions.

REFERENCES:

Dutta, Sujay, Abhijit Biswas, and Dhruv Grewal (2007), "Low Price Signal Default: An Empirical Investigation of its Consequences," *Journal of the Academy of Marketing Science*, 35 (1), 76-88.

SCALE ITEMS:

1. I felt that by paying the refund, the retailer fulfilled its promise of protecting my financial interest.
2. I felt like I should not hold anything against the retailer now that it has paid to me the promised refund.
3. The fact that I found a lower price at another store did not bother me. What was important to me was that _____ paid me the promised refund.[1]

---

1. The name of the retailer should be placed in the blank.

SCALE NAME: Loyalty (Altruistic)

SCALE DESCRIPTION:

The scale is composed of four, five-point Likert-type items that measure the degree to which a customer expresses a willingness to "help" a service provider, particularly by patronizing it him-/herself and encouraging others to do the same.

SCALE ORIGIN:

The inspiration for the scale used by Jones, Taylor, and Bansal (2008) came from measures by Pierce (1975) as well as Price, Feick, and Guskey (1995).

RELIABILITY:

The alpha for the scale used by Jones, Taylor, and Bansal (2008; Jones 2010) was .83.

VALIDITY:

Jones, Taylor, and Bansal (2008) conducted a variety of tests using data from the main study that provided evidence of this scale's unidimensionality as well as its convergent and discriminant validities.

REFERENCES:

Jones, Tim (2010), personal correspondence.

Jones, Tim, Shirley F. Taylor, and Harvir S. Bansal (2008), "Commitment to a Friend, a Service Provider, or a Service Company—Are They Distinctions Worth Making?" *Journal of the Academy of Marketing Science*, 36 (4), 473–487.

Pierce, R. A. (1975), "Measure of Values," in ETS Test Collection-Tests in Microfiche #07684. Princeton, New Jersey: ETS.

Price, Linda L., Lawrence F. Feick, and Audrey Guskey (1995), "Everyday Market Helping Behavior," *Journal of Public Policy and Marketing*, 14 (2), 255-67.

SCALE ITEMS:[1]

1.   I like to help other customers with their experience at _____.
2.   I am likely to do whatever I can to help _____ do better.
3.   I purchase from _____ because I like to give _____ my business.
4.   I will go out of my way to assist this service provider.

---

1. These items were supplied by Jones (2010). The name of the business should be placed in the blanks.

SCALE NAME: Loyalty (Willingness to Pay More)

SCALE DESCRIPTION:

Four, five-point Likert-type items are used to measure the likelihood that a customer will pay more to continue receiving service from a particular provider.

SCALE ORIGIN:

The inspiration for the scale used by Jones, Taylor, and Bansal (2008) came from a two-item measure by Zeithaml, Berry, and Parasuraman (1996). While they measure the same construct, they are distinct scales.

RELIABILITY:

The alpha for the scale used by Jones, Taylor, and Bansal (2008; Jones 2010) was .85.

VALIDITY:

Jones, Taylor, and Bansal (2008) conducted a variety of tests using data from the main study that provided evidence of this scale's unidimensionality as well as its convergent and discriminant validities.

REFERENCES:

Jones, Tim (2010), personal correspondence.

Jones, Tim, Shirley F. Taylor, and Harvir S. Bansal (2008), "Commitment to a Friend, a Service Provider, or a Service Company—Are They Distinctions Worth Making?" *Journal of the Academy of Marketing Science*, 36 (4), 473–487.

Zeithaml, Valerie A., Leonard L. Berry, and A. Parasuraman (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60 (April), 31-46.

SCALE ITEMS: [1]

1. I am likely to pay a little bit more for using _____.
2. Price is not an important factor in my decision to remain with _____.
3. If _____ were to raise the price by 10%, I would likely remain.
4. I am willing to pay more for _____'s services.

---

1. These items were supplied by Jones (2010). The name of the business should be placed in the blanks.

SCALE NAME: Loyalty Proneness (Brand)

SCALE DESCRIPTION:

The scale is composed of three, five-point Likert-type statements and attempts to assess the degree to which a consumer expresses having favorite brands in many product categories and the tendency to focus on those brands when shopping. This is in contrast to being brand loyal in one product category or having little loyalty at all.

SCALE ORIGIN:

The source of the scale was not identified by Ailawadi, Neslin, and Gedenk (2001). Although the scale items bear some conceptual similarity to those developed for use in other brand loyalty and loyalty proneness scales, it is probably safest to describe this scale as being original to the work of Ailawadi, Neslin, and Gedenk (2001). For her measure of the construct, Völckner (2008) used two items from Ailawadi, Neslin, and Gedenk (2001)'s scale and added a third of unknown origin.

RELIABILITY:

A composite reliability of .865 was reported for the scale by Ailawadi, Neslin, and Gedenk (2001). An alpha of .914 and a construct reliability of .764 were reported for the scale by Völckner (2008).

VALIDITY:

The items in this scale along with those belonging to 14 other scales were included in a confirmatory factor analysis. The fit of the measurement model was acceptable and general evidence was cited in support of the scale's discriminant validity. Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Ailawadi, Kusum L., Scott A. Neslin, and Karen Gedenk (2001), "Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotions," *Journal of Marketing*, 65 (1), 71-89.

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:[1]

1.   I prefer one brand of most products I buy.
2.   I am willing to make an effort to search for my favorite brand.
3.   Usually, I care a lot about which particular brand I buy.
4.   I am willing to pay a bit more for my favorite brand.

---

1. Ailawadi, Neslin, and Gedenk (2001) used the first three items while Völckner (2008) used the first two and #4.

SCALE NAME: Loyalty Proneness (Store)

SCALE DESCRIPTION:

Three Likert-type statements with a seven-point response format are used to assess a consumer's expressed desire to be a regular customer of a retailer within a certain product category. This is in contrast to being a regular customer simply out of routine.

SCALE ORIGIN:

The source of the scale was not explicitly described by De Wulf, Odekerken-Schröder, and Iacobucci (2001) but it would appear to be original to their studies. The items seem to be among those that were developed using the back-translation method for versions in American English and Dutch and then pretested in the U.S., Netherlands, and Belgium (Flemish-speaking area).

RELIABILITY:

Composite reliabilities were calculated for two types of stores for each of three countries by De Wulf, Odekerken-Schröder, and (Iacobucci 2001). The reliabilities for food stores were .87, .88, and .87 for the U.S., Netherlands, and Belgium, respectively (Odekerken-Schröder 2004). For apparel stores, the reliabilities were .89, .89, and .85 for the U.S., Netherlands, and Belgium, respectively. Cho (2006) reported a composite reliability of .93 and .94 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Although De Wulf, Odekerken-Schröder, and Iacobucci (2001) provided a lot of information about most of the measures they used, evidence of this scale's validity was not specifically given. Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

De Wulf, Kristof, Gaby Odekerken-Schröder, and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (October), 33-50.

Odekerken-Schröder, Gaby (2004), personal correspondence.

SCALE ITEMS:[1]

1. Generally, I am someone who likes to be a regular customer of a _____.
2. Generally, I am someone who wants to be a steady customer of the same _____.
3. Generally, I am someone who is willing to "go the extra mile" to buy at the same _____.

---

1. An appropriate descriptor of the business entity should be placed in the blanks. De Wulf, Odekerken-Schröder, and Iacobucci (2001) used the terms "apparel store" and "supermarket."

SCALE NAME: Loyalty to Employee

SCALE DESCRIPTION:

This three item, five-point Likert-type scale is intended to measure the degree to which a customer of a business expresses commitment to a particular employee and willingness to follow him/her if move to another employer. The scale was called *staff loyalty intentions* by Yim, Tse, and Chan (2008). The construct could also be considered commitment to a relationship.

SCALE ORIGIN:

The scale was developed by Yim, Tse, and Chan (2008). They drew inspiration from two scales by Chaudhuri and Holbrook (2001), one measuring the attitudinal component of loyalty and the other measuring the behavioral component.

RELIABILITY:

Yim, Tse, and Chan (2008) reported composite reliabilities of .77 (fast-food restaurant) and .87 (hair salon).

VALIDITY:

Yim, Tse, and Chan (2008) provided support for the unidimensionality as well as the convergent and discriminant validity of the scale. The scale's AVEs were .54 (fast-food restaurant) and .70 (hair salon).

REFERENCES:

Chaudhuri, Arjun and Morris B. Holbrook (2001), "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty," *Journal of Marketing*, 65 (April), 81-93.

Yim, Chi Kin (Bennett), David K. Tse, and Kimmy Wa Chan (2008), "Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services," *Journal of Marketing Research*, 45 (6), 741–756.

SCALE ITEMS:[1]

1. You will choose to be served by this _____.
2. You'd like to have this _____ continue to work here.
3. You will consider following this _____ to switch to another _____.

---

1. An appropriate term for the type of employee should be placed in the blanks, e.g., staff member, waiter, physician. The second blank of #3 should have a generic name for the type of business the employee works in, e.g., restaurant, hair salon, clinic.

SCALE NAME: Loyalty to Employee vs. Company

SCALE DESCRIPTION:

Four, seven point statements are used to measure the extent to which a customer expresses more attitudinal and behavioral loyalty to the individual actually giving the service rather than the company/store the employee works for.

SCALE ORIGIN:

The scale was developed by Melnyk, van Osselaer, and Bijmolt (2009) based on a review of the literature. Each of the four items was intended to capture a different facet of loyalty: commitment, attachment, switching behavior, and word-of-mouth.

RELIABILITY:

The scale was used in Study 3 by Melnyk, van Osselaer, and Bijmolt (2009) and its alpha was .91.

VALIDITY:

Melnyk, van Osselaer, and Bijmolt (2009) did not discuss the scale's validity.

COMMENTS:

See also several variations on this scale created by Melnyk, van Osselaer, and Bijmolt (2009) and used in Studies 3, 4, and 5.

REFERENCES:

Melnyk, Valentyna, Stijn M.J. van Osselaer, and Tammo H.A. Bijmolt (2009), "Are Women More Loyal Customers Than Men? Gender Differences in Loyalty to Firms and Individual Service Providers," *Journal of Marketing*, 73 (4), 82-96.

SCALE ITEMS:[1]

1. Do you feel more attached to your favorite _____ or to the _____ s/he works at?[2]
2. Do you feel more committed to your favorite _____ or to the _____ s/he works at?[3]
3. If your favorite _____ would move to another _____, would you follow him/her to that other _____ or would you stay with your current _____?[4]
4. If a friend of yours seeks advice about a *service*, would you rather recommend him/her your specific _____ or your _____ in general?[5]

---

1. The scale was phrased with reference to hairdressers and salons but with some care in editing, the scale appears like it could be used with some other service providers. The short blank in the items should be replaced with the generic name for the individual service provider, e.g., hairdresser. The long blank should be filled with the generic name for the business, e.g., hairdressing salon.
2. The extreme verbal anchors used with item #1 were *definitely to the* _____ and *definitely to the* _____.
3. The extreme verbal anchors used with item #2 were *definitely to the* _____ and *definitely to the* _____.
4. The extreme verbal anchors used with item #3 were *definitely will follow the* _____ and *definitely will stay with the* _____.
5. The extreme verbal anchors used with item #4 were *definitely will recommend the* _____ and *definitely will recommend the* _____. Also, the word *service* should be replaced with a term appropriate for the focal service, e.g., haircut.

SCALE NAME: Loyalty to the Service Provider

SCALE DESCRIPTION:

The scale is composed of seven-point Likert-type statements that measure a customer's intentions to continue doing business with a particular service provider. The particular type of service provider examined by Bell, Seigyoung, and Smalley (2005) as well as Auh et al. (2007) in their main study was financial advisers. The latter also conducted a supplementary study that focused on the physician-patient relationship.

SCALE ORIGIN:

Although Bell, Seigyoung, and Smalley (2005) drew inspiration from some previous measures, this scale is original to them.

RELIABILITY:

Bell, Seigyoung, and Smalley (2005) reported an alpha of .88. In the studies by Auh et al. (2007), the scale had an alpha of .86 (financial adviser) and an inter-item correlation of .92 (physician). (Inter-item correlation was used because two of the original four scale items were deleted during scale purification.)

VALIDITY:

A series of exploratory and confirmatory analyses were conducted by Bell, Seigyoung, and Smalley (2005) that purified the scale and provided evidence of its unidimensionality as well as its convergent and discriminant validities. The scale was calculated to have an AVE of .71. Likewise, Auh et al. (2007) provided evidence in support of the scale's unidimensionality, convergent validity, and discriminant validity. The four item scale they used with financial advisers had an AVE of .65.

REFERENCES:

Auh, Seigyoung, Simon J. Bell, Colin S. McLeod, and Eric Shih (2007), "Co-production and Customer Loyalty in Financial Services," *Journal of Retailing*, 83 (3), 359-370.

Bell, Simon J., Seigyoung Auh, and Karen Smalley (2005), "Customer Relationship Dynamics: Service Quality and Customer Loyalty in the Context of Varying Levels of Customer Expertise and Switching Costs," *Journal of the Academy of Marketing Science*, 33 (2), 169-183.

SCALE ITEMS:[1]

1. I will invest more funds through _____ in the future.[2]
2. The chances of me staying in this relationship are very good.
3. The likelihood of me trying other _____ services is very good.
4. I try to use _____ for all of my investment needs.

---

1. The name of the service provider should be placed in the blanks. Bell, Seigyoung, and Smalley (2005) used items #1 to #3 whereas Auh et al. (2007) used all four items in their main study.   In the study by Auh et al. (2007) focusing on physicians, the two surviving items were modified versions of #1 and #2.
2. If /when the scale is used with other types of service providers some rephrasing will be needed in this item and #4. For example, item #1 was modified by Auh et. al. (2007) in their study of physician-patient loyalty to be "I will continue to see my current doctor for my medical needs in the future."

SCALE NAME: Lying Intention

SCALE DESCRIPTION:

The scale has four, seven-point semantic differential items that measure a person's expressed willingness to misrepresent the truth in a particular situation.

SCALE ORIGIN:

No information was provided by Argo, White, and Dahl (2006) to indicate the scale was anything other than original to them.

RELIABILITY:

The scale was used four times in the studies reported by Argo, White, and Dahl (2006) and the alphas ranged from .93 to .98.

VALIDITY:

No explicit support was provided for the scale's validity by Argo, White, and Dahl (2006).

REFERENCES:

Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information," *Journal of Consumer Research*, 33 (June), 99-108.

SCALE ITEMS:[1]

1. very unlikely to misrepresent the truth/very likely to misrepresent the truth
2. very unlikely to be deceptive/very likely to be deceptive
3. very unlikely to mislead/very likely to mislead
4. very unlikely to hide the truth/very likely to hide the truth

---

1. The scale stem was "How likely do you think you would be to misrepresent the actual purchase price of the car?" The context was that the respondent imagined what he/she would do upon learning from someone else that a different price (higher/lower) could have been paid for a car compared to what was paid.

SCALE NAME: Lying Motivation (Private)

SCALE DESCRIPTION:

Three, seven-point semantic differential items were used to measure a person's motivation for engaging in a behavior that may have involved misrepresenting the truth. In particular, the motivation represented in the items involved protecting one's self-esteem and preserving the view of one's self as a smart consumer though there is evidence to the contrary. The scale was referred to as *private self-threat* by Argo, White, and Dahl (2006).

SCALE ORIGIN:

Although Argo, White, and Dahl (2006) received inspiration from past research such as DePaulo et al. (1996), the scale itself appears to be original to them.

RELIABILITY:

The scale was used three times in the studies reported by Argo, White, and Dahl (2006) and the alphas ranged from .71 to .93.

VALIDITY:

No explicit support was provided for the scale's validity by Argo, White, and Dahl (2006).

REFERENCES:

Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information," *Journal of Consumer Research*, 33 (June), 99-108.

DePaulo, Bella M., Deborah A. Kashy, Susan E. Kirkendol, Melissa M. Wyer, and Jennifer A. Epstein (1996), "Lying in Everyday Life," *Journal of Personality and Social Psychology*, 70 (May), 970–95.

SCALE ITEMS:[1]

1. Threatened your self?[2]
2. Threatened your ego?[3]
3. Had the potential to make you feel worse about how you view yourself?[4]

---

1. The scale stem asked respondents why they behaved the way they did in a situation where they may have lied.
2. The verbal anchors for this item were *absolutely no threat/definitely a threat*.
3. The verbal anchors for this item were *absolutely no threat/definitely a threat*.
4. The verbal anchors for this item were *absolutely no potential/definitely a potential*.

SCALE NAME: Lying Motivation (Public)

SCALE DESCRIPTION:

The scale is composed of four statements that are intended to measure the motivation for a person's behavior that may have involved misrepresenting the truth. In particular, the motivation represented in the items has to do with the desire to appear to others as a consumer who has made a good decision by getting a good deal though the reality is that too much was paid for a product. The scale was referred to as *public self-threat* by Argo, White, and Dahl (2006).

SCALE ORIGIN:

Although Argo, White, and Dahl (2006) received inspiration from past research such as DePaulo et al. (1996), the scale itself appears to be original to them.

RELIABILITY:

The scale was used five times in the studies reported by Argo, White, and Dahl (2006) and the alphas ranged from .73 to .93.

VALIDITY:

No explicit support was provided for the scale's validity by Argo, White, and Dahl (2006) except that the items were found to be unidimensional in a factor analysis.

REFERENCES:

Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information," *Journal of Consumer Research*, 33 (June), 99-108.

DePaulo, Bella M., Deborah A. Kashy, Susan E. Kirkendol, Melissa M. Wyer, and Jennifer A. Epstein (1996), "Lying in Everyday Life," *Journal of Personality and Social Psychology*, 70 (May), 970–95.

SCALE ITEMS:[1]

1. To avoid looking foolish.
2. To look like I got a good deal.
3. To avoid showing I paid too much.
4. To look like I made an intelligent purchase.

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1. Although not explicitly stated by Argo, White, and Dahl (2006), the scale appears to have used a seven-point Likert-type format. The scale stem asked respondents why they behaved the way they did in a situation where they may have lied.

SCALE NAME: Market Mavenism

SCALE DESCRIPTION:

Four, five-point Likert-type items are used in this scale to measure the extent to which a person enjoys being a source of market-related information for others.

SCALE ORIGIN:

The scale was developed by Gauri, Sudhir, and Talukdar (2008) by building upon key ideas and phrases in scales by Feick and Price (1987) and Urbany et al. (1996). This same scale was used in a subsequent study by Talukdar (2008).

RELIABILITY:

The alphas for the scale have been .89 (Gauri, Sudhir, and Talukdar 2008) and .84 (Talukdar 2008).

VALIDITY:

No information about the scale's validity has been reported.

REFERENCES:

Feick, Lawrence F. and Linda L. Price (1987), "The Market Maven: A Diffuser of Marketplace Information," *Journal of Marketing*, 51 (January), 83-97.

Gauri, Dinesh K., K. Sudhir, and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," *Journal of Marketing Research*, 45 (2), 226-240.

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

Urbany, Joel E., Peter R. Dickson, and Rosemary Kalapurakal (1996), "Price Search in the Retail Grocery Market," *Journal of Marketing*, 60 (April), 91-104.

SCALE ITEMS:

1. I like it when people ask me for information about products, places to shop, or sales.
2. I like it when someone asks me where to get the best buy on several types of products.
3. I know a lot of different products, stores, and sales and I like sharing this information.
4. I think of myself as a good source of information for other people when it comes to new products or sales.

SCALE NAME: Mastery of the Situation

SCALE DESCRIPTION:

This four-item, six-point Likert-type scale is supposed to measure the degree to which a person feels he/she has been challenged but prevailed in a situation.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .79 to .86. See Unger (1981) for more detailed information. An alpha of .75 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

Several rounds of factor analysis by Unger and Kernan (1983) provided general support that the items tend to load together. However, the results seem to have some sensitivity to the sample and situation being evaluated. When not loading separately, the items in this scale loaded with those of another scale (novelty of the activity), which indicates the two are psychologically related for some samples and situations. Guiry, Mägi, and Lutz (2006) successfully used the mastery scale and others to provide evidence of nomological validity for another scale being developed (shopping identification).

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), Measure Validation in the Leisure Domain, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1. I feel like I'm conquering the world.
2. I get a sense of adventure or risk.
3. I feel like a real champion.
4. I feel I have been thoroughly tested.

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1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Materialism (Adolescent)

SCALE DESCRIPTION:

The scale has ten, four point items that are intended to measure the degree to which a person believes that happiness is derived from buying and owning things. The scale is intended for use with teens or even pre-teens and was called the *Youth Materialism Scale* by its developers (Goldberg et al. 2003)

SCALE ORIGIN:

The scale was constructed and validated by (Goldberg et al. 2003). Using a pretest sample consisting of 123 students from two schools in one midwestern U.S. town, the internal consistency was .79 and the 2 week stability (test-retest correlation) was .85. Factor analysis indicated the scale was unidimensional. A national study gathered data from 996 9-14 year olds. Again, the items loaded on one factor and the alpha was .75. See the article for more evidence of validity provided by the authors.

RELIABILITY:

Chaplin and John (2007) reported the scale to have an alpha of .78 as used with 150 children (from 3rd grade to 12th) in their Study 1.

VALIDITY:

Some evidence was provided by Chaplin and John (2007) in support of the scale's convergent validity. Specifically, they found a high correlation (r = .88) between scale scores and scores on a collage produced by the students that was also supposed to measure materialism.

REFERENCES:

Chaplin, Lan Nguyen and Deborah Roedder John (2007), "Growing up in a Material World: Age Differences in Materialism in Children and Adolescents," *Journal of Consumer Research*, 34 (4), 480-493.

Goldberg, Marvin E., Gerald J. Gorn, Laura A. Peracchio, and Gary Bamossy (2003), "Understanding Materialism among Youth," *Journal of Consumer Psychology*, 13 (September), 278–88.

SCALE ITEMS:[1]

1. I'd rather spend time buying things than doing almost anything else.
2. I would be happier if I had more money to buy more things for myself.
3. I have fun just thinking of all the things I own.
4. I really enjoy going shopping.
5. I like to buy things my friends have.
6. When you grow up, the more money you have, the happier you are.
7. I'd rather not share my snacks with others if it means I'll have less for myself.
8. I would love to be able to buy things that cost lots of money.
9. I really like the kids that have very special games or clothes.
10. The only kind of job I want when I grow up is one that gets me a lot of money.

1. The verbal anchors used by Goldberg et al. (2003) were *disagree a lot*, *disagree a little*, *agree a little*, and *agree a lot*. Chaplin and John (2007) used the following anchors because they believed they would be easier for their youngest respondents: *NO*, *no*, *yes*, and *YES*.

SCALE NAME: Mobile Transactions (Service Compatibility)

SCALE DESCRIPTION:

This scale uses three, seven-point Likert-type statements to measure a person's attitude regarding the degree to which a fit is perceived between one's service-related needs and use of the mobile medium to satisfy them.

SCALE ORIGIN:

The scale was developed by Kleijnen, de Ruyter, and Wetzels (2007) based upon inspiration received from a a scale created by used by Meuter et al. (2005). Kleijnen, de Ruyter, and Wetzels' (2007) scale was pretested along with others in preparation for their main study.

RELIABILITY:

Kleijnen, de Ruyter, and Wetzels (2007) reported the scale's construct reliability to be .89.

VALIDITY:

Besides some facets of validity examined in a pretest, Kleijnen, de Ruyter, and Wetzels (2007) provided support for the scale's convergent and discriminant validities in the main study. The scale's AVE was .72.

REFERENCES:

Kleijnen, Mirella, Ko de Ruyter, and Martin Wetzels (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83 (1), 33-46.

Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (April), 61-83.

SCALE ITEMS:

1. Using the mobile channel for transactions fits my service needs.
2. Using the mobile channel is compatible with the way I normally perform my service transactions.
3. The use of mobile transaction services is in line with my service preferences.

SCALE NAME: Mobile Transactions (Time Convenience)

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type statements intended to measure the degree to which a person believes that using a mobile device for purchases and financial activities (banking, investments) is an efficient use of time compared to other means of doing it.

SCALE ORIGIN:

The scale was developed by Kleijnen, de Ruyter, and Wetzels (2007). They drew heavily upon scales used by Mathwick, Malhotra, and Rigdon (2001) as well as Childers et al. (2001) for use with internet activities. Kleijnen, de Ruyter, and Wetzels (2007) pretested the items along with others in preparation for their main study.

RELIABILITY:

Kleijnen, de Ruyter, and Wetzels (2007) reported the scale's construct reliability to be .95.

VALIDITY:

Besides some facets of validity examined in the qualitative and quantitative pretests, Kleijnen, de Ruyter, and Wetzels (2007) provided support for the scale's convergent and discriminant validities in the main study. The scale's AVE was .83.

REFERENCES:

Childers, Terry L., Christopher L. Carr, Joann Peck, and Stephen Carson (2001), "Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior," *Journal of Retailing*, 77 (Winter), 511-535.

Kleijnen, Mirella, Ko de Ruyter, and Martin Wetzels (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83 (1), 33-46.

Mathwick, Charla, Naresh Malhotra, and Edward Rigdon (2001), "Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment," *Journal of Retailing*, 77 (Spring), 39-56.

SCALE ITEMS:

1.   Using mobile transactions is an efficient way to manage my time.
2.   Using mobile transactions would be convenient for me.
3.   Using mobile transactions would allow me to save time.
4.   Using mobile services would make transactions less time consuming.

SCALE NAME: Mobile Transactions (User Control)

SCALE DESCRIPTION:

Four, seven-point Likert-type statements are used in this scale to measure a person's attitude regarding the extent of control he/she has over "transactions" conducted on a mobile device. As used by Kleijnen, de Ruyter, and Wetzels (2007), the scale related to banking and brokerage activities but the items appear to be amenable for use with a wider range of negotiations and purchases.

SCALE ORIGIN:

The scale used by Kleijnen, de Ruyter, and Wetzels (2007) is a modification of a scale used by Mathwick and Rigdon (2004) in measuring the amount of control a person has over a particular Internet task. Kleijnen, de Ruyter, and Wetzels' (2007) scale was pretested along with others in preparation for their main study.

RELIABILITY:

Kleijnen, de Ruyter, and Wetzels (2007) reported the scale's construct reliability to be .93.

VALIDITY:

Besides some facets of validity examined in a pretest, Kleijnen, de Ruyter, and Wetzels (2007) provided support for the scale's convergent and discriminant validities in the main study. The scale's AVE was .77.

REFERENCES:

Kleijnen, Mirella, Ko de Ruyter, and Martin Wetzels (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83 (1), 33-46.

Mathwick, Charla and Edward Rigdon (2004), "Play, Flow, and the Online Search Experience," *Journal of Consumer Research*, 31 (September), 324-332.

SCALE ITEMS:

1. Using mobile services for my transactions allows me to make a lot of decisions on my own.
2. I have a lot to say about what happens during the mobile transaction.
3. I have flexibility when using mobile transactions.
4. I have control over the transaction when using the mobile channel.

SCALE NAME: Mood (General)

SCALE DESCRIPTION:

Three, seven-point semantic differentials are used to measure how a person feels at some particular point in time. Although the scale might be considered a measure of affect in a general sense, it should not be used to measure the affective component of an attitude because there is no object to which to respond (e.g., ad, product).

SCALE ORIGIN:

Howard, Gengler, and Jain (1995) indicated that they modified a scale originally developed by Wood, Saltzberg, and Goldsamt (1990). The latter's measure had four items and a very different response format. No information about its psychometric quality was offered except that the four items apparently loaded high on the same dimension when factor analyzed along with six other emotion-related terms.

RELIABILITY:

An alpha of .84 was reported for the scale by Howard, Gengler, and Jain (1995).

VALIDITY:

No examination of the scale's validity was reported by Howard, Gengler, and Jain (1995).

COMMENTS:

See also Cox, Cox, and Zimet (2006) for a four item variation on this scale that they referred to as *hopefulness*.

REFERENCES:

Cox, Anthony D., Dena Cox, and Gregory Zimet (2006), "Understanding Consumer Responses to Product Risk Information," *Journal of Marketing*, 70 (1), 79-91.

Howard, Daniel J., Charles Gengler, and Ambuj Jain (1995), "What's in a Name? A Complimentary Means of Persuasion," *Journal of Consumer Research*, 22 (September), 200–211.

Wood, Judith V., Judith A. Saltzberg, and Lloyd A. Goldsamt (1990), "Does Affect Induce Self-Focused Attention," *Journal of Personality and Social Psychology*, 58 (May), 899–908.

SCALE ITEMS:

1. Not happy / Happy
2. Not cheerful / Cheerful
3. Not hopeful / Hopeful

SCALE NAME: Mood (General)

SCALE DESCRIPTION:

This is a seven-point semantic differential that is purported to measure a subject's affective mood state at a particular point in time.

SCALE ORIGIN:

The scale seems to be original to Allen and Janiszewski (1989). It is unknown if the version used by Roehm and Roehm (2005) was deliberately adapted from the one by Allen and Janiszewski (1989) or if it is merely similar to it by coincidence.

RELIABILITY:

Allen and Janiszewski (1989) reported an alpha of .72 for their scale. Roehm and Roehm (2005) used their scale after each time 57 participants in a pilot test viewed a commercial. For the 30 commercials that were viewed, the alphas ranged from .80-.91.

VALIDITY:

No validity assessment was reported by Allen and Janiszewski (1989) or Roehm and Roehm (2005).

COMMENTS:

See also Avnet and Higgins (2006) for a variation of this scale that uses five uni-polar items.

REFERENCES:

Allen, Chris T. and Chris A. Janiszewski (1989), "Assessing the Role of Contingency Awareness in Attitudinal Conditioning with Implications for Advertising Research," *Journal of Marketing Research*, 26 (February), 30-43.

Avnet, Tamar and E. Tory Higgins (2006), "How Regulatory Fit Affects Value in Consumer Choices and Opinions," *Journal of Marketing Research*, 43 (1), 1-10.

Roehm, Harper A. Jr. and Michelle L. Roehm (2005), "Revisiting the Effect of Positive Mood on Variety Seeking," *Journal of Consumer Research*, 32 (September), 330-336.

SCALE ITEMS:[1]

At this moment I am feeling:

1. good / bad
2. pleasant / unpleasant
3. happy / sad
4. positive / negative

---

1. Allen and Janiszewski (1989) used all four items while Roehm and Roehm (2005) used the first three items. Also, instead of the term *sad*, Roehm and Roehm (2005) used *unhappy*.

SCALE NAME: Mood Clarity

SCALE DESCRIPTION:

A person's ability to identify and categorize his/her specific moods is measured in this scale with four, five-point Likert-type items.

SCALE ORIGIN:

The scale used by Arnold and Reynolds (2009) is a subset of items from a scale by Swinkles and Giuliano (1995) that the latter called "mood labeling." The scale was developed along with a companion measure (mood monitoring) and together the pair were called the Mood Awareness Scale. The authors carefully constructed the instrument and validated it in a series of four studies.

RELIABILITY:

The alpha for the scale was .76 when used by Arnold and Reynolds (2009) in their Study 2 (n = 578 nonstudents).

VALIDITY:

In Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. However, the scale's AVE was .48, a bit lower than what is considered adequate.

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Swinkles, Alan and Traci A. Giuliano (1995), "The Measurement and Conceptualization of Mood Awareness: Monitoring and Labeling one's Mood States," *Personality and Social Psychology Bulletin*, 21 (9), 934–49.

SCALE ITEMS:

1. I'm never really sure what I'm feeling. (r)
2. I have trouble explaining my feelings. (r)
4. I have a hard time labeling my feelings. (r)
5. Right now, I know what kind of mood I'm in.

SCALE NAME: Mood Monitoring

SCALE DESCRIPTION:

Five, five-point Likert-type items are used to measure a person's tendency to be self-focused and to scrutinize his/her moods.

SCALE ORIGIN:

The scale used by Arnold and Reynolds (2009) was developed by Swinkles and Giuliano (1995) along with a companion scale that measured what they called "mood labeling." The latter set of authors referred to the pair of scales as the Mood Awareness Scale which they constructed and validated in a series of four studies.

RELIABILITY:

The alpha for the scale was .89 when used by Arnold and Reynolds (2009) in their Study 2 (n = 578 nonstudents).

VALIDITY:

In Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. The scale's AVE was .69.

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Swinkles, Alan and Traci A. Giuliano (1995), "The Measurement and Conceptualization of Mood Awareness: Monitoring and Labeling one's Mood States," *Personality and Social Psychology Bulletin*, 21 (9), 934–49.

SCALE ITEMS:

1. I often evaluate my mood.
2. I find myself thinking about my mood during the day.
3. On my way home from work or school, I find myself evaluating my mood.
4. I am sensitive to changes in my mood.
5. I don't pay much attention to my moods. (r)

SCALE NAME: Mood Repair

SCALE DESCRIPTION:

This scale uses four, five-point Likert-type items to measure the degree to which a person has the ability to maintain a positive mood and to return to it if a bad mood is experienced.

SCALE ORIGIN:

The scale used by Arnold and Reynolds (2009) is a subset of items from a scale created by Salovey et al. (1995). The latter set of authors developed a 30-item instrument they called the Trait Meta-Mood Scale. That instrument had three subscales, one of them with six items measuring what they called *mood repair*. The four items borrowed by Arnold and Reynolds (2009) to compose their scale were the ones that had the highest positive loadings on the mood repair factor in the study presented by Salovey et al. (1995).

RELIABILITY:

The alpha for the scale was .85 when used by Arnold and Reynolds (2009) in their Study 2 (n = 578 nonstudents).

VALIDITY:

In Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. The scale's AVE was .60.

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Salovey, Peter, John D. Mayer, Susan L. Goldman, Carolyn Turvey and Tibor P. Palfai (1995), "Emotional Attention, Clarity, and Repair: Exploring Emotional Intelligence using the Trait Meta-Mood Scale," in *Emotion, Disclosure, and Health*, Pennebaker J. ed.Washington, DC: American Psychological Association, 125–154.

SCALE ITEMS:

1. Although I am sometimes sad, I have a mostly optimistic outlook.
2. No matter how badly I feel, I try to think about pleasant things.
3. When I become upset, I remind myself of all the pleasures in life.
4. I try to think good thoughts no matter how badly I feel.

SCALE NAME: Moral Identity (Internalization)

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used to measure the degree to which a person views moral traits as being deeply rooted in his/her self-concept.

SCALE ORIGIN:

The scale was constructed by Aquino and Reed II (2002). The factor structure of this scale and a companion scale (the symbolization dimension of moral identity) was examined in six studies along with internal consistency and several forms of validity (convergent, discriminant, nomological, and predictive).

RELIABILITY:

When used by Reed, Aquino, and Levy (2007), the scale had the following alphas: .79 (Study 1a), .86 (Study 1b), .70 (Study 2). The alphas reported by Winterich, Mittal, and Ross (2009) were .85 (Study 1), .83 (Study 2), and .79 (Study 3).

VALIDITY:

No examination of the scale's validity was reported by either Reed, Aquino, and Levy (2007) or Winterich, Mittal, and Ross (2009).

REFERENCES:

Aquino, Karl F. and Americus Reed II (2002), "The Self-Importance of Moral Identity," *Journal of Personality and Social Psychology*, 83 (6), 1423–40.

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation Behavior Toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36 (2), 199-214.

SCALE ITEMS:

Directions: Listed below are some characteristics that might describe a person:
Caring, Compassionate, Fair, Friendly, Generous, Helpful, Hardworking, Honest, Kind
The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.
1.   It would make me feel good to be a person who has these characteristics.
2.   Being someone who has these characteristics is an important part of who I am.
3.   I would be ashamed to be a person who had these characteristics. (r)
4.   Having these characteristics is not really important to me. (r)
5.   I strongly desire to have these characteristics.

SCALE NAME: Moral Identity (Symbolization)

SCALE DESCRIPTION:

The scale is composed of five, seven-point Likert-type items that are used to measure the degree to which a person expresses that he/she exhibits moral traits that are visible to others in his/her behavior.

SCALE ORIGIN:

The scale used by Reed, Aquino, and Levy (2007) was constructed by Aquino and Reed II (2002). The factor structure of this scale and a companion scale (the internalization dimension of moral identity) was examined in six studies along with internal consistency and several forms of validity (convergent, discriminant, nomological, and predictive).

RELIABILITY:

As reported by Reed, Aquino, and Levy (2007), the scale had the following alphas: .76 (Study 1a), .85 (Study 1b), .80 (Study 2).

VALIDITY:

No examination of the scale's validity was reported by Reed, Aquino, and Levy (2007).

REFERENCES:

Aquino, Karl F. and Americus Reed II (2002), "The Self-Importance of Moral Identity," *Journal of Personality and Social Psychology*, 83 (6), 1423–40.

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

SCALE ITEMS:

Directions: Listed below are some characteristics that might describe a person:
Caring, Compassionate, Fair, Friendly, Generous, Helpful, Hardworking, Honest, Kind
The person with these characteristics could be you or it could be someone else. For a moment, visualize in your mind the kind of person who has these characteristics. Imagine how that person would think, feel, and act. When you have a clear image of what this person would be like, answer the following questions.
1.   I often wear clothes that identify me as having these characteristics.
2.   The types of things I do in my spare time (e.g., hobbies) clearly identify me as having these characteristics.
3.   The kinds of books and magazines that I read identify me as having these characteristics.
4.   The fact that I have these characteristics is communicated to others by my membership in certain organizations.
5.   I am actively involved in activities that communicate to others that I have these characteristics.

SCALE NAME: Morality

SCALE DESCRIPTION:

The morality of a person, object, or act is measured in this scale with three, seven-point bi-polar adjectives. The scale was used by Wilcox, Kim, and Sen (2009) to study beliefs about people who buy counterfeit products.

SCALE ORIGIN:

The source of the scale was not identified by Wilcox, Kim, and Sen (2009) but it appears to have been developed by them.

RELIABILITY:

The scale was used by Wilcox, Kim, and Sen (2009) in three studies with the alphas ranging from .79 (Study 1, n = 79 college students) to .88 (Study 2, n = 138 female college students).

VALIDITY:

No information regarding the scale's validity was provided by Wilcox, Kim, and Sen (2009).

REFERENCES:

Wilcox, Keith, Hyeong Min Kim, and Sankar Sen (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46 (2), 247-259.

SCALE ITEMS:[1]

1. immoral / moral
2. unethical / ethical
3. insincere / sincere

---

1. The scale stem was not explicitly stated by Wilcox, Kim, and Sen (2009) but appears to have asked respondents to use the items to describe their beliefs about people who purchase counterfeit products.

SCALE NAME: Morality Comparison (Activities)

SCALE DESCRIPTION:

Four, seven-point items are used to measure the degree to which a person believes that one act is more moral than another. As structured by Reed, Aquino, and Levy (2007), two specific acts were identified for respondents and they had to compare them in terms of their morality.

SCALE ORIGIN:

The source of the scale used by Reed, Aquino, and Levy (2007) was not identified but it appears to have been developed by them for their study.

RELIABILITY:

The alpha for the scale as used by Reed, Aquino, and Levy (2007) in Study 1a was .72.

VALIDITY:

No examination of the scale's validity was reported by Reed, Aquino, and Levy (2007).

REFERENCES:

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

SCALE ITEMS:

Please indicate how _____ and _____ compare in terms of being . . .[1]

1.   caring
2.   moral
3.   socially responsible
4.   heartfelt

---

1. The actual scale stem used by Reed, Aquino, and Levy (2007) is unknown. The blanks should be filled with names or descriptions of two activities. The verbal anchors for the response scale used by Reed, Aquino, and Levy (2007) were *giving money* (1) and *giving time* (7).

SCALE NAME: Morality Comparison (Organizations)

SCALE DESCRIPTION:

The scale uses seven questions with a six-point response format to measure the degree to which a person believes that one organization is more moral than another. As structured by Reed, Aquino, and Levy (2007), two specific companies were identified for respondents and they had to compare them in terms of their morality-related characteristics.

SCALE ORIGIN:

The source of the scale used by Reed, Aquino, and Levy (2007) was not identified but it appears to have been developed by them for their study.

RELIABILITY:

The alpha for the scale as used by Reed, Aquino, and Levy (2007) in Study 1b was .93.

VALIDITY:

No examination of the scale's validity was reported by Reed, Aquino, and Levy (2007).

REFERENCES:

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

SCALE ITEMS:[1]

1. Which company is more caring?
2. Which company is a better corporate citizen?
3. Which company shows greater concern for the welfare of others?
4. Which company is more socially responsible?
5. Which company is more involved with its community?
6. Which company is more moral?
7. Which company displays a greater social conscience?

---

1. The response format used by Reed, Aquino, and Levy (2007) had six boxes with Corporation A at one end and Corporation B at the other.

SCALE NAME: National Identity

SCALE DESCRIPTION:

Six, five-point items are used to measure the extent to which a person expresses preference for and identification with his/her country rather than others.

SCALE ORIGIN:

The scale used by Steenkamp and Geyskens (2006) is based upon the national identity measure of the International Social Survey Program (1998).

RELIABILITY:

An alpha of .89 was reported for the scale (Steenkamp and Geyskens 2006).

VALIDITY:

Using confirmatory factor analysis, Steenkamp and Geyskens (2006) provided support for the unidimensionality of the scale as well as its convergent and discriminant validities.

REFERENCES:

ISSP (1998), *International Social Survey Program: National Identity*. Ann Arbor, MI: Inter-University Consortium for Political and Social Research.

Steenkamp, Jan-Benedict E.M. and Inge Geyskens (2006), "How Country Characteristics Affect the Perceived Value of Web Sites," *Journal of Marketing*, 70 (3), 136-150.

SCALE ITEMS:[1]

1.	If you could improve your work or living conditions, how willing or unwilling would you be to move outside your country?
2.	I would rather be a citizen of my country than of any other country in the world. (r)
3.	The world would be a better place if people from other countries were more like the people in my country. (r)
4.	Generally, my country is a better country than most other countries. (r)
5.	My country should limit the import of foreign products in order to protect its national economy. (r)
6.	My country's television should give preference to my country's films and programs. (r)

---

1. Item #1 used *very willing* (1) and *very unwilling* (5) as verbal anchors on the response scale. The other four scale items used *agree strongly* (1) and *disagree strongly* (5).

SCALE NAME: National Identity

SCALE DESCRIPTION:

The scale is composed of five, seven-point Likert-type statements that are intended to measure the degree to which a person identifies with a particular country. The items might also be used with respect to a subculture or ethnic group.

SCALE ORIGIN:

The original of the scale used by White and Dahl (2007) was not identified. Key phrases in some items have been used in other scales measuring national or ethnic identification but these items as a set appear be original to White and Dahl (2007).

RELIABILITY:

White and Dahl (2007) used the scale in Study 3 and reported the alpha to be .94.

VALIDITY:

No information regarding the scale's validity was provided by White and Dahl (2007).

REFERENCES:

White, Katherine and Darren W. Dahl (2007), "Are All Out-Groups Created Equal? Consumer Identity and Dissociative Influence," *Journal of Consumer Research*, 34 (4), 525-536.

SCALE ITEMS:[1]

1.   Being _____ has a great deal to do with how I feel about myself.
2.   Being _____ is an important part of my self-image.
3.   Being _____ is important to my sense of the kind of person I am.
4.   I have a strong sense of belonging to _____.
5.   I strongly identify with being _____.

---

1. The name of the group should be placed in the blanks, e.g., Canadians. In #5, the name used by White and Dahl (2007) was the country in which the participants lived (Canada).

SCALE NAME: Naturalness

SCALE DESCRIPTION:

Three, seven-point unipolar items are used in this scale to measure the degree to which a person describes an object as being natural rather than artificial.

SCALE ORIGIN:

The scale used by Zhu and Meyers-Levy (2009) seems to have been developed by them for the reported studies.

RELIABILITY:

The scale was used by Zhu and Meyers-Levy (2009) with several objects and the alphas ranged from .72 to .83.

VALIDITY:

Zhu and Meyers-Levy (2009) did not report any information regarding the scale's validity.

REFERENCES:

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (1), 37-45.

SCALE ITEMS:[1]

1. natural
2. organic
3. artificial (r)

---

1. When used with objects, the verbal anchors used by Zhu and Meyers-Levy (2009) were *not at all* (1) and *extremely* (7). When they had the respondents judge the appropriateness of names for a store, the verbal anchors were *not at all* (1) and *very much* (7).

SCALE NAME: Need for Cognitive Closure

SCALE DESCRIPTION:

The scale is composed of forty-two, six-point Likert-type statements that assess the extent to which a person expresses a need for definite answers rather than ambiguity.

SCALE ORIGIN:

The scale was developed by Kruglanski, Webster, and Klem (1993). Over a series of studies, the authors provided evidence in support of the scale's reliability and validity. For instance, the scale's internal consistency (alpha) was reported to be .86 and its stability (12 week test-retest) was .86. However, Neuberg and colleagues (Neuberg, Judice, and West 1997; Neuberg, West, Judice, and Thompson 1997) argued that the scale has numerous psychometric problems and it is inappropriate to calculate a score from them. Despite this, Webster and Kruglanski (1994) showed that while the 42 items, indeed, represent five facets, a one-factor model fit the data best.

RELIABILITY:

Alphas of .82 (experiment 2) and .86 (experiment 4) were reported for the scale by Kardes et al. (2004). Lalwani (2009) reported three uses of the scale, with the alphas being .82, .79. and .82 when used in Studies 1, 2, and 3, respectively.

VALIDITY:

No information regarding the scale's validity was reported by Kardes et al. (2004).

COMMENTS:

See also a scale by Kardes et al. (2007). It is most directly from work by Houghton and Grewal (2000) who examined the 42 item scale, found it to be multi-dimensional, and developed five scales with four items a piece. Kardes et al. (2007) gathered data using the items from those five scales but ultimately developed a single scale to measure need for cognitive closure using a few items that came from several of Houghton and Grewal's (2000) scales. They did that because their own factor analysis had different results compared to those of Houghton and Grewal (2000). Kardes et al. (2007) used the six items out of the twenty that formed the first factor. The bottom line is that the 42 item scale is multi-dimensional and the structure found by Houghton and Grewal (2000) is unstable. More work is needed to develop a scale that measures this construct (or set of constructs) reliably and validily.

REFERENCES:

Houghton, David C. and Rajdeep Grewal (2000), "Please, Let's get an Answer - Any answer: Need for Consumer Cognitive Closure," *Psychology & Marketing*, 17 (11), 911-934..

Kardes, Frank R., Maria L. Cronley, James J. Kellaris, and Steven S. Posavic (2004), "The Role of Selective Information Processing in Price-Quality Inference," *Journal of Consumer Research*, 31 (September), 368-374.

Kardes, Frank R., Bob M. Fennis, Edward R. Hirt, Zakary L. Tormala, and Brian Bullington (2007), "The Role of the Need for Cognitive Closure in the Effectiveness of the Disrupt-Then-Reframe Influence Technique," *Journal of Consumer Research*, 34 (3), 377-3.

Kruglanski, Arie W., Donna M. Webster, and Adena Klem (1993), "Motivated Resistance and Openness to Persuasion in the Presence or Absence of Prior Information," *Journal of Personality and Social Psychology*, 65 (5), 861-876.

Lalwani, Ashok K. (2009), "The Distinct Influence of Cognitive Busyness and Need for Closure on Cultural Differences in Socially Desirable Responding," *Journal of Consumer Research*, 36 (2), 305-16.

Neuberg, Steven L., Nicole T. Judice, and Stephen G. West (1997), "What the Need for Closure Scale Measures and What it Does Not: Toward Differentiating Among Related Epistemic Motives," *Journal of Personality and Social*

Psychology, 72 (6), 1396–1412.

Neuberg, Steven L., Stephen G. West, Nicole T. Judice, and Megan M. Thompson (1997), "On Dimensionality, Discriminant Validity, and the Role of Psychometric Analyses in Personality Theory and Measurement: Reply to Kruglanski et al.'s (1997) Defense of the Need for Closure Scale," *Journal of Personality and Social Psychology*, 73 (5), 1017–1029.

Webster, Donna M. and Arie W. Kruglanski (1994), "Individual Differences in Need for Cognitive Closure," *Journal of Personality and Social Psychology*, 67 (6), 1049–62

SCALE ITEMS:

1. I think that having clear rules and order at work is essential for success.
2. Even after I've made up my mind about something, I am always eager to consider a different opinion. (r)
3. I don't like situations that are uncertain.
4. I dislike questions which could be answered in many different ways.
5. I like to have friends who are unpredictable. (r)
6. I find that a well ordered life with regular hours suits my temperament.
7. When dining out, I like to go to places where I have been before so that I know what to expect.
8. I feel uncomfortable when I don't understand the reason why an event occurred in my life.
9. I feel irritated when one person disagrees with what everyone else in a group believes.
10. I hate to change my plans at the last minute.
11. I don't like to go into a situation without knowing what I can expect from it.
12. When I go shopping, I have difficulty deciding exactly what it is that I want. (r)
13. When faced with a problem, I usually see the one best solution very quickly.
14. When I am confused about an important issue, I feel very upset.
15. I tend to put off making important decisions until the last possible moment.
16. I usually make important decisions quickly and confidently.
17. I would describe myself as indecisive. (r)
18. I think it is fun to change my plans at the last moment. (r)
19. I enjoy the uncertainty of going into a new situation without knowing what might happen. (r)
20. My personal space is usually messy and disorganized. (r)
21. In most social conflicts, I can easily see which side is right and which is wrong.
22. I tend to struggle with most decisions. (r)
23. I believe that orderliness and organization are among the most important characteristics of a good student.
24. When considering most conflict situations, I can usually see how both sides could be right. (r)
25. I don't like to be with people who are capable of unexpected actions.
26. I prefer to socialize with familiar friends because I know what to expect from them.
27. I think that I would learn best in a class that lacks clearly stated objectives and requirements. (r)
28. When thinking about a problem. I consider as many different opinions on the issue as possible. (r)
29. I like to know what people are thinking all the time.
30. I dislike it when a person's statement could mean many different things.
31. It's annoying to listen to someone who cannot seem to make up his or her mind.
32. I find that establishing a consistent routine enables me to enjoy life more.
33. I enjoy having a clear and structured mode of life.
34. I prefer interacting with people whose opinions are very different from my own. (r)
35. I like to have a place for everything and everything in its place.
36. I feel uncomfortable when someone's meaning or intention is unclear to me.
37. When trying to solve a problem, I often see so many possible options that it's confusing. (r)
38. I always see many possible solutions to problems I face. (r)
39. I'd rather know bad news than stay in a state of uncertainty.
40. I do not usually consult many different opinions before forming my own view.
41. I dislike unpredictable situations.
42. I dislike the routine aspects of my work (studies). (r).

SCALE NAME: Need For Emotion

SCALE DESCRIPTION:

This twelve item Likert-type scale is intended to measure a person's tendency to enjoy emotional stimuli, seek emotional situations, and show a preference for using emotion in interacting with others.

SCALE ORIGIN:

The scale was developed by Raman, Chattopadhyay, and Hoyer (1995). The authors used a series of steps to test the scale's psychometric quality. Their results provided clear support for reliability but was more equivocal with regard to unidimensionality and validity. The alphas for the scale were .87 (n = 203) and .84 (n = 212).

RELIABILITY:

Kidwell, Hardesty, and Childers (2008) reported the scale to have an alpha of .92 (n = 115).

VALIDITY:

Kidwell, Hardesty, and Childers (2008) did not directly examine the validity of this scale but used it to examine the validity of a scale they were developing (consumer emotional intelligence). As expected, the two had a moderate (r = 39, p < .05) but significant relationship which the authors viewed as providing some evidence in support of convergent and discriminant validity.

COMMENTS:

Care should be taken in determining and interpreting scale scores since the items are phrased in terms of *avoiding* emotion rather than seeking it. This and the concern that the terms "emotion" and "emotional situation" may have had negative connotations to respondents led the authors to suggest further refinement and testing of the scale.

REFERENCES:

Kidwell, Blair, David M. Hardesty, and Terry L. Childers (2008), "Consumer Emotional Intelligence: Conceptualization, Measurement, and the Prediction of Consumer Decision Making," *Journal of Consumer Research*, 35 (1), 154-166.

Raman, Niranjan V., Prithviraj Chattopadhyay, and Wayne D. Hoyer (1995), "Do Consumers Seek Emotional Situations? The Need for Emotion Scale," in *Advances in Consumer Research*, Vol. 22, ed. Frank R. Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, 537–42.

SCALE ITEMS:[1]

1. I try to anticipate and avoid situations where there is a likely chance of my getting emotionally involved.
2. Experiencing strong emotions is not something I enjoy very much.
3. I would rather be in a situation in which I experience little emotion than one which is sure to get me emotionally involved.
4. I don't look forward to being in situations that others have found to be emotional.
5. I look forward to situations that I know are less emotionally involving.
6. I like to be unemotional in emotional situations.
7. I find little satisfaction in experiencing strong emotions.
8. I prefer to keep my feelings under check.
9. I feel relief rather than fulfilled after experiencing a situation that was very emotional.
10. I prefer to ignore the emotional aspects of situations rather than getting involved in them.
11. More often than not, making decisions based on emotions just leads to more errors.
12. I don't like to have the responsibility of handling a situation that is emotional in nature.

SCALE NAME: Need for Evaluation

SCALE DESCRIPTION:

The scale is composed of sixteen statements intended to measure the extent to which a person chronically engages in evaluative responding across situations and objects, i.e., people are differentially motivated to engage in evaluation. No biological basis for this "need" is presumed although it is possible. Instead, it is viewed as a "self-attributed motive," a component of the self-concept. A Dutch translation of the scale was used by Fennis and Bakker (2001).

SCALE ORIGIN:

The scale is original to an unpublished masters thesis by Jarvis that was ultimately reported in Jarvis and Petty (1996). That article provides information about five studies attesting to the scale's reliability and validity. A collapsed data set of the three samples showed an internal consistency (alpha) of .85. A test of scale stability (10-week test-retest) showed a correlation of .84. As for the scale's dimensionality, the data were mixed about the existence of one or two factors. Surprisingly, the factor loadings for many of the items were consistently much lower than would be acceptable in scholarly marketing research (< .50). Finally, the scale did not have a significant correlation with either the Social Desirability Scale (Crowne and Marlowe 1964) or the Balanced Inventory of Desirable Responding (Paulhus 1988).

RELIABILITY:

Alphas of .84, .79, and .84 have been reported for the scale by Fennis and Bakker (2001), Peck and Childers (2003), and Thota and Biswas (2009), respectively.

VALIDITY:

No examination of the scale's validity was reported in these consumer studies but Fennis and Bakker (2001) did state that a factor analysis of the items showed they were unidimensional.

REFERENCES:

Crowne, Douglas P. and David Marlowe (1960), "A New Scale of Social Desirability Independent of Psychopathology," *Journal of Consulting Psychology*, 24 (August), 349-354.

Fennis, Bob M. and Arnold B. Bakker (2001), "Stay Tuned-We Will Be Back Right After These Messages: Need to Evaluate Moderates the Transfer of Irritation in Advertising," *Journal of Advertising*, 30 (3), 15-25.

Jarvis, W. Blair and Richard E. Petty (1996), "The Need to Evaluate," *Journal of Personality and Social Psychology*, 70 (1), 172-194.

Paulhus, Delroy L. (1988), *Assessing Self-Deception and Impression Management in Self-Reports: the Balanced Inventory of Desirable Responding*, Vancouver, B.C., Canada: Department of Psychology, University of British Columbia.

Peck, Joann and Terry L. Childers (2003), "Individual Differences in Haptic Information Processing: The 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (December), 430-442.

Thota, Sweta Chaturvedi and Abhijit Biswas (2009), "I Want to Buy the Advertised Product Only! An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross-Promotion Context," *Journal of Advertising*, 38 (1), 123–136.

SCALE ITEMS:[1]

1.   I form opinions about everything.
2.   I prefer to avoid taking extreme positions. (r)
3.   It is very important to me to hold strong opinions.
4.   I want to know exactly what is good and bad about everything.
5.   I often prefer to remain neutral about complex issues. (r)

6.   If something does not affect me, I do not usually determine if it is good or bad. (r)
7.   I enjoy strongly liking and disliking new things.
8.   There are things for which I do not have a preference. (r)
9.   It bothers me to remain neutral.
10. I like to have strong opinions even when I am not personally involved.
11. I have many more opinions than the average person.
12. I would rather have a strong opinion than no opinion at all.
13. I pay a lot of attention to whether things are good or bad.
14. I only form strong opinions when I have to. (r)
15. I like to decide that new things are really good or really bad.
16. I am pretty much indifferent to many important issues. (r)

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1. No information about the response format was provided by Fennis and Bakker (2001). However, Jarvis and Petty (1996) as well as Thota and Biswas (2009) used a five-point scale that ranged from *extremely uncharacteristic* (1) to *extremely characteristic* (5).

SCALE NAME: Need for Touch (Autotelic)

SCALE DESCRIPTION:

These six, seven-point Likert-type statements compose one of two parts of the Need for Touch (NFT) scale, defined as one's "preference for the extraction and utilization of information obtained through the haptic system" (Peck and Childers 2003b, p. 431). This subscale is intended to capture the terminal dimension of NFT such that touch during the pre-purchase search process is an inherently hedonic experience regardless of the purchase goal.

SCALE ORIGIN:

The scale was constructed and tested by Peck and Childers (2003b) in a thorough series of seven studies. The process began by examining the content validity of a pool of 50 items expected to tap into at least one of the scale's two dimensions. Studies #1 to #4 purified the scale and examined its psychometric qualities (reliability, dimensionality, and construct validity). The nomological validity of the final 12 item version of the scale (six items per dimension) was explored in the remaining studies.

RELIABILITY:

In the study by Peck and Childers (2003b), the final six item version of this subscale had alphas ranging from .89 (Study 4) to .95 (Study 5). Peck and Wiggins (2006) reported an alpha of .92 (Study 1).

VALIDITY:

As implied above, support for the scale's validity was provided in a series of tests conducted by Peck and Childers (2003b). In addition, the average variance extracted for this dimension was good (.74, Study 4) and did not exhibit a sensitivity to social desirability response bias.

COMMENTS:

See also Peck and Childers (2003a) where both NFT subscales are used together as one scale. See also Schlosser, White, and Lloyd (2006) as well as Grohmann, Spangenberg, and Sprott (2007) and Krishna and Morrin (2008) for other uses of the scale.

REFERENCES:

Grohmann, Bianca, Eric R. Spangenberg, David E. Sprott (2007), "The Influence of Tactile Input on the Evaluation of Retail Product Offerings," *Journal of Retailing*, 83 (2), 237-245.

Krishna, Aradhna and Maureen Morrin (2008), "Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues," *Journal of Consumer Research*, 34 (6), 807-818.

Peck, Joann and Terry L. Childers (2003a), "To Have to Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing*, 67 (April), 35-48.

Peck, Joann and Terry L. Childers (2003b), "Individual Differences in Haptic Information Processing: The 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (December), 430-442.

Peck, Joann and Jennifer Wiggins (2006), "It Just Feels Good: Customers' Affective Response to Touch and Its Influence on Persuasion," *Journal of Marketing*, 70 (4), 56-69.

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. When walking through stores, I can't help touching all kinds of products.
2. Touching products can be fun.
3. When browsing in stores, it is important for me to handle all kinds of products.

4. I like to touch products even if I have no intention of buying them.
5. When browsing in stores, I like to touch lots of products.
6. I find myself touching all kinds of products in stores.

SCALE NAME: Need for Touch (Instrumental)

SCALE DESCRIPTION:

The scale is composed of six, seven-point Likert-type statements that measure one of two parts of the Need for Touch (NFT) scale, defined as one's "preference for the extraction and utilization of information obtained through the haptic system" (Peck and Childers 2003b, p. 431). This subscale is intended to capture the more goal-driven dimension of NFT such that, during the pre-purchase process, touch provides information relevant to the purchase decision.

SCALE ORIGIN:

The scale was constructed and tested by Peck and Childers (2003b) in a thorough series of seven studies. The process began with the examination of the content validity of a pool of 50 items expected to tap into at least one of the scale's two dimensions. Studies #1 to #4 purified the scale and examined its psychometric qualities (reliability, dimensionality, and construct validity). The nomological validity of the final 12 item version of the scale (six items per dimension) was explored in the remaining studies.

RELIABILITY:

As reported by Peck and Childers (2003b), the final six item version of this subscale had alphas ranging from .87 (Study 4) to .90 (Studies 5 and 6).

VALIDITY:

As implied above, support for the scale's validity was provided in a series of tests conducted by Peck and Childers (2003b). In addition, the average variance extracted for this dimension was good (.71, Study 4) and did not exhibit a sensitivity to social desirability response bias.

COMMENTS:

See also Schlosser, White, and Lloyd (2006) as well as Grohmann, Spangenberg, and Sprott (2007) for other uses of the scale.

REFERENCES:

Grohmann, Bianca, Eric R. Spangenberg, David E. Sprott (2007), "The Influence of Tactile Input on the Evaluation of Retail Product Offerings," *Journal of Retailing*, 83 (2), 237-245.

Peck, Joann and Terry L. Childers (2003a), "To Have to Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing*, 67 (April), 35-48.

Peck, Joann and Terry L. Childers (2003b), "Individual Differences in Haptic Information Processing: The 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (December), 430-442.

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. I place more trust in products that can be touched before purchase.
2. I feel more comfortable purchasing a product after physically examining it.
3. If I can't touch a product in the store, I am reluctant to purchase the product.
4. I feel more confident making a purchase after touching a product.
5. The only way to make sure a product is worth buying is to actually touch it.
6. There are many products that I would only buy if I could handle them before purchase..

1. The copyright for the scale belongs to Joanne Peck and Terry Childers. Please request permission from them before using the scale.

SCALE NAME: Need to Differentiate

SCALE DESCRIPTION:

The extent to which a person desires a unique identity, distinct from others, is measured in this scale using three, seven-point Likert-type items.

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) was developed by them based on inspiration received from the conceptual framework by Brewer (1991) regarding optimal distinctiveness.

RELIABILITY:

An alpha of .70 was reported for the scale by Zhang and Khare (2009).

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

REFERENCES:

Brewer, Marilynn B. (1991), "The Social Self: On Being the Same and Different at the Same Time," *Personality and Social Psychology Bulletin*, 17 (5), 475–82.

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:

1. I feel the need to be different from others.
2. I feel I need to stand apart from others.
3. I feel I am quite distinctive from others.

SCALE NAME: Need to Integrate

SCALE DESCRIPTION:

This scale uses three, seven-point items to measure the extent to which a person desires a shared identity with others.

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) was developed by them based on inspiration received from the conceptual framework by Brewer (1991).

RELIABILITY:

An alpha of .68 was reported for the scale by Zhang and Khare (2009).

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

COMMENTS:

Because of the scale's low internal consistency and lack of evidence in support of its validity, improvement in the scale's quality is encouraged.

REFERENCES:

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:

1. I feel the need to be similar to others.
2. I feel I need to fit in with others.
3. I feel I have many things in common with others.

SCALE NAME: Novelty of the Activity

SCALE DESCRIPTION:

This four-item, six-point Likert-type scale is supposed to measure the degree to which a person views a specified activity or experience as being novel and arousing curiosity. This scale was called *arousal* by Unger (1981; Unger and Kernan 1983) and the activity investigated was subjective leisure. In the study by Guiry, Mägi, and Lutz (2006) the activity was recreational shopping.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .73 to .79. See Unger (1981) for more detailed information. An alpha of .75 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

Factor analyses provided general support that the items tended to load together (Unger and Kernan 1983). However, the results seem to have some sensitivity to the sample and situation being evaluated. When not loading separately, the items in this scale loaded with those of the mastery scale, which indicates the two are psychologically related for some samples and situations. Guiry, Mägi, and Lutz (2006) successfully used the novelty scale and others to provide evidence of nomological validity for a scale they developed (shopping identification).

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), *Measure Validation in the Leisure Domain*, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1. There is novelty in it.
2. It satisfies my sense of curiosity.
3. It offers novel experiences.
4. I feel like I'm exploring new worlds.

1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Nutrition Involvement

SCALE DESCRIPTION:

Eight items are used to measure not only the degree of importance a person places on eating healthy but also the amount of attention devoted to nutritional information in a particular (recent) situation.

SCALE ORIGIN:

The scale seems to have been developed by Chandon and Wansink (2007).

RELIABILITY:

An alpha of .83 was reported for the scale (Chandon and Wansink 2007).

VALIDITY:

Chandon and Wansink (2007) implied that the items were unidimensional based on the results of a factor analysis. Despite this, the items appear like they could be tapping into different factors with items #1-#5 (below) measuring long-term involvement in nutrition versus what he/she did in a particular situation (#6-#8). On the face of it, item #6 seems to be particularly problematic. Care should be taken in future studies to note if the items are really measuring just one construct.

REFERENCES:

Chandon, Pierre and Brian Wansink (2007), "Is Obesity Caused by Calorie Underestimation? A Psychophysical Model of Meal Size Estimation," *Journal of Marketing Research*, 44 (1), 84-99.

SCALE ITEMS:[1]

1. I watch what I eat.
2. I pay attention to what I eat.
3. I pay attention to how much I eat.
4. Eating healthy is important to me.
5. Nutritional information influenced me.
6. Was nutritional information readily available here?
7. Did you pay attention to the nutritional information available here?
8. Did the nutritional information influence your selection?

---

1. The first five items were responded to on a five-point scale, the verbal anchors of which were not described by Chandon and Wansink (2007). The last three items seem to have been answered with a *yes* or *no*.

SCALE NAME: Obsessive-Compulsive Buying

SCALE DESCRIPTION:

This scale is composed of three, seven-point Likert-type items that are intended to measure the degree to which a consumer expresses a preoccupation with purchasing products regardless of "need" (obsession) and is exhibited in his/her repetitive buying behavior (compulsion).

SCALE ORIGIN:

The scale was developed and validated in a series of studies by Ridgway, Kukar-Kinney, and Monroe (2008). They began by collecting 121 potential items and consequently reduced them to 15 via expert judgment. Then, using the results of Study 1, the list of items was reduced to three items a piece for two factors: the obsessive-compulsive buying dimension and the impulsive buying dimension. In Studies 2 and 3, the items from the two scales were merged and called *compulsive buying*. This same combined scale was the subject of another article by the same set of authors (Kukar-Kinney, Ridgway, and Monroe 2009).

RELIABILITY:

Ridgway, Kukar-Kinney, and Monroe (2008) reported that the alphas for the scale were .75 (n = 352 undergraduate students), .77 (n = 551 university employees), and .78 (n = 309 customers of an Internet vendor of women's clothes).

VALIDITY:

In the three studies they conducted, Ridgway, Kukar-Kinney, and Monroe (2008) provided a variety of evidence in support of the scale's convergent, discriminant, and nomological validities.

REFERENCES:

Kukar-Kinney, Monika, Nancy M. Ridgway, and Kent B. Monroe (2009), "The Relationship Between Consumers' Tendencies to Buy Compulsively and Their Motivations to Shop and Buy on the Internet," *Journal of Retailing*, 85 (3), 298-307.

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:

1. My closet has unopened shopping bags in it.
2. Others might consider me a "shopaholic."
3. Much of my life centers around buying things.

SCALE NAME: Opinion Leadership (Child)

SCALE DESCRIPTION:

Three, five-point items are used to measure the degree to which a child views him/herself as an opinion leader for friends in some product category and does so by being a source of information and influence.

SCALE ORIGIN:

The scale was developed for use with children by Kratzer and Lettl (2009). It is based upon a variety of previous measures used with adults.

RELIABILITY:

Kratzer and Lettl (2009) reported the alpha for the scale to be .70.

VALIDITY:

Confirmatory factor analysis indicated a good fit of the items. Given this and that the items loaded positively and significantly on the same factor, Kratzer and Lettl (2009) believed this provided some evidence of the scale's convergent validity.

REFERENCES:

Kratzer, Jan and Christopher Lettl (2009), "Distinctive Roles of Lead Users and Opinion Leaders in the Social Networks of Schoolchildren," *Journal of Consumer Research*, 36 (4), 646-659.

SCALE ITEMS:[1]

1. I tell my friends about new _____ I have.
2. Before my friends buy new _____, they ask me for advice.
3. When new _____ come out, I am the first to know about them.

---

1. The extreme verbal anchors used with these items by Kratzer and Lettl (2009) were *always* (1) and *never* (5). The blanks should be filled with the name of the focal product category, e.g., toys.

SCALE NAME: Opinion Leadership (Price)

SCALE DESCRIPTION:

Seven-point, Likert-type items are used to measure a consumer's tendency to be used by others as a good source of price information for a variety of products. The scale measures a general tendency rather than the likelihood that the behavior only occurs for any particular product category. The scale is sometimes referred to as *price mavenism*.

SCALE ORIGIN:

The scale is a revision of the Market Maven scale by Feick and Price (1987). Lichtenstein, Ridgway, and Netemeyer (1993) modified the six items in that scale and generated eight more. These 14 items were tested along with many others in a pretest. The sample was composed of 341 nonstudent adult consumers who had the grocery-shopping responsibility for their households. Factor analysis and coefficient alpha were used to eliminate weaker items. The ten items remaining were reported to have an alpha of .90. These items were used in the main study, though the next round of analysis eliminated four of them, leaving the final version of the scale with six items. Of these six, four were very similar to items used by Feick and Price (1987). The version used by Völckner (2008) is composed of three of the six items used in the final version of the scale by Lichtenstein, Ridgway, and Netemeyer (1993).

RELIABILITY:

The main study by Lichtenstein, Ridgway, and Netemeyer (1993) showed an alpha of .90 for the four-item version of the scale. An alpha of .898 and a construct reliability of .831 were reported for the three-item version of the scale used by Völckner (2008).

VALIDITY:

Lichtenstein, Ridgway, and Netemeyer (1993) used confirmatory factor analysis to conclude that the scale was unidimensional and showed evidence of discriminant validity. Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Feick, Lawrence F. and Linda L. Price (1987), "The Market Maven: A Diffuser of Marketplace Information," *Journal of Marketing*, 51 (January), 83-97.

Lichtenstein, Donald R., Nancy M. Ridgway, and Richard G. Netemeyer (1993), "Price Perceptions and Consumer Shopping Behavior: A Field Study," *Journal of Marketing Research*, 30 (May), 234-45.

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:[1]

1. People ask me for information about prices for different types of products.
2. I'm considered somewhat of an expert when it comes to knowing the prices of products.
3. For many kinds of products, I would be better able than most people to tell someone where to shop to get the best buy.
4. I like helping people by providing them with price information about many kinds of products.
5. My friends think of me as a good source of price information.
6. I enjoy telling people how much they might expect to pay for different kinds of products.

---

1. Lichtenstein, Ridgway, and Netemeyer (1993) used all six items while Völckner (2008) used item #2 and slight variations on #1 and #5,

SCALE NAME: Opinion Leadership (Product Category Specific)

SCALE DESCRIPTION:

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

SCALE ORIGIN:

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

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

RELIABILITY:

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

VALIDITY:

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

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

REFERENCES:

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

Flynn, Leisa R., Ronald E. Goldsmith, and Jacqueline K. Eastman (1996), "Opinion Leaders and Opinion Seekers: Two New Measurement Scales," *Journal of the Academy of Marketing Science*, 24 (Spring), 137–47.

Rogers, Everett M. (1961), *Characteristics of Innovators and Other Adopter Categories*. Wooster, Ohio: Ohio Agricultural Experiment Station Research Bulletin #882.

Rogers, Everett M. and David G. Cartano (1962), ''Methods of Measuring Opinion Leadership,'' *Public Opinion Quarterly*, 26 (Fall), 435-441.

SCALE ITEMS:[1]

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

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

---

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

SCALE NAME: Optimistic

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's tendency to believe that he/she will generally experience more good than bad in life.

SCALE ORIGIN:

The items used by Bruner and Kumar (2007) in their Study 2 are a subset of items from the six item Life Orientation Test by Scheier, Carver, and Bridges (1994). Bruner and Kumar (2007) gathered data using all six items but the analysis indicated that the set did not have acceptable psychometric quality. Further analyses led to them using the three items identified below.

RELIABILITY:

An alpha of .76 was reported by Bruner and Kumar (2007) for the scale as used in their Study 2.

VALIDITY:

Some information bearing on the scale's validity was provided by Bruner and Kumar (2007) as it was used to help validate another scale they were developing (gadget loving). In particular, evidence was provided in support of the scale's convergent and discriminant validities. Its AVE was .59 (Study 2).

COMMENTS:

See also Nenkov, Inman, and Hulland (2008).

REFERENCES:

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

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

Scheier, Michael F., Charles S. Carver, and Michael W. Bridges (1994), "Distinguishing Optimism from Neuroticism (and Trait Anxiety, Self-Mastery, and Self-Esteem): A Reevaluation of the Life Orientation Test," *Journal of Personality and Social Psychology*, 67(6), 1063–1078.

SCALE ITEMS:

1. If something can go wrong for me, it will. (r)
2. I hardly ever expect things to go my way. (r)
3. Overall, I expect more good things to happen to me than bad.

SCALE NAME: Optimistic

SCALE DESCRIPTION:

The three items in this scale are intended to capture the level of hopeful-type feelings a person is experiencing (or experienced during a certain event).

SCALE ORIGIN:

Richins (1997) drew on terms found in previous measures, as well as her own series of studies, to develop and refine several emotion-related scales into the CES (Consumption Emotion Set). Although Castaño et al. (2008) did not cite Richins (1997) as the source of the scale they used, it seems unlikely they would have independently developed exactly the same scale.

RELIABILITY:

Reliability was reported by Richins (1997) only for Studies 4 (α = .82) and 5 (α = .86). The alpha reported by Castaño et al. (2008) was .78 (Study 1). (They used the scale in Study 2 as well but merely described a set of four scales as all having alphas above .78.)

VALIDITY:

Richins (1997) did not directly examine the validity of the scale. A great deal of effort was expended, however, in a creative use of multidimensional scaling to note whether the items that composed each scale clustered together. No evidence of the scale's validity was provided by Castaño et al. (2008).

REFERENCES:

Castaño, Raquel, Mita Sujan, Manish Kacker, and Harish Sujan (2008), "Managing Consumer Uncertainty in the Adoption of New Products: Temporal Distance and Mental Simulation," *Journal of Marketing Research*, 45 (3), 320-336.

Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127–46.

SCALE ITEMS:[1]

1. optimistic
2. encouraged
3. hopeful

---

1. Richins (1997) used a four-point response format with *Not at all* (1) and *Strongly* (4) as the extreme verbal anchors. Castaño et al. (2008) used a nine-point scale but the verbal anchors were not described.

SCALE NAME: Oral Care Beliefs (Psycho-social)

SCALE DESCRIPTION:

The scale is composed of four, five-point Likert-type items that are intended to measure social and psychological aspects of a child's beliefs about caring for his/her teeth in the opinion of one his/her parents. In other words, the scale is meant to be filled out by a parent of the child. Thus, in essence, what is being measured is the parent's beliefs about a child's beliefs.

SCALE ORIGIN:

The scale was developed by Du, Sen, and Bhattacharya (2008) based upon feedback received from parents during a focus group study. The authors believed that the validity of measuring children's beliefs based upon information from their parents was supported by previous research as well as their own focus group findings.

RELIABILITY:

The alpha for the scale was .70 (Du, Sen, and Bhattacharya 2008).

VALIDITY:

No evidence regarding the scale's validity was provided by Du, Sen, and Bhattacharya (2008).

REFERENCES:

Du, Shuili, Sankar Sen, and C.B. Bhattacharya (2008), "Exploring the Social and Business Returns of a Corporate Oral Health Initiative Aimed at Disadvantaged Hispanic Families," *Journal of Consumer Research*, 35 (3), 483-494.

SCALE ITEMS:

1. He/she thinks that taking care of his/her teeth improves his/her smile.
2. He/she thinks kids who take care of their teeth have more friends.
3. He/she thinks kids who take care of their teeth are more popular with the girls/boys.
4. He/she thinks kids who take care of their teeth have more self-confidence.

SCALE NAME: Outcome Responsibility

SCALE DESCRIPTION:

Three, nine-point items are used to measure the degree to which a person feels in control of a choice and takes personal responsibility for the outcome.

SCALE ORIGIN:

The source of the scale was not specified by Botti and McGill (2006) but appears to be original to them.

RELIABILITY:

An alpha of .93 was reported for the scale by Botti and McGill (2006).

VALIDITY:

No information regarding the scale's validity was provided by Botti and McGill (2006).

REFERENCES:

Botti, Simona (2009), personal correspondence.

Botti, Simona and Ann L. McGill (2006), "When Choosing Is Not Deciding: The Effect of Perceived Responsibility on Satisfaction," *Journal of Consumer Research*, 33 (September), 211-219.

SCALE ITEMS:[1]

1. How responsible do you feel for the outcome of this choice?
2. How accountable do you think you are for the outcome of this choice?
3. To what extent did you feel in control of the outcome of this choice?

---

1. Botti (2009) indicated that the verbal anchors were *not responsible at all / extremely responsible (*item #1), *not accountable at all / extremely accountable* (item #2)*,* and *not at all / extremely* (item #3).

SCALE NAME: Ownership (Perceived)

SCALE DESCRIPTION:

This three item, seven-point Likert-type scale measures the degree to which a person has a feeling of owning an object without actually owning it. While it might be possible to use the scale when people do have some legitimate legal claim to an object, it was not developed for that purpose but instead was meant for occasions when people do not possess an object but feel as if they do.

SCALE ORIGIN:

The scale was developed by Peck and Shu (2009) based on inspiration they received from work by Pierce, Kostova, and Dirks (2001, 2003).

RELIABILITY:

Peck and Shu (2009) used the scale in their four studies and the alphas were either .96 or .97 in each case.

VALIDITY:

No examination of the scale's validity was provided by Peck and Shu (2009). However, they did note that a factor analysis conducted as a pretest to Study 3 showed that the items in the ownership scale loaded highly on one factor while those supposed to measure another factor (affective reaction) loaded highly on another.

REFERENCES:

Peck, Joann and Suzanne B. Shu (2009), "The Effect of Mere Touch on Perceived Ownership," *Journal of Consumer Research*, 36 (3), 434-447.

Pierce, Jon L., Tatiana Kostova, and Kurt T. Dirks (2001), "Towards a Theory of Psychological Ownership in Organizations," *Academy of Management Review*, 26 (2), 298–310.

Pierce, Jon L., Tatiana Kostova, and Kurt T. Dirks (2003), "The State of Psychological Ownership: Integrating and Extending a Century of Research," *Review of General Psychology*, 7 (1), 84–107.

SCALE ITEMS:[1]

1. I feel like this is my _____.

2. I feel a very high degree of personal ownership of the _____.

1. I feel like I own this _____.

---

1. The name of the object should be placed in the blanks.

SCALE NAME: P3 Community Commitment

SCALE DESCRIPTION:

The three, five-point Likert-type items in this scale measure the extent to which a member of a virtual peer-to-peer problem solving (P3) community considers his/her membership to be important and wants to maintain the relationship.

SCALE ORIGIN:

Although the details were not provided, it appears that Mathwick, Wiertz, and Ruyter (2008) used a scale that had been developed by the lead author in a previous study (Mathwick and Klebba 2003).

RELIABILITY:

The construct reliability for this scale was reported to be .96 by Mathwick, Wiertz, and Ruyter (2008).

VALIDITY:

Mathwick, Wiertz, and Ruyter (2008) provided support for the convergent and discriminant validity of this scale. The AVE was .90.

REFERENCES:

Mathwick, Charla and Joanne Klebba (2003), "The Nature and Value of Virtual Community Participation," in *Proceedings of the American Marketing Association's Summer Educators' Conference*, Chicago, p. 323.

Mathwick, Charla, Caroline Wiertz, and Ko De Ruyter (2008), "Social Capital Production in a Virtual P3 Community," *Journal of Consumer Research*, 34 (6), 832-849.

SCALE ITEMS:[1]

1. The relationship I have with this _____ forum is important to me.
2. I really care about the fate of this _____ forum.
3. The relationship I have with this _____ forum is one I intend to maintain indefinitely.

---

1. The name of the community should be placed in the blanks.

SCALE NAME: P3 Community Informational Value

SCALE DESCRIPTION:

Three, five-point Likert-type items are used in this scale to measure the degree to which a member of a virtual peer-to-peer problem solving (P3) community believes that the information received from other members of the community is a valuable resource.

SCALE ORIGIN:

Although the details were not provided, it appears that Mathwick, Wiertz, and Ruyter (2008) used a scale that had been developed by the lead author in a previous study (Mathwick and Klebba 2003).

RELIABILITY:

The construct reliability for this scale was reported to be .87 by Mathwick, Wiertz, and Ruyter (2008).

VALIDITY:

Mathwick, Wiertz, and Ruyter (2008) provided support for the convergent and discriminant validity of this scale. The AVE was .68.

REFERENCES:

Mathwick, Charla and Joanne Klebba (2003), "The Nature and Value of Virtual Community Participation," in *Proceedings of the American Marketing Association's Summer Educators' Conference*, Chicago, p. 323.

Mathwick, Charla, Caroline Wiertz, and Ko De Ruyter (2008), "Social Capital Production in a Virtual P3 Community," *Journal of Consumer Research*, 34 (6), 832-849.

SCALE ITEMS:[1]

1. I find the information on this _____ forum to be valuable.
2. I think of this _____ forum as an information resource.
3. There is unique value in the _____ forums.

---

1. The name of the community should be placed in the blanks.

SCALE NAME: P3 Community Participation

SCALE DESCRIPTION:

The scale has three, five-point Likert-type items that are used to measure the degree to which a member of a virtual peer-to-peer problem solving (P3) community expends effort to help others in the group. Mathwick, Wiertz, and Ruyter (2008) referred to the scale as *norms of voluntarism*.

SCALE ORIGIN:

It appears that Mathwick, Wiertz, and Ruyter (2008) drew ideas from the work of Podsakoff, Ahearne, and MacKenzie (1997) in developing this scale.

RELIABILITY:

The construct reliability for this scale was .81 (Mathwick, Wiertz, and Ruyter 2008).

VALIDITY:

Mathwick, Wiertz, and Ruyter (2008) provided support for the convergent and discriminant validity of this scale. The AVE was .59.

REFERENCES:

Mathwick, Charla, Caroline Wiertz, and Ko De Ruyter (2008), "Social Capital Production in a Virtual P3 Community," *Journal of Consumer Research*, 34 (6), 832-849.

Podsakoff, Philip M., Michael Ahearne, and Scott B. MacKenzie (1997), "Organizational Citizenship Behavior and the Quantity and Quality of Work Group Preferences," *Journal of Applied Psychology*, 8 (2), 262–70.

SCALE ITEMS:[1]

1. I assist fellow _____ users in finding solutions to their problems.
2. I am willing to work together with others to improve the _____ experience.
3. I keep up with the latest technical developments in order to make useful contributions to the _____ community.

---

1. The name of the community should be placed in the blanks.

SCALE NAME: P3 Community Social Value

SCALE DESCRIPTION:

In this scale, four, five-point Likert-type items are used to measure the extent that a member of a virtual peer-to-peer problem solving (P3) community expresses a sense of belonging to the forum and reliance on it.

SCALE ORIGIN:

Although the details were not provided, it appears that Mathwick, Wiertz, and Ruyter (2008) used a scale that had been developed by the lead author in a previous study (Mathwick and Klebba 2003).

RELIABILITY:

The construct reliability for this scale was reported to be .93 by Mathwick, Wiertz, and Ruyter (2008).

VALIDITY:

Mathwick, Wiertz, and Ruyter (2008) provided support for the convergent and discriminant validity of this scale. The AVE was .77.

REFERENCES:

Mathwick, Charla and Joanne Klebba (2003), "The Nature and Value of Virtual Community Participation," in *Proceedings of the American Marketing Association's Summer Educators' Conference*, Chicago, p. 323.

Mathwick, Charla, Caroline Wiertz, and Ko De Ruyter (2008), "Social Capital Production in a Virtual P3 Community," *Journal of Consumer Research*, 34 (6), 832-849.

SCALE ITEMS:[1]

1.   I think of the patrons of this _____ forum as my extended family.
2.   Participating on this _____ forum provides an important source of camaraderie for me.
3.   This _____ forum provides a sounding board for my ideas.
4.   I rely on the personal support I get from others in this _____ forum.

---

1. The name of the community should be placed in the blanks.

SCALE NAME: P3 Community Trust

SCALE DESCRIPTION:

The scale is composed of three, five-point Likert-type items intended to measure the degree to which a member of a virtual peer-to-peer problem solving (P3) community believes in the quality of information received from other members of the community and rely upon it. Mathwick, Wiertz, and Ruyter (2008) referred to the scale as *norms of social trust*.

SCALE ORIGIN:

It appears that Mathwick, Wiertz, and Ruyter (2008) developed the scale based on inspiration received from the work of Moorman, Zaltman, and Deshpande (1992).

RELIABILITY:

The construct reliability for this scale was .93 (Mathwick, Wiertz, and Ruyter 2008).

VALIDITY:

Mathwick, Wiertz, and Ruyter (2008) provided support for the convergent and discriminant validity of this scale. The AVE was .81.

REFERENCES:

Mathwick, Charla, Caroline Wiertz, and Ko De Ruyter (2008), "Social Capital Production in a Virtual P3 Community," *Journal of Consumer Research*, 34 (6), 832-849.

Moorman, Christine, Gerald Zaltman, and Rohit Deshpande (1992), "Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations," *Journal of Marketing Research*, 29 (August), 314–28.

SCALE ITEMS:[1]

1.   I trust _____ contributors to know things I don't know.
2.   I would base an important decision on advice I received from the contributors to this _____ forum.
3.   Contributors to the _____ forum have high integrity.

---

1. The name of the community should be placed in the blanks.

SCALE NAME: Parental Mediation of Internet Usage (Active)

SCALE DESCRIPTION:

Four, seven-point items are used in this scale to measure the approach used by a parent to regulate a child's online activity. Specifically, the scale measures from a child's point of view how frequently his/her parent(s) take an instructional approach to Internet use that encourages paying attention to certain factors and being wary of requests.

SCALE ORIGIN:

The scale was developed by Lwin, Stanaland, and Miyazaki (2008). They borrowed 31 items from past research (mostly from studies of other media) and adapted them for use with children going online. After a pretest, six items were kept to measure two types of mediation: Active (four items) and Regulated (two items).

RELIABILITY:

As used by Lwin, Stanaland, and Miyazaki (2008), the scale's alphas were .897 and .972 for Study 1 (n = 319, mean age 10.9 years) and 2 (n = 361, mean age 15.3 years), respectively (May 2011). The scale was only used in Study 2 by Miyazaki, Stanaland, and Lwin (2009) and its alpha was .83 (n = 375, mean age 10.9 years).

VALIDITY:

No evidence regarding the scale's validity was provided by Lwin, Stanaland, and Miyazaki (2008) or Miyazaki, Stanaland, and Lwin (2009).

REFERENCES:

Lwin, May O. (2011), personal correspondence.

Lwin, May O., Andrea J.S. Stanaland, and Anthony D. Miyazaki (2008), "Protecting Children's Privacy Online: How Parental Mediation Strategies Affect Website Safeguard Effectiveness," *Journal of Retailing*, 84 (2), 205-217.

Miyazaki, Anthony D., Andrea J. S. Stanaland, and May O. Lwin (2009), "Self-Regulatory Safeguards and The Online Privacy of Preteen Children," *Journal of Advertising*, 38 (4), 79-91.

SCALE ITEMS:[1]

How often do your parents do the following:

1. Remind you not to give out personal information online?
2. Educate you about the dangers of the internet (e.g., dealing with uncomfortable experiences)?
3. Explain to you that strangers are not who they say they are?
4. Keep an eye on what you are doing online (e.g., who you chat with)?

---

1. The extreme anchors for the response scales used by Lwin, Stanaland, and Miyazaki (2008) as well as Miyazaki, Stanaland, and Lwin (2009) were *Not at all* (1) and *All the time* (7).

SCALE NAME: Patronage Reduction

SCALE DESCRIPTION:

Composed of four, seven-point Likert-type items, this scale measures a customer's intentional efforts to reduce the level of interaction with a business in several ways.

SCALE ORIGIN:

The scale was developed by Grégoire and Fisher (2006). Its alpha was .93 and evidence was provided in support of its discriminant validity.

RELIABILITY:

The alpha for the scale when used by Grégoire, Tripp, and Legoux (2009) was .79.

VALIDITY:

Grégoire, Tripp, and Legoux (2009) did not discuss the scale's validity. They did, however, use it to help establish the nomological validity of some measures of retaliatory behavior.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2006), "The Effects of Relationship Quality on Customer Retaliation," *Marketing Letters*, 17 (January), 31–46.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

SCALE ITEMS:

1. I spent less money at this business.
2. I stopped doing business with this firm.
3. I reduced frequency of interaction with the firm.
4. I brought my business to a competitor.

SCALE NAME: Persuasiveness of the Ad

SCALE DESCRIPTION:

This scale uses three, seven-point Likert-type items to measure the degree to which a person believes that an advertisement is responsible for changing his/her attitude about a brand. The scale was called *change mind* by Smith, Chen, and Yang (2008).

SCALE ORIGIN:

The source of the scale used by Smith, Chen, and Yang (2008) appears to be dissertation research by one of the authors (Yang 2006).

RELIABILITY:

The scale had an alpha of .82 (Smith, Chen, and Yang 2008).

VALIDITY:

No information regarding the scale's validity was provided by Smith, Chen, and Yang (2008).

REFERENCES:

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy of Effects," *Journal of Advertising*, 37 (4), 47–61.

Yang, Xiaojing (2006), *The Impact of Perceived Advertising Creativity on Ad Processing and Response*, unpublished doctoral dissertation, Bloomington, Indiana: Indiana University.

SCALE ITEMS:

1.   The ad changed my mind about the brand.
2.   I learned something new from the ad.
3.   After viewing the ad, I see things differently.

SCALE NAME: Physical Fitness Motivation

SCALE DESCRIPTION:

The scale uses three statements and a seven-point Likert-type response format to measure the extent to which something has helped a person want to exercise regularly. The motivating factor in the study by Nan (2008) was a public service announcement. However, the items seem to be amenable for use with other stimuli.

SCALE ORIGIN:

The scale appears to be original to Nan (2008). She viewed this scale as being a measure of intention.

RELIABILITY:

The alpha for the scale by Nan (2008) was .88 (n = 70 American college students).

VALIDITY:

No information regarding the scale's validity was provided by Nan (2008).

REFERENCES:

Nan, Xiaoli (2008), "The Pursuit of Self-Regulatory Goals: How Counterfactual Thinking Influences Advertising Persuasiveness," *Journal of Advertising*, 37 (1), 17-27.

SCALE ITEMS:[1]

1.   _____ makes me want to or continue to exercise in a consistent and systematic manner.
2.   _____ makes me want to or continue to maintain a regular physical fitness program.
3.   _____ makes me want to recommend to my friends/relatives that they maintain a regular physical fitness program.

---

1. The blank should be filled with the name or description of the stimulus, e.g., advertisement, physician, coach, website.

SCALE NAME: Positioning Clarity

SCALE DESCRIPTION:

Three items are used to measure the degree to which a person views an organization as presenting a clear, understandable image of itself and what can be expected of it.

SCALE ORIGIN:

The source of the scale was not described by Simmons and Becker-Olsen (2006) and is probably original to them.

RELIABILITY:

An alpha of .94 was reported for the scale by Simmons and Becker-Olsen (2006).

VALIDITY:

Simmons and Becker-Olsen (2006) did not discuss the scale's validity.

REFERENCES:

Simmons, Carolyn J. and Karen L. Becker-Olsen (2006), "Achieving Marketing Objectives Through Social Sponsorships," *Journal of Marketing*, 70 (4), 154-169.

SCALE ITEMS:[1]

1. _____ clearly communicates what it stands for.
2. _____ has an image that is difficult to understand.(r)
3. _____ conveys a clear image in all its actions.

---

1. The name of the focal organization should be placed in the blanks. The number of points on the response scale as well as the type of anchors were not explicitly described by Simmons and Becker-Olsen (2006), however, a close reading of the article indicates that a seven-point Likert-type response format was probably used with the items.

SCALE NAME: Post-Socializing Affect

SCALE DESCRIPTION:

Three, seven-point items are used in this scale to measure how a person feels after socializing with other people, i.e., to what degree does a person feel good (wanting more socialization) or bad (wanting less).

SCALE ORIGIN:

The source of the scale was not described by Wheeler and Berger (2007). It seems to have been developed by them.

RELIABILITY:

An alpha of .80 was reported for the scale by Wheeler and Berger (2007).

VALIDITY:

Wheeler and Berger (2007) did not provide any information about the scale's validity.

REFERENCES:

Wheeler, S. Christian and Jonah Berger (2007), "When the Same Prime Leads to Different Effects," *Journal of Consumer Research*, 34 (3), 357-368.

SCALE ITEMS:

1. After a party I feel . . .[1]
2. After socializing with a large group of people . . .[2]
3. After meeting lots of new people I feel . . .[3]

---

1. The extreme verbal anchors used with this items were (1) *drained* and (7) *energetic.*
2. The extreme verbal anchors used with this items were (1) *want some time to myself* and (7) *want to socialize again soon.*
3. The extreme verbal anchors used with this items were (1) *worn out* and (7) *excited.*

SCALE NAME: Power Distance

SCALE DESCRIPTION:

The scale uses four, nine-point Likert-type items to measure the degree to which a person views power usage in social relationships to be hierarchic rather than egalitarian.

SCALE ORIGIN:

The items used by Erdem, Swait, and Valenzuela (2006) were developed based on measures used by Hofstede (1980). The latter proposed that there are dimensions of cultural values, one of which involves the distance between those with the most power in a society and those with the least. The scale is intended to measure that same construct at the individual level.

RELIABILITY:

Erdem, Swait, and Valenzuela (2006) reported an alpha of .628 for their scale. This is a very low level of internal consistency and improvement in the scale's quality is needed if/when the scale is used again.

VALIDITY:

Although Erdem, Swait, and Valenzuela (2006) referred to their use of factor analysis to identify scale items that performed well in each of the seven countries they studied, no direct evidence for the convergent and discriminant validities of the scale was reported.

REFERENCES:

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.

Hofstede, Geert (1980), *Culture's Consequences: International Differences in Work-Related Values*, Beverly Hills, CA: Sage Publications.

SCALE ITEMS:

1. One's boss is a person just like oneself. (r)
2. Bosses are always inaccessible and distant.
3. The way to change a society is to make everyone equally powerful. (r)
4. Other people are a threat to one's power and cannot be trusted.

SCALE NAME: Power of the Tool

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure the anticipated strength and power of a tool based on tactile sensations. The tool examined by Luo, Kannan, and Ratchford (2008) was a handheld power tool.

SCALE ORIGIN:

The scale was developed by Luo, Kannan, and Ratchford (2008) for use in Study 1.

RELIABILITY:

The alpha for the scale was .778 (Luo, Kannan, and Ratchford 2008).

VALIDITY:

Luo, Kannan, and Ratchford (2008) reported that they tested the convergent and discriminant validities of the scale in a pretest with the implication being that sufficient support was found for them. However, the results of the tests were not provided for independent verification.

REFERENCES:

Luo, Lan, P.K. Kannan, and Brian T. Ratchford (2008), "Incorporating Subjective Characteristics in Product Design and Evaluations," *Journal of Marketing Research*, 45 (2), 182-194.

SCALE ITEMS:

1. I expect this tool to be powerful.
2. This tool feels weak. (r)
3. This tool may not be powerful enough to do my job. (r)

SCALE NAME: Preference Certainty

SCALE DESCRIPTION:

This three item, seven-point scale measures a consumer's ease of making purchases within a product category because of his/her established, prepurchase preference.

SCALE ORIGIN:

Franke, Keinz, and Steger (2009) appear to have developed the scale themselves based upon ideas from past research, particularly Kramer (2007) who used a similar scale.

RELIABILITY:

The alpha for the scale was .83 (Franke, Keinz, and Steger 2009).

VALIDITY:

Franke, Keinz, and Steger (2009) used EFA and CFA to confirm the structure of four scales used in Study 2 to measure four constructs (including preference certainty). The fit of the measurement model was satisfactory and, in particular, provided evidence of this scale's unidimensionality and convergent validity.

REFERENCES:

Franke, Nikolaus, Peter Keinz, and Christoph J. Steger (2009), "Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences?," *Journal of Marketing*, 73 (5), 103-21.

Kramer, Thomas (2007), "The Effect of Measurement Task Transparency on Preference Construction and Evaluations of Personalized Recommendations," *Journal of Marketing Research*, 44 (May), 224–33.

SCALE ITEMS:[1]

1. Regarding _____, I know exactly what I want.
2. When I purchase a _____, I usually know quite soon what I prefer.
3. When I purchase a _____, I find it easy to choose among different alternatives.

---

1. The generic name of the product category should be placed in the blanks. The extreme verbal anchors used by Franke, Keinz, and Steger (2009) were *high agreement / low agreement*.

SCALE NAME: Preference Clarity

SCALE DESCRIPTION:

Using four, seven-point items, this scale measures a consumer's ability to explain the reasons why a particular brand or type of product is preferred.

SCALE ORIGIN:

Franke, Keinz, and Steger (2009) seem to have developed the scale themselves based upon ideas from past research, particularly Kramer (2007) who used a similar scale.

RELIABILITY:

The alpha for the scale was .89 (Franke, Keinz, and Steger 2009).

VALIDITY:

Franke, Keinz, and Steger (2009) used EFA and CFA to confirm the structure of four scales used in Study 2 to measure four constructs (including preference clarity). The fit of the measurement model was satisfactory and, in particular, provided evidence of this scale's unidimensionality and convergent validity.

REFERENCES:

Franke, Nikolaus, Peter Keinz, and Christoph J. Steger (2009), "Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences?," *Journal of Marketing*, 73 (5), 103-21.

Kramer, Thomas (2007), "The Effect of Measurement Task Transparency on Preference Construction and Evaluations of Personalized Recommendations," *Journal of Marketing Research*, 44 (May), 224–33.

SCALE ITEMS:[1]

1. It would be easy for me to describe what an ideal _____ should look like.
2. It would be no problem for me to name those attributes of a _____ which are most important to me.
3. I could easily explain to someone else what kind of _____ I like best.
4. If I had three minutes' time to explain to someone else what I like and what I dislike, this person could theoretically choose a _____ for me that would meet my requirements.

---

1. The generic name of the product category should be placed in the blanks. The extreme verbal anchors used by Franke, Keinz, and Steger (2009) were *high agreement / low agreement*.

SCALE NAME: Preference Cognizance

SCALE DESCRIPTION:

This scale uses three items to measure the degree to which a person expresses an understanding of their product/brand preference and can explain it. As used by Kramer (2007), study participants were asked to indicate their preference for a product from among several alternatives and this scale was intended to measure how well they understood their choice and the ease of doing it.

SCALE ORIGIN:

The source of the scale was not identified by Kramer (2007). It appears to have been developed by him for Study 3 reported in the article.

RELIABILITY:

An alpha of .75 was reported for the scale (Kramer 2007).

VALIDITY:

No information about the scale's validity was reported by Kramer (2007).

REFERENCES:

Kramer, Thomas (2007), "The Effect of Measurement Task Transparency on Preference Construction and Evaluations of Personalized Recommendations," *Journal of Marketing Research*, 44 (2), 224-233.

SCALE ITEMS:[1]

1. I had a clear sense of my preference for _____.
2. It was difficult for me to make up my mind about buying a _____ because I did not really know what I wanted. (r)
3. Even if I wanted to, I could not tell someone what I really liked about _____(s).

---

1. The nature of the response scale was not described by Kramer (2007). It may have been a seven-point *agree/disagree* format. Also, these items are based upon the paraphrases provided in the article and may not be exactly what the author used.

SCALE NAME: Prepurchase Planning (Grocery Shopping)

SCALE DESCRIPTION:

This scale uses statements with a Likert-type response format to measure the degree to which a consumer develops clear purchase intentions and engages in particular preparatory behaviors before visiting the grocery store. Gauri, Sudhir, and Talukdar (2008) referred to this scale as *perceived search skills*.

SCALE ORIGIN:

Although it was not clear from the article by Putrevu and Ratchford (1997), some of the work on the scales was conducted earlier in a dissertation by Putrevu (1992).

RELIABILITY:

The alphas for the scale have been .72 (Putrevu and Ratchford 1997), .89 (Gauri, Sudhir, and Talukdar 2008), and .86 (Talukdar 2008).

VALIDITY:

Although Putrevu and Ratchford (1997) stated in general terms that their scales showed evidence of convergent, discriminant, and content validity, no specific details were provided for this scale. No information about the scale's validity was reported by Gauri, Sudhir, and Talukdar (2008) or Talukdar (2008).

REFERENCES:

Gauri, Dinesh K., K. Sudhir, and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," *Journal of Marketing Research*, 45 (2), 226-240.

Putrevu, Sanjay (1992), "A Theory of Search and Its Empirical Investigation," doctoral dissertation, State University of New York at Buffalo.

Putrevu, Sanjay and Brian T. Ratchford (1997), "A Model of Search Behavior with an Application to Grocery Shopping," *Journal of Retailing*, 73 (4), 463–86.

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

SCALE ITEMS:[1]

1. I prepare a shopping list before going grocery shopping.
2. I pre-sort my coupons before going grocery shopping.
3. I know what products I am going to buy before going to the supermarket.
4. I am a well organized grocery shopper.
5. Before going to the supermarket, I plan my purchases based on the specials available that week.

---

1. Putrevu and Ratchford (1997) used all five items and a seven-point response format anchored by *never* and *always*. Gauri, Sudhir, and Talukdar (2008) and Talukdar (2008) used items #1-#4 with a five-point response scale anchored by *strongly disagree* and *strongly agree*.

SCALE NAME: Price Change Motive (Customer's Inference)

SCALE DESCRIPTION:

Three statements with bi-polar adjective responses are used in this scale to measure a consumer's attitude regarding a marketer's motive for changing prices, i.e., was it a good/bad motive?

SCALE ORIGIN:

The source of the scale was not identified by Campbell (2007) but it appears to be original to her.

RELIABILITY:

The alpha for the scale was .69 (Campbell 2007).

VALIDITY:

Campbell (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Campbell, Margaret C. (2007), "'Says Who?!' How the Source of Price Information and Affect Influence Perceived Price (Un)fairness," *Journal of Marketing Research*, 44 (2), 261-271.

Campbell, Margaret C. (2010), personal correspondence.

SCALE ITEMS:[1]

1. The motive for the price change in this situation was: *bad/good*
2. The intent in this situation was to take advantage of customers: *agree/disagree*
3. The goal was to protect profit regardless of the impact on consumers: *agree/disagree*

---

1. The phrasing of the items and the responses were supplied by Campbell (2010).

SCALE NAME: Price Guarantee (Inferred Retailer's Motive)

SCALE DESCRIPTION:

The scale is composed of three statements that measure a customer's opinion regarding the reason why a retailer offers a low-price guarantee. In particular, the scale measures the degree to which a consumer believes the low-price guarantee is offered in order serve its own financial interests rather than to be customer-oriented.

SCALE ORIGIN:

Kukar-Kinney, Xia, and Monroe (2007) stated that they developed the scale. It was used in Studies 2 (n = 229 undergraduate students) and 3 (n = 339 undergraduate students).

RELIABILITY:

The construct reliabilities were reported by Kukar-Kinney, Xia, and Monroe (2007) to be .74 (Study 2) and .62 (Study 3). As the authors admit, item #1 (below) seems to be weak. Consideration should be given to replacing it with one or more better items.

VALIDITY:

Kukar-Kinney, Xia, and Monroe (2007) provided evidence in support of the scale's convergent and discriminant validities.

REFERENCES:

Kukar-Kinney, Monika, Lan Xia, and Kent B. Monroe (2007), "Consumers' Perceptions of the Fairness of Price-matching Refund Policies," *Journal of Retailing*, 83 (3), 325-337.

SCALE ITEMS:[1]

I believe the store's low price guarantee is offered because:

1. The retailer offers the low-price guarantee to serve its own interests.
2. The retailer offers the low-price guarantee to increase profits at the expense of consumers.
3. The retailer intends to take advantage of customers by offering the low price guarantee.

1. The response format used by Kukar-Kinney, Xia, and Monroe (2007) was not described. It might have been a seven-point Likert-type scale using *agree/disagree* as the extreme verbal anchors.

SCALE NAME: Price Perception (Store Comparison)

SCALE DESCRIPTION:

Four items are used in this scale to measure the degree to which a consumer believes that the prices for products charged at a particular store are generally higher than its competitors. Kukar-Kinney and Grewal (2007) used a seven-point response scale with the items whereas Kukar-Kinney, Walters, and MacKenzie (2007) used a nine-point format.

SCALE ORIGIN:

The scale used by Kukar-Kinney and Grewal (2007) as well as Kukar-Kinney, Walters, and MacKenzie (2007) is a slightly modified version of one by Srivastava (1999; Srivastava and Lurie 2004).

RELIABILITY:

Alphas of .88 and .92 were reported by Kukar-Kinney and Grewal (2007) for the scale in Studies 1 and 2, respectively. Kukar-Kinney, Walters, and MacKenzie (2007) reported an alpha of .84.

VALIDITY:

Neither Kukar-Kinney and Grewal (2007) nor Kukar-Kinney, Walters, and MacKenzie (2007) provided information regarding the scale's validity.

REFERENCES:

Kukar-Kinney, Monika and Dhruv Grewal (2007), "Comparison of Consumer Reactions to Price-Matching Guarantees in Internet and Bricks-and-Mortar Retail Environments," *Journal of the Academy of Marketing Science*, 35 (2), 197-207.

Kukar-Kinney, Monika, Rockney G. Walters, and Scott B. MacKenzie (2007), "Consumer Responses to Characteristics of Price-Matching Guarantees: The Moderating Role of Price Consciousness," *Journal of Retailing*, 83 (2), 211-221.

Srivastava, J. (1999), "Price-matching Refund Policies as Signals of Store Price Image," *Working Paper No. 99–128*, Marketing Science Institute, Cambridge, MA.

Srivastava, Joydeep and Nicholas H. Lurie (2004), "Price-matching Guarantees as Signals of Low Store Prices: Survey and Experimental Evidence," *Journal of Retailing*, 80 (2), 117-128.

SCALE ITEMS:

1. Compared to its competitors, the overall prices at this store are most likely . . . [1]
2. Relative to other _____ stores, the prices at this store are most likely . . . [2]
3. I expect that the overall prices at this store are . . . [3]
4. This store's prices are likely to be higher than average market prices of the same products . . . [4]

---

1. The extreme verbal anchors for this item were *lower than average / higher than average*.
2. The extreme verbal anchors for this item were *low / high*. The name of the category of stores to which the focal store is being compared should be placed in the blank, e.g., electronics.
3. The extreme verbal anchors for this item were *very low / very high*.
4. The extreme verbal anchors for this item were *strongly disagree / strongly agree*.

SCALE NAME: Privacy Concerns (Collection of Information)

SCALE DESCRIPTION:

This four-item, seven-point Likert-type scale is intended to measure a person's attitude about companies asking him/her for personal information. As used by Okazaki, Li, and Hirose (2009), the context was mobile phone users being concerned about mobile advertisers requesting and gathering personal information from users.

SCALE ORIGIN:

The scale used by Okazaki, Li, and Hirose (2009) is an adaptation of a scale developed by Smith, Milberg, and Burke (1996) for the mobile phone user context.

RELIABILITY:

An alpha of .74 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .85.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .66.

REFERENCES:

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

Smith, H. Jeff, Sandra J. Milberg, and Sandra J. Burke (1996), "Information Privacy: Measuring Individuals' Concerns about Organizational Practices," *MIS Quarterly*, 20 (June), 167–196.

SCALE ITEMS:[1]

1.   It usually bothers me when _____ ask me for personal information.
2.   When _____ ask me for personal information, I sometimes think twice before providing it.
3.   It bothers me to give personal information to so many _____.
4.   I'm concerned that _____ are collecting too much personal information about me.

---

1. The blanks can be filled with something general such as "companies" or made more specific with something like "mobile advertisers," such as Okazaki, Li, and Hirose (2009) did.

SCALE NAME: Privacy Concerns (Collection of Information)

SCALE DESCRIPTION:

The scale assesses the extent to which a consumer is wary that a store is gathering his/her personal information and using it for business purposes. The scale was used by Demoulin and Zidda (2009) with respect to a loyalty card issued by a store, thus, they referred to the measure as *perceived risk associated with the new loyalty card.*

SCALE ORIGIN:

Demoulin and Zidda (2009) stated that they drew inspiration for their items from work by Kim, Ferrin, and Rao (2008) as well as Leenheer et al. (2007).

RELIABILITY:

An alpha of .85 was reported for the scale by Demoulin and Zidda (2009).

VALIDITY:

Demoulin and Zidda (2009) used CFA to provide evidence of the scale's convergent and discriminant validities.

REFERENCES:

Demoulin, Nathalie T.M. and Pietro Zidda (2009), "Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market," *Journal of Retailing*, 85 (3), 391-405.

Kim, Dan J., Donald L. Ferrin, and Raghav H. Rao (2008), "A Trust-Based Consumer Decision-Making Model in Electronic Commerce: The Role of Trust, Perceived Risk, and their Antecedents," *Decision Support Systems*, 44 (2), 544–6.

Leenheer, Jorna, Harald J. van Heerde, Tammo H.A. Bijmolt, and Ale Smidts (2007), "Do Loyalty Programs Really Enhance Behavioral Loyalty? An Empirical Analysis Accounting for Self-Selecting Members," *International Journal of Research in Marketing*, 24 (1), 31–47.

SCALE ITEMS:[1]

1. I dread that the _____ will be used to gather and use my personal information.[2]
2. I fear that the store will use my personal data for commercial reasons.
3. I'm confident about how the store will use my personal information. (r)

1. The response scale anchors were *totally disagree* (1) and *totally agree* (5).
2. The name of the object or process that collects the data should be placed in the blank, e.g., loyalty card.

SCALE NAME: Privacy Concerns (Control of Information)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used in this scale to measure a person's attitude about the consumer's right to decide if and how personal information is gathered by companies, used, and shared with other parties.

SCALE ORIGIN:

The scale used by Okazaki, Li, and Hirose (2009) was developed by Malhotra, Kim, and Agarwal (2004). The latter's scale had a composite reliability of .78 and an AVE of .54.

RELIABILITY:

An alpha of .90 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .93.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .77.

REFERENCES:

Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Constructs, the Scale, and a Causal Model," *Information Systems Research*, 15 (4), 336–355.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:

1.   Consumer privacy is really a matter of consumers' right to exercise control and autonomy over decisions about how their information is collected, used, and shared.
2.   Consumer control of personal information lies at the heart of consumer privacy.
3.   I believe that online privacy is invaded when control is lost or unwillingly reduced as a result of a marketing transaction.

SCALE NAME: Privacy Concerns (Disclosure of Information Usage)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that are used to measure a person's belief that a company (or companies) should inform consumers if personal information is gathered from them and how it is used.

SCALE ORIGIN:

The scale used by Okazaki, Li, and Hirose (2009) is an adaptation for the mobile advertising context of a scale developed by Malhotra, Kim, and Agarwal (2004) for the web context. The latter's scale had a composite reliability of .74 and an AVE of .50.

RELIABILITY:

An alpha of .90 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .94.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .83.

REFERENCES:

Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Constructs, the Scale, and a Causal Model," *Information Systems Research*, 15 (4), 336–355.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:[1]

1.   Companies seeking information _____ should disclose the way the data are collected, processed, and used.
2.   A good consumer privacy policy _____ should have clear and conspicuous disclosure.
3.   It is very important to me that I am aware of and knowledgeable about how my personal information will be used by _____.

1. The blanks in #1 and #2 can be eliminated if the scale is being used generally or a phrase can be put in them if it is being used specifically. For example, Okazaki, Li, and Hirose (2009) used the phrase "in mobile advertising" to make it specific to the context they were studying. The blank in #3 should be filled with something general such as "companies" or a more specific phrase such as "mobile advertisers."

SCALE NAME: Privacy of Information (Company's Policy)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a person believes that a certain company is responsible in the way it treats personal information about consumers, particularly as it relates to data gathered from people at the company's website.

SCALE ORIGIN:

The scale used by Lwin, Wirtz, and Williams (2007) was from Karson (2002) who, in turn, had adapted the scale from items from a larger instrument by Smith, Milberg, and Burke (1996) that dealt with several facets of information privacy.

RELIABILITY:

The scale used by Lwin, Wirtz, and Williams (2007) had alphas of .83 and .95 in studies 1 and 2, respectively.

VALIDITY:

No information regarding this scale's validity was provided by Lwin, Wirtz, and Williams (2007). However, they did say that all of their measures were "extensively pretested" and an exploratory factor analysis showed them all to be unidimensional (p. 577).

REFERENCES:

Karson, Eric J. (2002), "Exploring a Valid and Reliable Scale of Consumer Privacy and Security Concerns on the Internet and Implications for E-commerce," paper presented at Academy of Marketing Science Conference, May 29–June 2, Sanibel, FL.

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Research*, 35 (4), 572-585.

Smith, H. Jeff, Sandra J. Milberg, and Sandra J. Burke (1996), "Information Privacy: Measuring Individuals' Concerns about Organizational Practices," *MIS Quarterly*, 20 (June), 167–196.

SCALE ITEMS:

1.   The company would not use personal information of consumers for purposes other than those initially stated at the site.
2.   The company would not share your personal information with other external parties unless it has been authorized by individuals who provided the information.
3.   The company's databases that contain personal information are protected from unauthorized access regardless of costs.

SCALE NAME: Privacy of Information (Fabricating Personal Information)

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a person says he/she would provide false or limited data at a particular website to protect his/her personal information.

SCALE ORIGIN:

Lwin, Wirtz, and Williams (2007) developed the scale by adapting items from the 10th WWW Survey (Georgia Tech Research Corporation 1998) and a scale by Fox et al. (2000).

RELIABILITY:

The scale used by Lwin, Wirtz, and Williams (2007) had an alphas of .81 and .90 in studies 1 and 2, respectively.

VALIDITY:

No information regarding this scale's validity was provided by Lwin, Wirtz, and Williams (2007). However, they did say that all of their measures were "extensively pretested" and an exploratory factor analysis showed them all to be unidimensional (p. 577).

REFERENCES:

Fox, Susannah., Lee Rainie, John Horrigan, Amanda Lenhart, Tom Spooner, and Cornelia Carter (2000), *Trust and Privacy Online: Why Americans Want to Rewrite the Rules*, The Pew Internet & American Life Project, Washington, D.C..

Georgia Tech Research Corporation (1998), 10th WWW User Survey.

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Research*, 35 (4), 572-585.

SCALE ITEMS:

1.   I would consider making up fictitious responses to avoid giving the Web site real information about myself.
2.   I would resort to using another name or Web/e-mail address when registering with this Web site so I can have full access and benefits as a registered user without divulging my real identity.
3.   When registering with this Web site, I would only fill up data partially.

SCALE NAME: Privacy of Information (Government Regulation)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that measure the degree to which a person believes that laws in one's country and internationally are sufficient to protect consumers' online privacy.

SCALE ORIGIN:

Lwin, Wirtz, and Williams (2007) developed the scale based on inspiration from previous research of privacy in the non-online context.

RELIABILITY:

The scale used by Lwin, Wirtz, and Williams (2007) had an alpha of .83 Study 1.

VALIDITY:

No information regarding this scale's validity was provided by Lwin, Wirtz, and Williams (2007). However, they did say that all of their measures were "extensively pretested" and an exploratory factor analysis showed them all to be unidimensional (p. 577).

REFERENCES:

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Research*, 35 (4), 572-585.

SCALE ITEMS:

1.   The existing laws in my country are sufficient to protect consumers' online privacy.
2.   There are stringent international laws to protect personal information of individuals on the Internet.
3.   The government is doing enough to ensure that consumers are protected against online privacy violations.

SCALE NAME: Privacy of Information (Software Usage)

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree to which a person desires software that would help him/her protect his/her personal information and online behavior by doing such things as eliminating cookies, disguising identity, and preventing e-mail tracking.

SCALE ORIGIN:

The scale used by Lwin, Wirtz, and Williams (2007) is original to them. They conducted a survey of 30 Internet users to identify tools or techniques that were commonly used to protect privacy.

RELIABILITY:

The scale used by Lwin, Wirtz, and Williams (2007) had alphas of .72 and .92 in studies 1 and 2, respectively.

VALIDITY:

No information regarding this scale's validity was provided by Lwin, Wirtz, and Williams (2007). However, they did say that all of their measures were "extensively pretested" and an exploratory factor analysis showed them all to be unidimensional (p. 577).

REFERENCES:

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Research*, 35 (4), 572-585.

SCALE ITEMS:[1]

1.   I would like to make use of software so that the recipient cannot track the origin of my mail (e.g., re-mailers).
2.   I would use software to eliminate cookies that track my web-browsing behavior (e.g., *JunkBuster*, *WRQ AtGuard*).
3.   I would like to make use of software to disguise my identity (e.g., *Zero Knowledge*, *Anonymizer*, *Freedom*).

---

1. The extreme verbal anchors used with these items were (1) *Very Unlikely* and (7) *Very Likely*.

SCALE NAME: Privacy of Information (Withholding Personal Information)

SCALE DESCRIPTION:

Using three, seven-point Likert-type items, the scale measures the degree to which a person would refrain from providing personal information at a particular website or not use it at all.

SCALE ORIGIN:

Lwin, Wirtz, and Williams (2007) developed the scale based on inspiration from measures used by Sheehan and Hoy (1999).

RELIABILITY:

The scale used by Lwin, Wirtz, and Williams (2007) had an alphas of .89 and .92 in studies 1 and 2, respectively.

VALIDITY:

No information regarding this scale's validity was provided by Lwin, Wirtz, and Williams (2007). However, they did say that all of their measures were "extensively pretested" and an exploratory factor analysis showed them all to be unidimensional (p. 577).

REFERENCES:

Lwin, May, Jochen Wirtz, and Jerome D. Williams (2007), "Consumer Online Privacy Concerns and Responses: A Power-Responsibility Equilibrium Perspective," *Journal of the Academy of Marketing Research*, 35 (4), 572-585.

Sheehan, Kim B. and Mariea G. Hoy (1999), "Flaming, Complaining, Abstaining: How Online Users Respond to Privacy Concerns," *Journal of Advertising*, 28 (Fall), 37–51.

SCALE ITEMS:

1. I would be reluctant to register with this website.
2. I would refuse to provide personal information to this website.
3. I would avoid visiting this website.

SCALE NAME: Procrastination

SCALE DESCRIPTION:

The scale is composed of 15 Likert-type items that measure the degree to which a person expresses a tendency to put off doing things that need to be done and not being diligent in meeting deadlines. At a deeper psychological level, work with the scale has led the experts to believe it measures "procrastinatory behavior motivated by an avoidance strategy to protect one's self-esteem" (Ferrari, Johnson, and McCown 1995, p. 66).

SCALE ORIGIN:

The scale was developed by McCown and Johnson (1989a). A factor analysis of 36 items was reduced to 16 (those loading on what seemed to be a general factor). Using a small sample (n = 40), they reported the scale to have an alpha of .79 and a one-month test-retest correlation of .71 (n = 22). In another study, McCown and Johnson (1989b) dropped an item from the set that they believed was too direct (indicated the scale's purpose). With the 15 item version and a somewhat larger sample, they reported the alpha to be .86 and the six-month test-retest correlation to be .76. Further testing was conducted in a variety of other publications with a summary provided in Ferrari, Johnson, and McCown (1995, pp. 63-66).

RELIABILITY:

Nenkov, Inman, and Hulland (2008) reported the scale to have an alpha of .86 (n = 302 adults, 20-70 years old).

VALIDITY:

No examination of the scale's validity was reported by Nenkov, Inman, and Hulland (2008).

REFERENCES:

Ferrari, Joseph R., Judith L. Johnson, and William G. McCown (1995), *Procrastination and Task Avoidance: Theory, Research, and Treatment*, New York: Plenum.

McCown, William and Judith Johnson (1989a), *Validation of an Adult Inventory of Procrastination*, paper presented at the American Psychological Society, Alexandria, VA.

McCown, William and Judith Johnson (1989b), *Differential Arousal gradients in Chronic Procrastination*, paper presented at the American Psychological Society, Alexandria, VA.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

SCALE ITEMS:[1]

1.   I pay my bills on time. (r)
2.   I am prompt and on time for most appointments. (r)
3.   I lay out my clothes the night before I have an appointment so I won't be late. (r)
4.   I find myself running later than I would like to be.
5.   I don't get things done on time.
6.   If someone were teaching a course on how to get things done on time I would attend.
7.   My friends and family think I wait until the last minute.
8.   I get important things done with time to spare. (r)
9.   I am not very good at meeting deadlines.
10.   I find myself running out of time.
11.   I schedule doctor's appointments when I am supposed to without delay. (r)
12.   I am more punctual than most people I know. (r)
13.   I do routine maintenance (e.g., changing the car's oil) on things I own as often as I should. (r)
14.   When I have to be somewhere at a certain time my friends expect me to run a bit late.

15.   Putting things off till the last minute has cost me money in the past year.

---

1.   Although not perfectly clear, it appears that Nenkov, Inman, and Hulland (2008) used a seven-point response format . Ferrari, Johnson, and McCown (1995, p. 64) stated that they had tried different numbers of response points (5, 7, and 9) in their various studies and found no meaningful differences between them though one of the authors believed the 5-point format was "more understandable to students."

SCALE NAME: Product Effectiveness

SCALE DESCRIPTION:

The scale is composed of three, five-point semantic differentials that measure the degree to which a consumer believes that a particular product/brand accomplishes what it is supposed to do.

SCALE ORIGIN:

No information was provided by Bolton et al. (2008) regarding the source of the scale. It was used in Experiment 1 and appears to be original to them.

RELIABILITY:

An alpha of .93 was reported for the scale by Bolton et al. (2008).

VALIDITY:

Bolton et al. (2008) did not provide any information regarding the scale's validity.

REFERENCES:

Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?" *Journal of Consumer Research*, 34 (5), 713-726.

SCALE ITEMS:

1. does not work / works very well
2. a bad idea / a good idea
3. not very effective / very effective

SCALE NAME: Product Evaluation (Food)

SCALE DESCRIPTION:

This scale uses eight items and a seven-point Likert-type response format to measure a person's attitude about a food or beverage with the emphasis of the assessment being on taste and smell.

SCALE ORIGIN:

The source of the scale used by Allen, Gupta, and Monnier (2008) was not identified. It is likely to have been developed by the authors for their study.

RELIABILITY:

Allen, Gupta, and Monnier (2008) stated that the scale had alphas of .95 and .96 as used with a soft drink and a food product, respectively.

VALIDITY:

No information regarding the scale's validity was provided by Allen, Gupta, and Monnier (2008).

REFERENCES:

Allen, Michael W., Richa Gupta, and Arnaud Monnier (2008), "The Interactive Effect of Cultural Symbols and Human Values on Taste Evaluation," *Journal of Consumer Research*, 35 (2), 294-308.

SCALE ITEMS:

1. good taste
2. pleasant taste
3. great taste
4. good aroma
5. pleasant aroma
6. great aroma
7. flavorsome
8. great flavor

SCALE NAME: Product Failure Attribution

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree to which a consumer places the blame for a problem with a good or service on a particular entity (person, manufacturer, service provider).

SCALE ORIGIN:

The source of the scale used by Dong, Evans, and Zou (2008) was Maxham and Netemeyer (2002). Although details of the scale's development and purification are limited, Maxham and Netemeyer (2002) indicated that their tests provided support for the scale's reliability and discriminant validity.

RELIABILITY:

The alpha for scale as used by Dong, Evans, and Zou (2008) was .85.

VALIDITY:

Dong, Evans, and Zou (2008) conducted tests that provided evidence in support of the scale's convergent and discriminant validities.

REFERENCES:

Dong, Beibei, Kenneth R. Evans, and Shaoming Zou (2008), "The Effects of Customer Participation in Co-Created Service Recovery, *Journal of the Academy of Marketing Science*, 36 (1), 123-137.

Maxham III, James G. and Richard G. Netemeyer (2002), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (October), 57-71.

SCALE ITEMS:[1]

1.   To what extent was _____ responsible for the problem that you experienced?[2]
2.   The problem that I encountered was all _____'s fault.[3]
3.   To what extent do you blame _____ for this problem?[4]

---

1. The name of the entity being blamed should be placed in the blanks.
2. The extreme verbal anchors for this item are *not at all responsible / totally responsible*.
3. The extreme verbal anchors for this item are *strongly disagree / strongly agree*.
4. The extreme verbal anchors for this item are *not at all / completely.*

SCALE NAME: Product Failure Severity

SCALE DESCRIPTION:

This scale has three, seven-point semantic-differentials that measure how irritating and troublesome the failure of a particular good or service is perceived to be.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed this scale based on inspiration received from the work of Smith, Bolton, and Wagner (1999).

RELIABILITY:

Alphas of .93 and .86 were reported for the scale by Grégoire and Fisher (2008) and Grégoire, Tripp, and Legoux (2009), respectively.

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .73.

Although the details were not provided with regard to this scale in particular, it is clear that Grégoire, Tripp, and Legoux (2009) used CFA with this scale and several others and concluded the model had a satisfactory fit. The AVE for the failure severity scale was .70.

COMMENTS:

See also Maxham and Netemeyer (2002).

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Maxham III, James G. and Richard G. Netemeyer (2002), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (October), 57-71.

Smith, Amy K., Ruth N. Bolton, and Janet Wagner (1999), "A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery," *Journal of Marketing Research*, 36 (August), 356-372.

SCALE ITEMS:

The _____ failure(s) caused me . . .[1]

1. minor problems / major problems
2. small inconveniences / big inconveniences
3. minor aggravation / major aggravation

---

1. These name of the good or service should be stated in the blank.

SCALE NAME: Product Intelligence (Ability to Cooperate)

SCALE DESCRIPTION:

This scale has four, seven-point items that are used to measure the degree to which a person believes that a product is able to communicate with other devices to achieve a common goal.

SCALE ORIGIN:

The scale was developed by Rijsdijk, Hultink, and Diamantopoulos (2007). Product intelligence was conceptualized as a second-order construct formed by six dimensions. Ability to cooperate is one of those dimensions. In an series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .88 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .68.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1. can cooperate with other products.
2. communicates with other products.
3. can be connected with other products.
4. works better in cooperation with other products.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the *agree /disagree* variety.

SCALE NAME: Product Intelligence (Ability to Learn)

SCALE DESCRIPTION:

This scale uses five, seven-point statements to measure the degree to which a person believes that a product is able to improve its performance over time by storing information and adapting to its environment.

SCALE ORIGIN:

The scale was developed by Rijsdijk, Hultink, and Diamantopoulos (2007). Product intelligence was conceptualized as a second-order construct formed by six dimensions. Ability to learn is one of those dimensions. In an series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .91 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .69.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1. can learn.
2. performs better and better.
3. learns from experience.
4. improves itself.
5. adapts itself over time.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the agree /disagree variety.

SCALE NAME: Product Intelligence (Autonomy)

SCALE DESCRIPTION:

Four, seven-point statements are used to measure the degree to which a person believes that a product is able to operate in an independent and goal-directed manner without intervention by the user.

SCALE ORIGIN:

The scale used by Rijsdijk, Hultink, and Diamantopoulos (2007) is original to them. Product intelligence was conceptualized as a second-order construct formed by six dimensions. Autonomy is one of those dimensions. In an series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .81 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .53.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1.   determines itself how it conducts tasks.
2.   takes decisions by itself.
3.   takes the initiative.
4.   does things by itself.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the agree /disagree variety.

SCALE NAME: Product Intelligence (Human-like Interaction)

SCALE DESCRIPTION:

The scale has five, seven-point statements intended to measure the degree to which a person believes that a product is able to communicate and interact with the user in a natural, human manner.

SCALE ORIGIN:

The scale was developed by Rijsdijk, Hultink, and Diamantopoulos (2007). Product intelligence was conceptualized as a second-order construct formed by six dimensions. Human-like interaction is one of those dimensions. In an series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .85 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .54.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1. consults the user.
2. assists the user.
3. starts a dialogue with the user.
4. explains to the user how it should be used.
5. explains what it is doing.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the *agree /disagree* variety.

SCALE NAME: Product Intelligence (Personality)

SCALE DESCRIPTION:

The scale is composed of four, seven-point items used to measure the degree to which a person believes that a product exhibits the properties of a human-like personality.

SCALE ORIGIN:

The scale was developed by Rijsdijk, Hultink, and Diamantopoulos (2007). Product intelligence was conceptualized as a second-order construct formed by six dimensions. Personality is one of those dimensions. In an series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .79 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .52.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1.   has human properties.
2.   has its own character.
3.   is like a person.
4.   behaves like a human being.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the *agree /disagree* variety.

SCALE NAME: Product Intelligence (Reactivity)

SCALE DESCRIPTION:

This scale uses four, seven-point statements to measure the degree to which a person believes that a product reacts to changes in its environment in a stimulus/response manner but without learning to improve its performance over time.

SCALE ORIGIN:

The scale was developed by Rijsdijk, Hultink, and Diamantopoulos (2007). Product intelligence was conceptualized as a second-order construct formed by six dimensions. Reactivity is one of those dimensions. In a series of studies, the items for measuring the six dimensions were generated and pretested. Once the initial set of items was edited and reduced, six scales were produced, purified, and validated.

RELIABILITY:

An alpha of .89 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .67.

REFERENCES:

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:

This product:
1. acts on the basis of observations.
2. keeps an eye on its environment.
3. reacts to changes.
4. directly adapts its behavior to the environment.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the agree /disagree variety.

SCALE NAME: Product Preference (Global/Local Version)

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure a person's relative attitude toward two versions of a product that differ in their targets: one made for a global market and the other made for the local market.

SCALE ORIGIN:

The scale used in Zhang and Khare (2009) was apparently developed by them and used in their three main studies. (A somewhat different version was used in the pilot study for Study 1.)

RELIABILITY:

The alphas reported by Zhang and Khare (2009) ranged from .89 to .91.

VALIDITY:

No information regarding the scale's validity was provided by Zhang and Khare (2009).

REFERENCES:

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

SCALE ITEMS:

1. The global version is more attractive than the local version.
2. The global version is more useful than the local version.
3. I like the global version more than the local version.
4. I would rather buy the global version than the local version.

SCALE NAME: Product Usage Outcomes (Negative)

SCALE DESCRIPTION:

Eight, five-point phrases are used in this scale to measure the extent to which a person believes that use of a product will result in bad physical and/or social consequences. The set of items is most relevant for consumption of alcohol but might be modified a little for related substances such as drugs.

SCALE ORIGIN:

The scale used by Russell, Russell, and Grube (2009) was a modification of one by Grube et al. (1995). Russell, Russell, and Grube (2009) used it twice in their study with different scale stems in order to measure slightly different constructs. One time the scale was used to measure the extent to which respondents thought that alcohol was linked to certain negative outcomes within the storylines of a TV show. The other time the scale was used, respondents were asked to indicate how likely they were to experience these outcomes if they consumed three to four alcoholic beverages.

RELIABILITY:

The scale's alphas were .78 and .79 for the TV show linkage and personal expectation applications, respectively (Russell, Russell, and Grube 2009).

VALIDITY:

No examination of the scale's validity was reported by Russell, Russell, and Grube (2009).

REFERENCES:

Grube, Joel W., Meng-Jinn Chen, Patricia Madden, and Mark Morgan (1995), "Predicting Adolescent Drinking from Alcohol Expectancy Values: A Comparison of Additive, Interactive, and Nonlinear Model," *Journal of Applied Social Psychology*, 25 (1), 839–857.

Russell, Cristel Antonia, Dale W. Russell, and Joel W. Grube (2009), "Nature and Impact of Alcohol Messages in A Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

SCALE ITEMS:[1]

1. do something you would regret
2. harm your heath
3. embarrass yourself
4. feed sad
5. feel sick to your stomach
6. get in trouble with the police
7. feel out of control
8. get a hangover

---

1. As used by Russell, Russell, and Grube (2009) in one application, respondents indicated the degree to which they believed that alcohol was linked with these outcomes in a TV show they had watched. The verbal anchors for the response scale in that case were *very rarely* (1) and *very often* (5). In the other application, respondents were to indicate how likely it was that each of these outcomes would happen to them personally if they were to have three or four drinks of alcohol. In that case, the verbal anchors for the response scale were *very unlikely* (1) *very likely* (5).

SCALE NAME: Product Usage Outcomes (Positive)

SCALE DESCRIPTION:

The scale uses eight short phrases to measure the extent to which a person believes that use of a product will have consequences that are good and enjoyable.

SCALE ORIGIN:

The scale used by Russell, Russell, and Grube (2009) was a modification of one by Grube et al. (1995). Russell, Russell, and Grube (2009) used it twice in their study with different scale stems in order to measure slightly different constructs. One time the scale was used to measure the extent to which respondents thought that alcohol was linked to certain positive outcomes within the storylines of a TV show. The other time the scale was used, respondents were asked to indicate how likely they were to experience these outcomes if they consumed three to four alcoholic beverages.

RELIABILITY:

The scale's alpha was .89 in both of the applications made by Russell, Russell, and Grube (2009).

VALIDITY:

No examination of the scale's validity was reported by Russell, Russell, and Grube (2009).

REFERENCES:

Grube, Joel W., Meng-Jinn Chen, Patricia Madden, and Mark Morgan (1995), "Predicting Adolescent Drinking from Alcohol Expectancy Values: A Comparison of Additive, Interactive, and Nonlinear Model," *Journal of Applied Social Psychology*, 25 (1), 839–857.

Russell, Cristel Antonia, Dale W. Russell, and Joel W. Grube (2009), "Nature and Impact of Alcohol Messages in A Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

SCALE ITEMS:[1]

1. feel good
2. have fun
3. feel more confident or sure of yourself
4. feel happy
5. feel more friendly or outgoing
6. have an easier time talking to people
7. have an easier time expressing your feelings
8. feel relaxed

---

1. As used by Russell, Russell, and Grube (2009) in one application, respondents indicated the degree to which they believed that alcohol was linked with these outcomes in a TV show they had watched. The verbal anchors for the response scale in that case were *very rarely* (1) and *very often* (5). In the other application, respondents were to indicate how likely it was that each of these outcomes would happen to them personally if they were to have three or four drinks of alcohol. In that case, the verbal anchors for the response scale were *very unlikely* (1) *very likely* (5).

SCALE NAME: Product/Story Connection

SCALE DESCRIPTION:

The scale measures the extent to which a viewer believes that the role played by a product in a show (TV, movie, play) was pertinent to the story line.

SCALE ORIGIN:

No information was provided by Russell (2002) regarding the scale's origin. It appears to be original to her study. Although not perfectly clear, this seems to be the scale she used again in Russell, Russell, and Grube (2009).

RELIABILITY:

Alphas ranging from .70 to .91 for four different product/story combinations were calculated for the scale (Russell 2005). Russell, Russell, and Grube (2009) reported an alpha of .81 for the scale in their study. The version of the scale used by Homer (2009) had an alpha of .70.

VALIDITY:

No examination of the scale's validity was reported by Russell (2002), Russell, Russell, and Grube (2009), or Homer (2009).

REFERENCES:

Homer, Pamela (2009), "Product Placements: The Impact of Placement Type and Repetition on Attitude," *Journal of Advertising*, 38 (3), 21-31.

Russell, Cristel Antonia (2002), "Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude," *Journal of Consumer Research*, 29 (December), 306-318.

Russell, Cristel Antonia, Dale W. Russell, and Joel W. Grube (2009), "Nature and Impact of Alcohol Messages in A Youth-Oriented Television Series," *Journal of Advertising*, 38 (3), 97-111.

Russell, Cristel Antonia (2005), Personal Correspondence.

SCALE ITEMS:[1]

1. _____ played an important role in the story.
2. Without the references to _____, the story would be different.
3. _____ was connected to the plot.
4. _____ were an integral part of the plot.

---

1. The name of the product category or brand name should be placed in the blanks. Russell (2005) and apparently Russell, Russell, and Grube (2009) used items #1-#3 with *not at all*/*very much* as verbal anchors for the response scale. Homer (2009) used #4 and items similar to #1-#3 . The response format she used with the items were nine-point scales anchored by *agree/disagree*.

SCALE NAME: Purchase Concealment

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that are used to measure the degree to which a consumer hides his/her purchases from others. Ridgway, Kukar-Kinney, and Monroe (2008) referred to the scale as *hiding behavior*.

SCALE ORIGIN:

The origin of the scale was not stated by Ridgway, Kukar-Kinney, and Monroe (2008). It seems to be original to them.

RELIABILITY:

Ridgway, Kukar-Kinney, and Monroe (2008) reported the scale's alpha to be .82 (n = 551).

VALIDITY:

Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine this scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index. There was a strong, positive correlation between the two measures as expected.

REFERENCES:

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:

1. I sneak new purchases into where I live.
2. I hide the things I buy from others (e.g., family, roommate, or partner).
3. I have lied about how much I buy.

SCALE NAME: Purchase Constraints (Grocery Products)

SCALE DESCRIPTION:

The scale is composed of three, five-point Likert-type items that measure the degree to which a consumer wishes that he/she could stock up on more grocery item specials but is not able to because of limitations in storage space and money. Talukdar (2008) referred to the scale as *perceived inventory holding cost*.

SCALE ORIGIN:

The scale was developed by Talukdar (2008).

RELIABILITY:

Talukdar (2008) stated that the scale's alpha was .82.

VALIDITY:

No details regarding the scale's validity was provided by Talukdar (2008).

REFERENCES:

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

SCALE ITEMS:

1.   I wish I had more storage space at my home for me to stock up more on grocery items when they are on price specials.
2.   I wish I had a larger refrigerator at my home for me to stock up more on perishable grocery items when they are on price specials.
3.   I wish my shopping budget allowed me to stock up more on grocery items when they are on price specials.

SCALE NAME: Purchase Experience With Company

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a consumer has bought from a company previously. Although this measure might be strongly related to loyalty, it is distinct from it since the extent to which the consumer had a choice of where to buy and/or preferred one particular business over others is unknown.

SCALE ORIGIN:

Although not perfectly clear, it seems that Voorhees, Brady, and Horowitz (2006) developed the scale themselves.

RELIABILITY:

The construct reliability for the scale was .89 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .73. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

SCALE ITEMS:[1]

1. I purchase from this company all the time.
2. I have a good deal of experience with this company.
3. I have purchased from this company in the past.

---

1. The items were provided by Voorhees (2009).

SCALE NAME: Purchase Happiness

SCALE DESCRIPTION:

This scale uses three, seven point items to measure how much happiness a consumer believes a particular purchase has brought to his/her life. The implication is that this scale is intended to measure something different from product satisfaction.

SCALE ORIGIN:

The scale used by Nicolao, Irwin, and Goodman (2009) was borrowed from Van Boven and Gilovich (2003). The former used three of the four items in the scale used by the latter.

RELIABILITY:

Nicolao, Irwin, and Goodman (2009) reported the scale to have an alpha of .86. (The scale was used in three experiments but the reliability was only provided for Experiment 1.)

VALIDITY:

No information about the scale's validity was discussed by Nicolao, Irwin, and Goodman (2009). It would seem important in future studies to determine the discriminant validity of this scale, particularly with respect to very similar constructs such as product satisfaction and current mood.

REFERENCES:

Nicolao, Leonardo, Julie R. Irwin, and Joseph K. Goodman (2009), "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?," *Journal of Consumer Research*, 36 (2), 188-98.

Van Boven, Leaf and Thomas Gilovich (2003), "To Do or to Have? That Is the Question," *Journal of Personality and Social Psychology*, 85 (6), 1193–1202.

SCALE ITEMS:[1]

1.   When you think about this purchase, how happy does it make you?
2.   How much does this purchase contribute to your happiness in life?
3.   To what extent do you think the money spent on this purchase would have been better spent on something else—some other type of purchase that would have made you happier?

---

1. The verbal anchors used with #1 by Nicolao, Irwin, and Goodman (2009) were *Not Happy, Moderately Happy, Very Happy*. For the other two items, the anchors were *Not at All, Moderately, Very Much*.

SCALE NAME: Purchase Intention Towards the Service Provider

SCALE DESCRIPTION:

The scale has three, seven-point Likert-type items that measure the degree to which a consumer who has done business with a service provider previously intends to do it again in the next few years. Although the statements are stated in terms of a service provider, they appear to be amenable for rephrasing and use with other entities, particularly retail stores.

SCALE ORIGIN:

Voorhees, Brady, and Horowitz (2006) developed the scale based on inspiration from measures by Zeithaml, Berry, and Parasuraman (1996).

RELIABILITY:

The construct reliability for the scale was .97 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .92. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

Zeithaml, Valerie A., Leonard L. Berry, and A. Parasuraman (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60 (April), 31-46.

SCALE ITEMS:[1]

1. I will visit this service provider again.
2. I will do business with this service provider in the future.
3. I will do more business with this service provider in the next few years.

---

1. The items were provided by Voorhees (2009).

SCALE NAME: Purchase Motivation (Expensive Products)

SCALE DESCRIPTION:

This four item, seven-point Likert-type scale measures the degree to which a consumer views expensive products/brands as forms of self-reward and purchases them for that reason.

SCALE ORIGIN:

Völckner (2008) did not state the origin of this scale. She appears to have developed it for her study.

RELIABILITY:

An alpha of .916 and a construct reliability of .778 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:

1. I sometimes purchase an expensive product primary for my own pleasure.
2. I spoil myself from time to time with an expensive product because I am worth it.
3. Buying a high priced product makes me feel good about myself.
4. If I want to give myself a treat, I sometimes buy an expensive product.

SCALE NAME: Purchase Motivation (Low Prices)

SCALE DESCRIPTION:

The scale uses three, seven-point Likert-type items to measure the extent to which a consumer eagerly seeks lower than expected prices for products, feels good when they are found, and feels bad when they are not. The scale was called *transaction utility* by Völckner (2008).

SCALE ORIGIN:

Völckner (2008) appears to have drawn on various sources in developing this scale. One of the items (#1, below) is adapted from Grewal, Monroe, and Krishnan (1998) while another one (#2) is very similar to an item found in a scale by Wakefield and Inman (2003).

RELIABILITY:

An alpha of .719 and a construct reliability of .719 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Grewal, Dhruv, Kent B. Monroe, and R. Krishnan (1998), "The Effects of Price-Comparison Advertising on Buyer's Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions," *Journal of Marketing*, 62 (April), 46-59.

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

Wakefield, Kirk L., and J. Jeffrey Inman (2003), "Situational Price Sensitivity: The Role of Consumption Occasion, Social Context and Income," *Journal of Retailing*, 79 (4), 199-212.

SCALE ITEMS:

1. Taking advantage of a reduced price gives me a sense of joy.
2. I am willing to go to extra effort to find a lower price compared to the price I initially have expected.
3. I am annoyed if I have to spend more money than expected for a product.

SCALE NAME: Purchase Urgency

SCALE DESCRIPTION:

The motivation a shopper felt to buy a product immediately because of its scarcity is measured in this scale with three, seven-point items.

SCALE ORIGIN:

The scale seems to have been developed by Ge, Messinger, and Li (2009) for their experiments.

RELIABILITY:

The scale was used in two stages of Experiment 2 and once in Experiment 3 with the alphas being .86, .77, and .79, respectively (Ge, Messinger, and Li 2009).

VALIDITY:

No information regarding the scale's validity was provided by Ge, Messinger, and Li (2009).

REFERENCES:

Ge, Xin (2012), personal correspondence.

Ge, Xin, Paul R. Messinger, and Jin Li (2009), "Influence of Soldout Products on Consumer Choice," *Journal of Retailing*, 85 (3), 274-287.

SCALE ITEMS:[1]

1. What was your sense of urgency when you made the purchase decision?[2]
2. To what extent did you feel time-pressure when you made the purchase decision?[3]
3. What is your sense of scarcity of the product?[4] (r)

---

1. These items as well as their verbal anchors were supplied by Ge (2012).
2. The extreme verbal anchors for this items were *not at all urgent* (1) and *highly urgent* (7).
3. The extreme verbal anchors for this items were *not at all pressured* (1) and *highly pressured* (7).
4. The extreme verbal anchors for this items were *very scarce* (1) and *very abundant* (7)

SCALE NAME: Purchasing Pleasure

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used in this scale to measure the degree to which a consumer experiences strong, positive feelings when buying products. While similar to the many shopping enjoyment scales that have been developed over time, this scale places more emphasis on the pleasure derived from the buying itself rather than the larger shopping activity.

SCALE ORIGIN:

The origin of the scale was not stated by Ridgway, Kukar-Kinney, and Monroe (2008). It seems to be original to them.

RELIABILITY:

The scale used by Ridgway, Kukar-Kinney, and Monroe (2008) had an alpha of .82 (n = 551).

VALIDITY:

Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine this scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index. There was a strong, positive correlation between the two measures as expected.

REFERENCES:

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:

1. I find buying very pleasurable.
2. The process of buying provides me with a lot of gratification (at least temporarily).
3. I feel excited when I go on a buying spree.

SCALE NAME: Quality (Car Brand)

SCALE DESCRIPTION:

Nine items with a five-point Likert-type response format are used to measure a person's attitude regarding the quality of a car brand based upon beliefs about specific attributes.

SCALE ORIGIN:

The scale is original to Verhoef, Langerak, and Donkers (2007). In developing this scale and the others in their study the authors generated a pool of items and conducted three pretests. With regard to this scale in particular, the authors stated that they drew upon the work of Mittal et al. (1999) as well as Parasuraman, Zeithaml, and Berry (1985).

RELIABILITY:

The alpha for the scale was reported to be .88 (Verhoef, Langerak, and Donkers 2007).

VALIDITY:

After using EFA to purify each of their scales, Verhoef, Langerak, and Donkers (2007) used CFA to further refine the scales. Evidence was provided in support of their scales' convergent and discriminant validities. This scale's AVE was .45, generally considered to be low if not inadequate (Fornell and Larcker 1981). Strong consideration should be given to purifying the scale further.

REFERENCES:

Fornell, Claes and David F. Larcker (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18 (February), 39-50.

Mittal, Vikas, Pankaj Kumar and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction and Behavioral Intentions over Time: A Consumption System Approach," *Journal of Marketing*, 63 (2), 88–101.

Parasuraman, A., Valarie A. Zeithaml and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and its Implications for Future Research," *Journal of Marketing*, 49 (4), 41–51.

Verhoef, Peter C. (2010), personal correspondence.

Verhoef, Peter C., Fred Langerak, and Bas Donkers (2007), "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier," *Journal of Retailing*, 83 (1), 97-113.

SCALE ITEMS:[1]

1. functionality
2. engine power
3. comfort
4. ease of use
5. space
6. safety
7. design
8. emanation[2]
9. model variety

---

1. The directions used with this scale are not known but probably asked respondents to indicate how well these items characterized a particular brand of car.
2. This term is the English translation listed in the article by Verhoef, Langerak, and Donkers (2007). According to the lead author (Verhoef 2010), the actual Dutch term used in the survey was "uitstraling" and means something like the "physical attractiveness."

SCALE NAME: Quality Consciousness

SCALE DESCRIPTION:

The scale uses three, seven-point Likert-type items to measure the extent to which a consumer gathers information about product quality before making decisions because of its perceived importance.

SCALE ORIGIN:

Although one of the items (#3) is almost the same as an item in a scale by Ailawadi, Neslin, and Gedenk (2001), this scale appears to be original to Völckner (2008).

RELIABILITY:

An alpha of .804 and a construct reliability of .717 were reported for the scale by Völckner (2008).

VALIDITY:

Although the details were limited, Völckner (2008) stated that evidence of discriminant validity was found for all of her scales.

REFERENCES:

Ailawadi, Kusum L., Scott A. Neslin, and Karen Gedenk (2001), "Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotions," *Journal of Marketing*, 65 (1), 71-89.

Völckner, Franziska (2008), "The Dual Role of Price: Decomposing Consumers' Reactions to Price," *Journal of the Academy of Marketing Science*, 36 (3), 359-377.

SCALE ITEMS:

1. I search for as much information as possible on the quality of the products before I choose one.
2. It is important for me to know exactly the quality of a product before I buy it.
3. It is important for me to buy high-quality products.

SCALE NAME: Quality of the Dealer (Intrinsic)

SCALE DESCRIPTION:

Seven, five-point items are used to measure a person's attitude regarding the quality of a dealer based upon beliefs about specific services it provides.

SCALE ORIGIN:

Although Verhoef, Langerak, and Donkers (2007) drew upon others for inspiration (Mittal, Kumar, and Tsiros 1999; Parasuraman, Zeithaml, and Berry 1985), the scale seems to be original to them. In developing this scale and the others in their study, the authors generated a pool of items and conducted three pretests. It should be noted that this scale was developed for use with car dealers and their services. To use the scale with other types of dealers and their services, some adjustments may be necessary.

RELIABILITY:

The alpha for the scale was reported to be .92 (Verhoef, Langerak, and Donkers 2007).

VALIDITY:

After using EFA to purify each of their scales, Verhoef, Langerak, and Donkers (2007) used CFA to further refine the scales. Evidence was provided in support of their scales' convergent and discriminant validities. This scale's AVE was .62.

REFERENCES:

Mittal, Vikas, Pankaj Kumar, and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction and Behavioral Intentions over Time: A Consumption System Approach," *Journal of Marketing*, 63 (2), 88–101.

Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and its Implications for Future Research," *Journal of Marketing*, 49 (4), 41–51.

Verhoef, Peter C., Fred Langerak, and Bas Donkers (2007), "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier," *Journal of Retailing*, 83 (1), 97-113.

SCALE ITEMS:[1]

1. standing by agreements
2. quality of maintenance
3. quality of repairs
4. quality of explanations with repairs
5. quality of explanations with maintenance
6. quality of communications
7. ability to do things right the first time

---

1. Some sort of directions will be needed with these items; those used by Verhoef, Langerak, and Donkers (2007) are unknown. It is known that the verbal anchors for the response scale were *very poor* (1) and *very good* (5).

SCALE NAME: Quality of the Product (Absolute)

SCALE DESCRIPTION:

Nine-point Likert-type items are used to measure a person's assessment of a product's quality made without comparison to any referent product. One version used with cars had five items while a version used with TVs had four.

SCALE ORIGIN:

Although key phrases in some of the scale items can be found in previous scales, as a set the scale appears to be original to Jo (2007). He examined how consumers form concepts about products that are described with both a parent name and a sub-brand. Two studies were conducted, one having to do with cars and another involving televisions.

RELIABILITY:

Alphas of .90 and .81 were reported for the scale in Studies 1 and 2, respectively.

VALIDITY:

No information regarding the scale's validity was reported by Jo (2007).

REFERENCES:

Jo, Myung-Soo (2007), "Should a Quality Sub-Brand Be Located Before or After the Parent Brand? An Application of Composite Concept Theory," *Journal of the Academy of Marketing Science*, 35 (2), 184-196.

SCALE ITEMS:[1]

1.   The _____ described above has excellent quality.
2.   The _____ described above looks to be reliable and durable.
3.   The _____ described above will have fewer problems.
4.   The _____ described above has excellent quality features.
5.   The _____ described above will give me excellent driving experience.

---

1. The generic name of the focal product should be placed in the blanks, e.g., car. The first five items were used in Study 1 with reference to cars. The first four items were used in Study 2 with reference to televisions.

SCALE NAME: Quality of the Product (Relative)

SCALE DESCRIPTION:

The scale uses three, nine-point Likert-type items to measure a person's assessment of a product's quality as compared to the quality of referent products of the same category.

SCALE ORIGIN:

The origin of the scale was not described by Jo (2007) and appears to be original to him. He examined how consumers form concepts about products that are described with both a parent name and a sub-brand. Two studies were conducted, one having to do with cars and another involving televisions.

RELIABILITY:

Alphas of .96 and .91 were reported for the scale in Studies 1 and 2, respectively.

VALIDITY:

No information regarding the scale's validity was reported by Jo (2007).

REFERENCES:

Jo, Myung-Soo (2007), "Should a Quality Sub-Brand Be Located Before or After the Parent Brand? An Application of Composite Concept Theory," *Journal of the Academy of Marketing Science*, 35 (2), 184-196.

SCALE ITEMS:[1]

1. The _____ described above is as good as a _____.
2. The _____ described above is as good as a _____.
3. The _____ described above is as good as other _____.

---

1. The generic name of the focal product should be placed in the first blank of each item, e.g., car. The second blank of each item should name a referent. For example, in Study 1, Jo (2007) used BMW in #1, Mercedes-Benz in #2, and "top luxury cars" in #3.

SCALE NAME: Quality of the Product (Relative)

SCALE DESCRIPTION:

This scale has four, seven-point Likert-type items that measure the degree to which a person is aware of other brands in a product category and believes that at least one of them is as good if not better than a particular brand.

SCALE ORIGIN:

Breivik and Thorbjørnsen (2008) stated that the scale they used in Study 1 was adapted from the work of Rusbult (1980; Rusbult, Martz, and Agnew 1998). See also a variation on this scale that Breivik and Thorbjørnsen (2008) used in Study 2.

RELIABILITY:

The construct reliability for the scale used by Breivik and Thorbjørnsen (2008; Breivik 2010) was .86.

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .61.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Rusbult, Caryl E. (1980), "Commitment and Satisfaction in Romantic Associations: A Test of the Investment Model," *Journal of Experimental Social Psychology*, 16 (2), 172–186.

Rusbult, Caryl E., John M. Martz, and Christopher R. Agnew (1998), "The Investment Model Scale: Measuring Commitment Level, Satisfaction Level, Quality of Alternatives, and Investment Size," *Personal Relationships*, 5(4), 357–391.

SCALE ITEMS:

1. I know other brands that are at least as good as this brand.
2. The best available alternative brand in this product category is much better than this brand.
3. I find the best available alternative brand far more attractive than this brand.
4. I find the best available alternative brand to be of better value than this brand.

SCALE NAME: Quality of the Restaurant

SCALE DESCRIPTION:

Three, seven-point Likert-type statements are used to assess a customer's attitude regarding the quality of food and service at a particular restaurant.

SCALE ORIGIN:

The scale was developed by Hess, Ganesan, and Klein (2003).

RELIABILITY:

The scale had an alpha of .88 (Hess, Ganesan, and Klein 2003).

VALIDITY:

No examination of this scale's validity was reported by Hess, Ganesan, and Klein (2003). However, the scale was used as a manipulation check and to the degree that the manipulation was successful that provides some limited evidence of the scale's predictive validity.

COMMENTS:

See also Hess, Ganesan, and Klein (2007) for a slightly modified version of the scale used with respect to flights on an airline.

REFERENCES:

Hess, Jr., Ronald L, Shankar Ganesan, and Noreen M. Klein (2003), "Service Failure and Recovery: the Impact of Relationship Factors on Customer Satisfaction," *Journal of the Academy of Marketing Science*, 31 (2), 127-145.

Hess Jr., Ronald L., Shankar Ganesan, and Noreen M. Klein (2007), "Interactional Service Failures in a Pseudorelationship: The Role of Organizational Attributions," *Journal of Retailing*, 83 (1), 79-95.

SCALE ITEMS:

Based on the experiences we have described, please give your evaluations of the restaurant's performance.

1. The food and quality at this restaurant have been exceptional.
2. The quality of this restaurant's food and service has been poor. (r)
3. The quantity of the food and service provided by this restaurant in the past has been excellent.

SCALE NAME: Quantity

SCALE DESCRIPTION:

This three item, seven-point semantic differential measures a person's estimate of how lengthy a stimulus is in terms of elements it contains. In Raju, Unnava, and Montgomery (2009) the stimulus was a print-type ad for a fictitious brand of car and respondents were asked to indicate the number of arguments in the ad.

SCALE ORIGIN:

No information was provided by Raju, Unnava, and Montgomery (2009) as to the source of the scale but it would appear to be original to their study.

RELIABILITY:

Raju, Unnava, and Montgomery (2009) reported the scale's alpha to be .80.

VALIDITY:

The validity of the scale was not specifically addressed by Raju, Unnava, and Montgomery (2009). However, some support for the scale's predictive validity comes from the finding that an ad with seven aruments was later recalled as having more arguments than an ad with three arguments.

REFERENCES:

Raju, Sekar, H. Rao Unnava, and Nicole Votolato Montgomery (2009), "The Moderating Effect of Brand Commitment on the Evaluation of Competitive Brands," *Journal of Advertising*, 38 (2), 21-35.

SCALE ITEMS:

1. not substantial / substantial
2. few / numerous
3. limited / extensive

SCALE NAME: Racism (Consumption-Related)

SCALE DESCRIPTION:

The scale is composed of nine, five-point items that are intended to measure the degree to which a person expresses a subtle form of racism. Specifically, this scale measures the aversion a consumer has towards the products produced by members of particular minority group and/or their businesses.

SCALE ORIGIN:

Ouellet (2007) constructed and validated the scale in an admirable series of studies. The process began by generating items from the literature and interviews with people who were considered to hold above average racist attitudes. The 43 items developed at that point were then provided to six expert judges for testing content validity. After that stage, 16 items remained. In a second study, usable data from 1090 people in three countries was used to purify the scale. Specifically, exploratory factor analysis led to the removal of seven items. The remaining nine items were the final version of the scale and were tested further in the other studies reported in the article with the goal of validating the scale and testing hypotheses.

RELIABILITY:

As reported by Ouellet (2007) for Study 3, the alphas ranged from .78 in France to .81 in the United States.

VALIDITY:

Ouellet (2007) provided the following support for the scale's validity: content validity in Study 1, unidimensionality in Studies 2 and 3, discriminant validity in Study 4, and evidence bearing on nomological validity in Studies 5 and 6.

REFERENCES:

Ouellet, Jean-François (2007), "Consumer Racism and Its Effects on Domestic Cross-Ethnic Product Purchase: An Empirical Test in the United States, Canada, and France," *Journal of Marketing*, 71 (1), 113-128.

SCALE ITEMS:[1]

1.   We should support _____ in their struggle to build their own successful businesses in this country by consuming their goods and services.
2.   It is easy to understand the frustration of _____ business owners in this country, who see us patronizing other stores instead of theirs.
3.   _____ entrepreneurs in this country have it better than they ever had it before from consumers.
4.   [Recent arrivals in this country]/[Generations of economic domination and discrimination] have created conditions that make it difficult for _____ to create businesses and get us to purchase their products.[2]
5.   It's really a matter of some people not trying hard enough; if _____ would only try harder, their products and services could be just as good as ours, and I would then patronize their businesses as much as I patronize ours.
6.   Italians, Jews, and many other minorities overcame prejudice and established profitable businesses in this country. _____ should do the same.
7.   How much discrimination against _____-owned businesses by consumers do you feel there is in this country,
limiting their chances to grow and succeed?
8.   Over the past few years, _____-owned shops and companies have gotten less business than they deserve from customers.
9.   Over the past few years, _____-owned businesses have been patronized more than they deserve by consumers.

---

1. Besides describing the verbal anchors as "Likert-type," the exact phrasing was not stated by Ouellet (2007). It appears all except #7 could have used anchors that were something like *agree/disagree*. The anchors for #7 were probably something like *a little/ a lot*. No information was provided in the article regarding reverse-

coding of some items. For example, items #8 and #9 seem to be opposing statements.
2. Depending upon its appropriateness in describing the focal minority group, a choice should be made between the two opening phrases of this sentence.

SCALE NAME: Rapport with Employee

SCALE DESCRIPTION:

Four, seven-point items are used to measure the degree to which a customer believes the relationship he/she has with an employee is warm and pleasant.

SCALE ORIGIN:

Hennig-Thurau et al. (2006) used four of six items that were in a scale developed by Gremler and Gwinner (2000).

RELIABILITY:

The alpha for the scale was .967 (Hennig-Thurau et al. 2006).

VALIDITY:

A variety of tests were conducted by Hennig-Thurau et al. (2006) that provided support for the scale's unidimensionality and validity (convergent and discriminant). The AVE (average variance extracted) was .913.

REFERENCES:

Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104.

Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships," *Journal of Marketing*, 70 (3), 58-73.

SCALE ITEMS:[1]

1. In thinking about my relationship with this person, I enjoyed interacting with this employee.
2. This employee created a feeling of "warmth" in our relationship.
3. This employee related well to me.
4. I was comfortable interacting with this employee.

---

1. The verbal anchors used by Hennig-Thurau et al. (2006) were not described but may have been something like *agree/disagree*.

SCALE NAME: Rapport with Employee

SCALE DESCRIPTION:

This three item, five-point Likert-type scale is intended to measure the degree to which a customer of a business expresses comfort and enjoyment interacting with a particular employee.

SCALE ORIGIN:

The scale was developed by Yim, Tse, and Chan (2008). Although they drew some inspiration from a scale by Gremler and Gwinner (2000), the measure is original to the work of Yim, Tse, and Chan (2008).

RELIABILITY:

Yim, Tse, and Chan (2008) reported composite reliabilities of .83 (fast-food restaurant) and .90 (hair salon).

VALIDITY:

Yim, Tse, and Chan (2008) provided support for the unidimensionality as well as the convergent and discriminant validity of the scale. The scale's AVEs were .56 (fast-food restaurant) and .70 (hair salon).

REFERENCES:

Gremler, Dwayne D. and Kevin P. Gwinner (2000), "Customer-Employee Rapport in Service Relationships," *Journal of Service Research*, 3 (August), 82-104.

Yim, Chi Kin (Bennett), David K. Tse, and Kimmy Wa Chan (2008), "Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services," *Journal of Marketing Research*, 45 (6), 741–756.

SCALE ITEMS:[1]

1. You look forward to seeing this _____ when you visit this _____.
2. Chatting with this _____ is enjoyable.
3. You can have a nice conversation with this _____.
4. You don't mind being friends with this _____.

---

1. An appropriate term for the type of employee should be placed in the blanks, e.g., staff member, waiter, nurse. The second blank of #1 should have a generic name for the type of business in which the employee works, e.g., restaurant, hair salon, clinic.

SCALE NAME: Reactance

SCALE DESCRIPTION:

Three, nine-point items are used to measure a person's motivation to pursue a limited option with greater determination than he/she otherwise would have.

SCALE ORIGIN:

Abendroth and Diehl (2006) stated that the scale they used was a modification of three statements from Hong's Psychological Reactance trait scale (Hong and Faedda 1996).

RELIABILITY:

The alpha for the scale was reported to be greater than .80 (Abendroth and Diehl 2006).

VALIDITY:

Abendroth and Diehl (2006) did not provide any information regarding the scale's validity.

REFERENCES:

Abendroth, Lisa J. and Kristin Diehl (2006), "Now or Never: Effects of Limited Purchase Opportunities on Patterns of Regret over Time," *Journal of Consumer Research*, 33 (December), 342-351.

Hong, Sung-Mook and Salvatora Faedda (1996), "Refinement of the Hong Psychological Reactance Scale," *Educational and Psychological Measurement*, 56 (February), 173–82.

SCALE ITEMS:[1]

1. To what extent did this situation force you to choose a particular alternative?
2. To what extent did the situation restrict your ability to make a free and independent decision?
3. To what extent did the situation trigger a sense of resistance in you?

---

1. The verbal anchors used with the items were *not at all* (1) and *very much* (9).

SCALE NAME: Receptivity of Others in a Group

SCALE DESCRIPTION:

This scale has three, seven-point Likert-type items that measure how much a person believes that a group of people he/she has interacted with listened to and were open to his/her ideas. As used by Van Dolen, Dabholkar, and Ruyter (2007), respondents were evaluating a chat-based service they had experienced that was for gathering information about investment funds from other customers and a financial advisor.

SCALE ORIGIN:

The items used by Van Dolen, Dabholkar, and Ruyter (2007) were adapted from some scale statements developed by Burgoon and Hale (1987, p. 27).

RELIABILITY:

An alpha of .83 was reported for the scale by Van Dolen, Dabholkar, and Ruyter (2007).

VALIDITY:

Although the particular details regarding this scale were not provided by Van Dolen, Dabholkar, and Ruyter (2007), the authors stated in general terms that use of CFA provided evidence of convergent and discriminant validity for all of their scales.

REFERENCES:

Burgoon, Judee K. and Jerold L. Hale (1987), "Validation and Measurement of the Fundamental Themes of Relational Communication," *Communication Monographs*, 54 (March), 19-41.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:

1. The group was willing to listen to me.
2. The group was unresponsive to my ideas. (r)
3. The group was open to my ideas.

SCALE NAME: Refund Claim Likelihood

SCALE DESCRIPTION:

Four, seven-point items are used in this scale to measure the degree to which a consumer would be motivated to seek a refund from a store if it is learned that a product he/she bought there was cheaper elsewhere. The scale was called *willingness to claim refund* by Kukar-Kinney and Grewal (2007).

SCALE ORIGIN:

The scale used by Kukar-Kinney and Grewal (2007) is a modified version of one by Srivastava (1999; Srivastava and Lurie 2004). The main difference is that the one by Kukar-Kinney and Grewal (2007) phrased the items in terms of what the respondent would do whereas the version by Srivastava and Lurie (2004) phrased it in terms of what a person thought other people would do.

RELIABILITY:

Alphas of .94 and .95 were reported by Kukar-Kinney and Grewal (2007) for the scale in Studies 1 and 2, respectively.

VALIDITY:

Kukar-Kinney and Grewal (2007) did not provide any information regarding the scale's validity.

REFERENCES:

Kukar-Kinney, Monika and Dhruv Grewal (2007), "Comparison of Consumer Reactions to Price-Matching Guarantees in Internet and Bricks-and-Mortar Retail Environments," *Journal of the Academy of Marketing Science*, 35 (2), 197-207.

Srivastava, J. (1999), "Price-matching Refund Policies as Signals of Store Price Image," *Working Paper No. 99– 128*, Marketing Science Institute, Cambridge, MA.

Srivastava, Joydeep and Nicholas H. Lurie (2004), "Price-matching Guarantees as Signals of Low Store Prices: Survey and Experimental Evidence," *Journal of Retailing*, 80 (2), 117-128.

SCALE ITEMS:[1]

1.   The likelihood that I would request a refund for the price difference from this store if I find a lower price somewhere else after the purchase is . . . [2]
2.   It is very probable that I will return to this store to obtain the lower price for the _____ if I find the same _____ for less at another store . . . [3]
3.   My willingness to ask this store for the refund of the price difference if I later find out that another store is selling the very same _____ for less is . . . [4]
4.   It is very likely that I will claim a refund from this store if I later find the _____ for a lower price elsewhere . . . [5]

---

1. The blanks should be filled with the generic name of the product, e.g., camera.
2. The extreme verbal anchors for this item were *low / high*.
3. The extreme verbal anchors for this item were *strongly disagree / strongly agree*.
4. The extreme verbal anchors for this item were *very low / very high*.
5. The extreme verbal anchors for this item were *strongly disagree / strongly agree*.

SCALE NAME: Regret (Anticipated)

SCALE DESCRIPTION:

Five, nine-point Likert-type items are used in this scale to measure the degree to which a person was concerned and worried during a recent purchase decision that he/she would later determine that the selected product was not the best choice. This scale appears to be akin to aspects of post-purchase dissonance.

SCALE ORIGIN:

The scale was developed by the authors based on inspiration from measures of similar constructs (Oliver 1997; Schwartz et al. 2002; Tsiros and Mittal 2000). The scale seems to have been in German and, if so, that helps explain why the English phrasing provided in the article is a bit awkward. Some slight adjustment has been made to the items (shown below) but more made changes need to be made if/when they are used with English-speaking respondents.

RELIABILITY:

The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .84 (Heitmann 2010).

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .56.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

Oliver, Richard L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*. New York: Irwin/McGraw-Hill.

Schwarz, Barry, Andrew Ward, John Monterosso, Sonja Lyubomirsky, Katherine White, and Darrin R. Lehman (2002), "Maximizing Versus Satisficing: Happiness Is a Matter of Choice," *Journal of Personality and Social Psychology*, 83 (5), 1178–97.

Tsiros, Michael and Vikas Mittal (2000), "Regret: A Model of Its Antecedents and Consequences in Consumer Decision Making," *Journal of Consumer Research*, 26 (4), 401–417.

SCALE ITEMS:

1. When I selected a product, I was worried that I'd get information after the purchase about superior competing products.
2. When I chose a product, I was curious about what would have happened had I chosen differently.
3. I worried others would expect me to deliberate more extensively and make a better choice.
4. Even after finding a good option, I feared that I was overlooking better products.
5. When I selected a product, I was curious how much I would appreciate competing offers.

SCALE NAME: Regret (Decision)

SCALE DESCRIPTION:

The scale uses three, seven-point semantic differentials to measure the degree of doubt a consumer has experienced with regard to a recent decision he/she has made.

SCALE ORIGIN:

Voorhees, Brady, and Horowitz (2006) stated that they used items from a scale by Oliver (1997).

RELIABILITY:

The construct reliability for the scale was .94 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .85. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Oliver, Richard L (1997), *Satisfaction: A Behavioral Perspective on the Consumer,* New York: McGraw-Hill.

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

SCALE ITEMS:[1]

1. Excellent decision / Regrettable decision
2. No doubts about the choice / Many doubts about the choice
3. I have no regrets / Sorry I made the Decision.

---

1. The items were provided by Voorhees (2009).

SCALE NAME: Regret about Switching Service Providers

SCALE DESCRIPTION:

The scale is composed of four, five-point Likert-type items that measure how much a person feels bad about switching from one service provider to another and wishes that he/she had remained with the previous provider.

SCALE ORIGIN:

The scale used by Tokman, Davis, and Lemon (2007) was an adaptation of a scale developed by Tsiros and Mittal (2000).

RELIABILITY:

Tokman, Davis, and Lemon (2007) reported that the scale's alpha was .87.

VALIDITY:

Tokman, Davis, and Lemon (2007) did not provide information regarding the scale's validity.

REFERENCES:

Tokman, Mert, Lenita M. Davis, and Katherine N. Lemon (2007), "The WOW Factor: Creating Value Through Win-back Offers to Reacquire Lost Customers," *Journal of Retailing*, 83 (1), 47-64.

Tsiros, Michael and Vikas Mittal (2000). "Regret: A Model of its Antecedents and Consequences of Consumer Decision Making," *Journal of Consumer Research*, 26 (3) 401–417.

SCALE ITEMS:[1]

Directions: Thinking about your decision regarding your switch from your former service provider to the current one, please answer the following:

1. I feel sorry about leaving my original service provider.
2. I regret leaving my original service provider.
3. I am sorry about switching to my current service provider.
4. I should have stayed with my original service provider.

---

1. The reason the items are stated as they are is because in the study by Tokman, Davis, and Lemon (2007) participants were asked to imagine how they would feel if they switched from one service provider to another and were later offered a deal to return to the previous provider.

SCALE NAME: Relatedness

SCALE DESCRIPTION:

The scale is composed of six, seven-point Likert-type statements that measure the degree to which a person feels cared for, with an emphasis on the relationship with a named person. Although the scale might be viewed as a measure of the "need" for relatedness, a close reading of the items shows in aggregate that they have more to do with the extent to which a person feels cared for rather than the level of his/her need for the care.

SCALE ORIGIN:

Thomson (2006) adapted items for his scale on items in scales by La Guardia et al. (2000) and Sheldon et al. (2001).

RELIABILITY:

The full set of items was used by Thomson (2006) in Study 3 and the alpha was .89. A two item version was used in Study 1 (items #1 and #2, below) and it had an alpha of .81.

VALIDITY:

No information regarding the scale's validity was reported by Thomson (2006).

REFERENCES:

La Guardia, Jennifer G., Richard M. Ryan, Charles E. Couchman, and Edward L. Deci (2000), "Within-Person Variation in Security of Attachment: A Self-Determination Theory Perspective on Attachment, Need-Fulfillment and Well-Being," *Journal of Personality and Social Psychology*, 79 (September), 367-84.

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology*, 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1. _____ makes me feel cared about.
2. I feel a lot of closeness with _____.
3. I feel loved and cared about.
4. I often feel a lot of distance from _____. (r)
5. I feel like I am in contact with someone who cares for me and who I care for.
6. I feel close and connected to a person who is important to me.

---

1. The name of the person should be placed in the blanks.

SCALE NAME: Relational Benefits (Social)

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a customer believes his/her relationship with a company is based on the personal service that comes from being treated as an individual.

SCALE ORIGIN:

Grégoire, Tripp, and Legoux (2009) developed the scale based upon work by Hennig-Thurau, Gwinner, and Gremler (2002).

RELIABILITY:

The alpha for the scale was calculated by Grégoire, Tripp, and Legoux (2009) to be .94.

VALIDITY:

Although few details were provided, Grégoire, Tripp, and Legoux (2009) seem to have used CFA to examine the dimensionality and validity of this scale as they did all of their scales. Along with two others (trust and commitment), this scale was shown to measure a first-order factor of relationship quality (a second order construct). The AVE for the scale was .80.

REFERENCES:

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002), "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality," *Journal of Service Research*, 4 (February), 230–47.

SCALE ITEMS:

My relationship with the service firm was based on its ability to . . .

1. Recognize who I am as a customer.
2. Know my personal needs as a customer.
3. Build a "one-on-one" connection.
4. Make me feel important and appreciated.

SCALE NAME: Relationship Insecurity

SCALE DESCRIPTION:

The scale is composed of six, seven-point Likert-type statements that are intended to measure the degree to which a person is worried about his/her close personal relationships with other individuals such that growing closer to them will lead to them drawing away. The scale was called *developmental insecurity* by Rindfleisch, Burroughs, and Wong (2009).

SCALE ORIGIN:

The scale used by Rindfleisch, Burroughs, and Wong (2009) is based on phrases and ideas in the anxiety subscale of the Adult Attachment instrument by Collins and read (1990).

RELIABILITY:

The scale's composite reliability was .93 (Rindfleisch, Burroughs, and Wong 2009).

VALIDITY:

Rindfleisch, Burroughs, and Wong (2009) used CFA to test the fit of their measurement model. In particular, support was given for this scale's convergent and discriminant validity.

REFERENCES:

Collins, Nancy L. and Stephen J. Read (1990), "Adult Attachment, Working Models, and Relationship Quality in Dating Couples," *Journal of Personality and Social Psychology*, 58 (4), 644–63.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 36 (1), 1-16.

SCALE ITEMS:

1.   I often worry about being abandoned.
2.   I often worry that important people in my life do not really care about me.
3.   I find others are reluctant to get as close as I would like.
4.   I often worry that if I get close to someone they will not stay with me.
5.   I find myself feeling indifferent toward other people in my life.
6.   I am cautious about forming close relationships with others.

SCALE NAME: Relationship Investment (Marketer's Effort)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which a customer believes that the seller is devoting substantial time and energy to building their business relationship.

SCALE ORIGIN:

The scale used by Palmatier et al. (2009) was developed by the authors based on inspiration from past research of the topic, e.g., Reynolds and Beatty (1999). Palmatier et al. (2009) used the scale in two studies. Study 1 was a lab experiment with a business-to-consumer context using data from 155 business undergraduate students. Study 2 was a field study using data from 446 customers of manufacturers' representative firms selling a wide range of goods and services in North America.

RELIABILITY:

The alpha for the scale was reported to be .89 in both Study 1 and 2 by Palmatier et al. (2009).

VALIDITY:

Using confirmatory factor analysis, Palmatier et al. (2009) provided evidence in support of the convergent and discriminant validities of all their scales, including relationship investment. The AVE of the scale was .73 in both studies.

REFERENCES:

Palmatier, Robert W., Cheryl Burke Jarvis, Jennifer R. Bechkoff, and Frank R. Kardes (2009), "The Role of Customer Gratitude in Relationship Marketing," *Journal of Marketing*, 73 (5), 1-18.

Reynolds, Kristy E. and Sharon E. Beatty (1999), "Customer Benefits and Company Consequences of Customer-Salesperson Relationships in Retailing," *Journal of Retailing*, 75 (1), 11–32.

SCALE ITEMS:[1]

1. _____ worked hard to strengthen our relationship.
2. _____ made significant investments in building a relationship with me.
3. _____ devoted time and effort to our relationship.

---

1. The name of the person or firm should be placed in the blanks.

SCALE NAME: Relationship Investment (Personal Costs)

SCALE DESCRIPTION:

This scale uses four, seven-point Likert-type items to measure the extent to which a owner/user of a brand has invested personal resources (time, money, effort) into having and maintaining a relationship with the brand.

SCALE ORIGIN:

Breivik and Thorbjørnsen (2008) stated that the scale they used in Study 1 was adapted from the work of Rusbult (1980; Rusbult, Martz, and Agnew 1998). See also a variation on this scale that Breivik and Thorbjørnsen (2008) used in Study 2.

RELIABILITY:

The construct reliability for the scale used by Breivik and Thorbjørnsen (2008; Breivik 2010) was .83.

VALIDITY:

In testing their measurement model in Study 1, Breivik and Thorbjørnsen (2008) found support for the convergent and discriminant validities of all their scales. The AVE for this scale was .55.

REFERENCES:

Breivik, Einar (2010), personal correspondence.

Breivik, Einar and Helge Thorbjørnsen (2008), "Consumer Brand Relationships: An Investigation of Two Alternative Models," *Journal of the Academy of Marketing Science*, 36 (4), 443-472.

Rusbult, Caryl E. (1980), "Commitment and Satisfaction in Romantic Associations: A Test of the Investment Model," *Journal of Experimental Social Psychology*, 16 (2), 172–186.

Rusbult, Caryl E., John M. Martz, and Christopher R. Agnew (1998), "The Investment Model Scale: Measuring Commitment Level, Satisfaction Level, Quality of Alternatives, and Investment Size," *Personal Relationships*, 5(4), 357–391.

SCALE ITEMS:

1. I have put a lot of efforts into my relationship with this brand.
2. I have invested a lot of money in my relationship with this brand.
3. I have put a lot of emotional investment into my relationship with this brand.
4. My investment in this brand makes it more difficult to end my relationship with it.

SCALE NAME: Relationship Investment (Preferential Treatment)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's beliefs regarding the degree to which a particular business provides more and/or better service to regular customers than to nonregular ones.

SCALE ORIGIN:

Cho (2006) adapted items developed by De Wulf, Odekerken-Schröder, and Iacobucci (2001).

RELIABILITY:

Cho (2006) reported a composite reliability of .90 and .85 for use of the scale with book and clothing purchases, respectively.

VALIDITY:

Using confirmatory factor analysis, Cho (2006) showed that the model fit the data well. Testing of all pairs of scales in the study showed them to be distinct, thus, providing support for a claim of discriminant validity.

REFERENCES:

Cho, Jinsook (2006), "The Mechanism of Trust and Distrust Formation and Their Relational Outcomes," *Journal of Retailing*, 82 (1), 25-35.

De Wulf, Kristof, Gaby Odekerken-Schröder, and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (October), 33-50.

SCALE ITEMS:[1]

1. This _____ treats regular customers more favorably than nonregular customers.
2. This _____ services regular customers better than nonregular customers.
3. This _____ offers special treatments that make me feel valuable and important to them.

---

1. A term describing the business should be placed in the blanks. Cho (2006) used "e-vendor."

SCALE NAME: Relationship Strength

SCALE DESCRIPTION:

Three, seven-point semantic-differentials are used to measure the degree to which one person (the participant) believes two other people are associated in some way.

SCALE ORIGIN:

The scale was used by Argo and Main (2008) in two of the four studies they reported. No source was identified for the scale; it appears to be original to them.

RELIABILITY:

Argo and Main (2008) reported the alphas for the scale to be .94 (Study 2) and .97 (Study 4).

VALIDITY:

No information regarding the validity of the scale was provided by Argo and Main (2008).

REFERENCES:

Argo, Jennifer J. and Kelley J. Main (2008), "Stigma by Association in Coupon Redemption: Looking Cheap Because of Others," *Journal of Consumer Research*, 35 (4), 559-572.

SCALE ITEMS:

Please indicate the extent to which the two people were _____ each other.[1]

1.   not at all central to / were very central to
2.   cared very little about / cared a lot about
3.   were not at all important to / were very important to

---

1. The exact phrasing of the scale stem was not provided by Argo and Main (2008). A possible phrasing is provided here based on the description given in the article. Further, the authors used the term "shoppers" rather than people in the stem. The scale seems to be amenable for use in a wide variety of contexts and that term could be adjusted as needed.

SCALE NAME: Relationship Type (Communal)

SCALE DESCRIPTION:

The scale has nine, seven-point items that are used to measure the degree to which a person's motivation for interacting with others is due to such things as a genuine concern for their needs and/or to please them.

SCALE ORIGIN:

The scale used by Aggarwal and Zhang (2006) drew heavily on work done by Clark (1986). Her scale had 14 items, seven measuring the communal component and seven measuring the exchange component (reverse-scoring where appropriate). No information regarding the scale's psychometric quality was provided. In contrast, Aggarwal and Zhang (2006) used thirteen items the same or very similar to those of Clark but nine ended up being used to measure the communal component and four were used for exchange. No reason for this redistribution of items was provided but undoubtedly it involved an unreported factor analysis.

RELIABILITY:

Aggarwal and Zhang (2006) reported an alpha of .78 for the communal scale.

VALIDITY:

No information regarding the scale's validity was provided by Aggarwal and Zhang (2006).

REFERENCES:

Aggarwal, Pankaj and Meng Zhang (2006), "The Moderating Effect of Relationship Norm Salience on Consumers' Loss Aversion," *Journal of Consumer Research*, 33 (3), 413-419.

Clark, Margaret S. (1986), "Evidence for the Effectiveness of Manipulations of Communal and Exchange Relationships," *Personality and Social Psychology Bulletin*, 12 (December), 414–25.

SCALE ITEMS:[1]

1.   You enjoy responding to others' needs.
2.   You like doing things just to please others.
3.   You want to do things for others.
4.   You like others to respond to your needs.
5.   You tell others about your troubles.
6.   It is best not to get involved in others' needs. (r)
7.   You don't bother to keep track of benefits given to others.
8.   You would resent it if someone did you a favor and then asked for repayment.
9.   You would resent it if someone offered you repayment for something you did for him/her.

---

1. These items are reconstructions based on brief paraphrases provided by Aggarwal and Zhang (2006) and Clark (1986). The scale instructions were not provided in either study but could have asked respondents to describe how they like to interact with others. The verbal anchors used by Aggarwal and Zhang (2006) on the response scale were *not at all* (1) and *almost certainly* (7).

SCALE NAME: Relationship Type (Exchange)

SCALE DESCRIPTION:

Four, seven-point items are used to measure the degree to which a person's motivation for interacting with others is to get benefits from them in return for benefits given to them (*quid pro quo*).

SCALE ORIGIN:

The scale used by Aggarwal and Zhang (2006) drew heavily on work done by Clark (1986). Her scale had 14 items, seven measuring the communal component and seven measuring the exchange component (reverse-scoring where appropriate). No information regarding the scale's psychometric quality was provided. In contrast, Aggarwal and Zhang (2006) used thirteen items that were the same or very similar to those of Clark but nine ended up being used to measure the communal component and four were used for exchange. No reason for this redistribution of items was provided but undoubtedly it involved an unreported factor analysis.

RELIABILITY:

Aggarwal and Zhang (2006) reported an alpha of .81 for the exchange scale.

VALIDITY:

No information regarding the scale's validity was provided by Aggarwal and Zhang (2006).

REFERENCES:

Aggarwal, Pankaj and Meng Zhang (2006), "The Moderating Effect of Relationship Norm Salience on Consumers' Loss Aversion," *Journal of Consumer Research*, 33 (3), 413-419.

Clark, Margaret S. (1986), "Evidence for the Effectiveness of Manipulations of Communal and Exchange Relationships," *Personality and Social Psychology Bulletin*, 12 (December), 414–25.

SCALE ITEMS:[1]

1. You like to keep things even.
2. You feel the need to pay back others immediately.
3. You return something comparable if receiving something from others.
4. You expect others to return things soon when they borrow them.

---

1. These items are reconstructions based on brief paraphrases provided by Aggarwal and Zhang (2006) and Clark (1986). The scale instructions were not provided in either study but could have asked respondents to describe how they like to interact with others. The verbal anchors used by Aggarwal and Zhang (2006) on the response scale were *not at all* (1) and *almost certainly* (7).

SCALE NAME: Relative Advantage

SCALE DESCRIPTION:

The scale is composed of three, seven-point items that measure the degree to which a person believes that a product has advantages over other products with which it competes.

SCALE ORIGIN:

Rijsdijk, Hultink, and Diamantopoulos (2007) cited Cooper and Kleinschmidt (1987) as the source of the scale.

RELIABILITY:

An alpha of .86 was reported for the scale by Rijsdijk, Hultink, and Diamantopoulos (2007).

VALIDITY:

Rijsdijk, Hultink, and Diamantopoulos (2007) provided information in support of the scale's convergent and discriminant validities. The AVE for this scale was .68.

REFERENCES:

Cooper, Robert G. and Elko J. Kleinschmidt (1987), "New Products: What Separates Winners from Losers?" *Journal of Product Innovation Management*, 4, 169–184.

Rijsdijk, Serge A., Erik Jan Hultink, and Adamantios Diamantopoulos (2007), "Product Intelligence: Its Conceptualization, Measurement and Impact on Consumer Satisfaction," *Journal of the Academy of Marketing Science*, 35 (3), 340-356.

SCALE ITEMS:[1]

This product:
1. offers advantages that are not offered by competing products.
2. is, in my eyes, superior to competing products.
3. solves a problem that I cannot solve with competing products.

---

1. The verbal anchors were not described by Rijsdijk, Hultink, and Diamantopoulos (2007) but would appear to have been of the *agree /disagree* variety.

SCALE NAME: Reliability

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the degree to which something is perceived to perform well what it is intended to do. As used by Van Dolen, Dabholkar, and Ruyter (2007), consumers were evaluating a chat-based service for gathering information about investment funds from other customers and a financial advisor.

SCALE ORIGIN:

Van Dolen, Dabholkar, and Ruyter (2007) stated that the scale was adapted from work by Dabholkar (1996).

RELIABILITY:

An alpha of .80 was reported for the scale by Van Dolen, Dabholkar, and Ruyter (2007).

VALIDITY:

Although the particular details regarding this scale were not provided by Van Dolen, Dabholkar, and Ruyter (2007), the authors stated in general terms that use of CFA provided evidence of convergent and discriminant validity for all of their scales.

REFERENCES:

Dabholkar, Pratibha A. (1996), "Consumer Evaluations of New Technology-Based Self-Service Options: An Investigation of Alternative Models of Service Quality," *International Journal of Research in Marketing*, 13 (1), 29-51.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:[1]

1. _____ delivers what it promises.
2. This _____ is something I expect to work well.
3. This _____ is reliable.

---

1. The name of the object being evaluated should be placed in the blanks, e.g., chat.-based service.

SCALE NAME: Reparation Demand (Direct)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that measure the degree to which a customer personally complained to a business with the purpose of getting a satisfactory solution to a problem.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed the scale based on inspiration received from the work of Hibbard, Kumar, and Stern (2001).

RELIABILITY:

An alpha of .80 was reported for the scale by Grégoire and Fisher (2008).

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .58.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Hibbard, Jonathan D., Nirmalya Kumar, and Louis W. Stern (2001), "Examining the Impact of Destructive Acts in Marketing Channel Relationships, " *Journal of Marketing Research*, 38 (February), 45–62.

SCALE ITEMS:

I complained to _____ to . . .[1]

1. constructively discuss the problem.
2. find an acceptable solution for both parties.
3. work with its representatives to solve the problem.

---

1. The name of the company with which the customer is seeking redress should be placed in the blank.

SCALE NAME: Reparation Demand (Third-Party)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the extent that a customer expressed dissatisfaction to a third-party about a problem with a business and sought the third-party's advice about seeking redress.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed the scale based on inspiration received from the work of Hibbard, Kumar, and Stern (2001).

RELIABILITY:

An alpha of .89 was reported for the scale by Grégoire and Fisher (2008).

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .73.

COMMENTS:

See also Grégoire, Tripp, and Legoux (2009) where this scale was slightly modified for use with complaining at a website to other customers. The authors called it *online public complaining for help seeking*.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Hibbard, Jonathan D., Nirmalya Kumar, and Louis W. Stern (2001), "Examining the Impact of Destructive Acts in Marketing Channel Relationships, " *Journal of Marketing Research*, 38 (February), 45–62.

SCALE ITEMS:[1]

I complained to _____ . . .[2]

1.   to ask about the right approach to deal with _____.
2.   to solicit its expertise about my issues with _____.
3.   so it could advise me on the best way to reach a settlement.

1. The name of the person or organization to which the customer sought advice should be placed in the blank.
2. The name of the company with which the customer is seeking redress should be placed in the blanks of item #1 and #2.

SCALE NAME: Repatronage Intention (Airline Service)

SCALE DESCRIPTION:

Using four statements with a seven-point response format, the scale measures the likelihood that a customer would travel on a certain airline again in the future. Wagner, Hennig-Thurau, and Rudolph (2009) called it *loyalty intentions*. The scale is phrased hypothetically because participants were responding to a fictional scenario.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) developed the scale based upon ideas they received from examining similar measures used in past studies.

RELIABILITY:

The construct reliabilities for the scale were reported by Wagner, Hennig-Thurau, and Rudolph (2009) as .97 in Study 1 and .95 in Study 3.

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. The AVE for repatronage intention was .89 in Study 1 and .82 in Study 3.

REFERENCES:

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:[1]

1. I would continue flying with this airline.
2. The next time I need to air travel, I would fly with this airline.
3. I would consider this airline my first choice to air travel.
4. I would use the services of this airline in the next years.

---

1. The scale stem that Wagner, Hennig-Thurau, and Rudolph (2009) used with these items was: "How would you behave on this experience?" The extreme verbal anchors for the response scale were *very unlikely* (1) and *very likely* (7).

SCALE NAME: Repatronage Intention (Positive Attitude)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a person's intention to not only go to a store again in the future but to look forward to it.

SCALE ORIGIN:

Jones and Reynolds (2006) stated that they developed the scale.

RELIABILITY:

The construct reliability was reported to be .97 (Jones and Reynolds (2006).

VALIDITY:

A variety of typical steps were taken by Jones and Reynolds (2006) to provide support for their scales' unidimensionality as well as their convergent and discriminant validities using exploratory and confirmatory techniques. The scale's AVE was .91.

REFERENCES:

Jones, Michael A. and Kristy E. Reynolds (2006), "The Role of Retailer Interest on Shopping Behavior," *Journal of Retailing*, 82 (2), 115-126.

SCALE ITEMS:

1. I look forward to visiting this store in the future.
2. I always look forward to visiting this store again.
3. No matter how often I visit this store, I always look forward to coming back.

SCALE NAME: Repurchase Intention

SCALE DESCRIPTION:

Three, seven-point items are used in this scale to measure the likelihood that a customer will visit a particular retail store again in the future with the emphasis on a particular product category.

SCALE ORIGIN:

Dutta, Biswas, and Grewal (2007) did not identify the source of the scale. Individual items are similar to some found in previous scales but the set as a whole appears to be original. Having said that, key phrases in the three items are very similar to those in a three item scale by Sundar and Kalyanaraman (2004) which was used to measure a consumer's intentions toward a product featured in an advertisement.

RELIABILITY:

The scale was used in three studies reported by Dutta, Biswas, and Grewal (2007). The alphas ranged from .92 to .96.

VALIDITY:

No information regarding the scale's validity was reported by Dutta, Biswas, and Grewal (2007).

REFERENCES:

Dutta, Sujay, Abhijit Biswas, and Dhruv Grewal (2007), "Low Price Signal Default: An Empirical Investigation of its Consequences," *Journal of the Academy of Marketing Science*, 35 (1), 76-88.

Sundar, Shyam S. and Sriram Kalyanaraman (2004), "Arousal, Memory and Impression-Formation Effects of Animation Speed in Web Advertising," *Journal of Advertising*, 33 (1), 7-17.

SCALE ITEMS:[1]

1. If you need a _____ in the future, how likely are you to try _____?
2. If you ever purchase a _____ again, how likely are you to buy it from _____?
3. How likely are you to revisit _____ for your shopping needs?

---

1. The first blank in items #1 and #2 should be filled with the generic name of the product, e.g., digital camera. The other blanks should be filled with the name of the retailer. The extreme verbal anchors for the items were *not likely at all* and *extremely likely*.

SCALE NAME: Repurchase Intention

SCALE DESCRIPTION:

This five item, nine-point Likert-type scale measures a person's likelihood of buying a particular product again in the indefinite future. While this scale may be tapping into some aspects of loyalty, it does not seem to be directly measuring that construct.

SCALE ORIGIN:

Although not explicitly stated, Heitmann, Lehmann, and Herrmann (2007) appear to have developed this scale after drawing inspiration from a variety of past measures.

RELIABILITY:

The alpha for the scale was .81 (Heitmann, Lehmann, and Herrmann 2007; Heitmann 2010)

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .50.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

SCALE ITEMS:

1.   It is very likely that I would purchase this same product (or its successor) again.
2.   I am willing to pay a price premium over competing products to be able to purchase this product (or its successor) again.
3.   I would only consider purchasing this product again, if it would be substantially cheaper. (r)
4.   Commercials regarding competing brands are not able to reduce my interest in buying the same product (or its successor) again.
5.   I would purchase this product (or its successor) again, even if it receives bad evaluations by the media or other people.

SCALE NAME: Restaurant Menu Diversity

SCALE DESCRIPTION:

The scale is composed of three, seven-point items that measure the likelihood that a certain restaurant offers a wide variety of items.

SCALE ORIGIN:

Biehal and Sheinin (2007) did not indicate the origin of the scale. It seems that it was developed by them for their second study.

RELIABILITY:

An alpha of .87 was reported for the scale by Biehal and Sheinin (2007).

VALIDITY:

No information regarding the scale's validity was provided by Biehal and Sheinin (2007).

REFERENCES:

Biehal, Gabriel J. and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, 71 (3), 12-25.

SCALE ITEMS:[1]

1.   _____ restaurant serves a large variety of dishes.
2.   _____ offers many daily specials.
3.   _____ is ranked highly on menu diversity.

---

1. The name of the focal restaurant should be placed in the blanks. The extreme verbal anchors for the response scale used by Biehal and Sheinin (2007) were *likely* and *unlikely*. The scale stem was not described but probably asked respondents to describe the likelihood that a particular restaurant has these characteristics.

SCALE NAME: Retail Patronage (Importance of Convenience)

SCALE DESCRIPTION:

The scale is composed of three, seven point items intended to measure the importance a consumer places on convenience-related factors when choosing where to shop, with an emphasis on the ease of getting there and the hours of operation.

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on items from Bellenger, Robertson, and Greenberg (1977). The latter factor analyzed 20 items relating to "patronage factors" and concluded that there were four main factors. Ganesh, Reynolds, and Luckett (2007) used the same items plus a new one. Their analysis showed there were five factors, one of which was composed of the items in this scale (importance of convenience).

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five types of stores with the alphas ranging from .83 (an outlet mall) to .88 (a discount store).

VALIDITY:

Although Ganesh, Reynolds, and Luckett (2007) briefly described the factor analysis of their items and implied that the items in this scale loaded on the same factor, no information regarding the validity of the scale was provided.

REFERENCES:

Bellenger, Danny N., Dan H. Robertson, and Barnett A. Greenberg (1977), "Shopping Center Patronage Motives," *Journal of Retailing*, 53(2), 29–38.

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

SCALE ITEMS:[1]

1. Distance from home/work.
2. Accessibility from home/work.
3. Operating hours.

---

1. The extreme verbal anchors for the response scale used in the study by Ganesh, Reynolds, and Luckett (2007) were (1) *not at all important* and (7) *very important*.

SCALE NAME: Retail Patronage (Importance of Quality)

SCALE DESCRIPTION:

Seven, seven point items are used to measure the importance of "quality," based on several specific attributes, in the selection of a store/mall at which to shop.

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on items from Bellenger, Robertson, and Greenberg (1977). The latter factor analyzed 20 items relating to "patronage factors" and concluded that there were four main factors. Ganesh, Reynolds, and Luckett (2007) used the same items plus a new one. Their analysis showed there were five factors, one of which was composed of the items in this scale (importance of quality).

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five different types of stores with the alphas ranging from .90 (a traditional mall) to .93 (an outlet mall with a non-local sample and a discount store).

VALIDITY:

Although Ganesh, Reynolds, and Luckett (2007) briefly described the factor analysis of their items and implied that the items in this scale loaded on the same factor, no information regarding the validity of the scale was provided.

REFERENCES:

Bellenger, Danny N., Dan H. Robertson, and Barnett A. Greenberg (1977), "Shopping Center Patronage Motives," *Journal of Retailing*, 53(2), 29–38.

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

SCALE ITEMS:[1]

1. Cleanliness and maintenance of the mall/store.
2. Decor and ambiance.
3. Friendliness of mall employees.
4. Quality of service.
5. Safety and security within the mall/store.
6. Availability of parking.
7. Safety and security of parking lot.

---

1. The extreme verbal anchors for the response scale used in the study by Ganesh, Reynolds, and Luckett (2007) were (1) *not at all important* and (7) *very important*.

SCALE NAME: Retail Patronage (Importance of Special Services)

SCALE DESCRIPTION:

This scale has three, seven point items that are used to measure the importance a consumer places on choosing to shop at a mall or shopping center because it has stores/services that others do not such as a movie theater, bank, restaurant, and hair salon. This scale was called *enhancements* by Ganesh, Reynolds, and Luckett (2007).

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on items from Bellenger, Robertson, and Greenberg (1977). The latter factor analyzed 20 items relating to "patronage factors" and concluded that there were four main factors. Ganesh, Reynolds, and Luckett (2007) used the same items plus a new one. Their analysis showed there were five factors, one of which was composed of the items in this scale (importance of special services).

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the three item version of the scale was used with three types of stores with the alphas ranging from .74 (an outlet mall with a local sample) to .78 (a traditional mall).

VALIDITY:

Although Ganesh, Reynolds, and Luckett (2007) briefly described the factor analysis of their items and implied that the items in this scale loaded on the same factor, no information regarding the validity of the scale was provided.

REFERENCES:

Bellenger, Danny N., Dan H. Robertson, and Barnett A. Greenberg (1977), "Shopping Center Patronage Motives," *Journal of Retailing*, 53(2), 29–38.

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

SCALE ITEMS:[1]

1. Presence of fast food and restaurants.
2. Presence of a movie theater.
3. Presence of other service providers such as a bank, hair specialist, etc.

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1. The extreme verbal anchors for the response scale used in the study by Ganesh, Reynolds, and Luckett (2007) were (1) *not at all important* and (7) *very important*.

SCALE NAME: Retail Patronage (Importance of Merchandise Variety)

SCALE DESCRIPTION:

The scale has three, seven point items that are used to measure the importance a consumer places on a shopping center having a wide variety of merchandise for the purpose of selecting where to shop, with an emphasis on the set of stores having well-known brands and new products.

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on items from Bellenger, Robertson, and Greenberg (1977). The latter factor analyzed 20 items relating to "patronage factors" and concluded that there were four main factors. Ganesh, Reynolds, and Luckett (2007) used the same items plus a new one. Their analysis showed there were five factors, one of which was composed of the items in this scale (importance of merchandise variety).

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the three item version of the scale was used with three types of stores with the alphas ranging from .76 (a traditional mall) to .78 (an outlet mall with a local sample). Item #3 (below) was not used with the samples from two stores where the attribute would not be relevant (discount store and category killer).

VALIDITY:

Although Ganesh, Reynolds, and Luckett (2007) briefly described the factor analysis of their items and implied that the items in this scale loaded on the same factor, no information regarding the validity of the scale was provided.

REFERENCES:

Bellenger, Danny N., Dan H. Robertson, and Barnett A. Greenberg (1977), "Shopping Center Patronage Motives," *Journal of Retailing*, 53(2), 29–38.

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

SCALE ITEMS:[1]

1. Presence of "brand name" merchandise.
2. Availability of current fashions and new products.
3. Total number of stores.

---

1. The extreme verbal anchors for the response scale used in the study by Ganesh, Reynolds, and Luckett (2007) were (1) *not at all important* and (7) *very important*.

SCALE NAME: Retaliatory Behavior (Avoidance)

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used in this scale to measure a person's motivation to disengage from interacting with a business. The reason for the avoidance is not stated in the scale but will need to be provided somewhere in the instrument to frame the questions for respondents.

SCALE ORIGIN:

The scale was adapted by Grégoire, Tripp, and Legoux (2009) for the consumer context from a measure by McCullough and colleagues (McCullough et al. 1998; McCullough et al. 2001; McCullough, Bono, and Root 2007). Study 1 involved a series of surveys in four waves of people who had sent complaints to a website. The four waves were completed by 172 people.

RELIABILITY:

The alpha for the scale was calculated by Grégoire, Tripp, and Legoux (2009) for each of the four waves and were consistently high (.87-.96).

VALIDITY:

Quite a bit of effort was expended by Grégoire, Tripp, and Legoux (2009) to confirm the dimensionality and validity of this scale. Using an EFA and a CFA, they provided evidence of the scale's unidimensionality as well as its convergent and discriminant validities. Support for the scale's nomological validity was provided as well. AVEs for the scale ranged from .66 to .81 in the four waves.

REFERENCES:

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

McCullough, Michael E., C. Garth Bellah, Shelley Dean Kilpatrick, and Judith L. Johnson (2001), "Vengefulness: Relationships with Forgiveness, Rumination, Well-Being, and the Big Five," *Personality and Social Psychology Bulletin*, 27 (May), 601–610.

McCullough, Michael E., Giacomo Bono, and Lindsey M. Root (2007), "Rumination, Emotion, and Forgiveness: Three Longitudinal Studies," *Journal of Personality and Social Psychology*, 92 (March), 490–505.

McCullough, Michael E., K. Chris Rachal, Steven J. Sandage, Everett L. Worthington Jr., Susan Wade Brown, and Terry L. Hight (1998), "Interpersonal Forgiving in Close Relationship: Vol. 2: Theoretical Elaboration and Measurement," *Journal of Personality and Social Psychology*, 75 (December), 1586–1603.

SCALE ITEMS:

I want (or wanted) to . . .

1. Keep as much distance as possible between the firm and me.
2. Avoid frequenting the firm.
3. Cut off the relationship with the firm.
4. Withdraw my business from the firm.

SCALE NAME: Retaliatory Behavior (Complaining for Publicity)

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type items intended to measure the extent that a customer (the first party) who was dissatisfied with a company (the second party) expressed his/her dissatisfaction to an organization (a third party) with the hope that the information would be disseminated to relevant publics.

SCALE ORIGIN:

The scale is original to Grégoire and Fisher (2008).

RELIABILITY:

An alpha of .86 was reported for the scale by Grégoire and Fisher (2008).

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .62.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

SCALE ITEMS:

I complained to _____ . . .[1]

1. to have it make public the behaviors of _____.[2]
2. to have it report my experience to others.
3. so that it could spread the word about my misadventure.
4. so that my experience with this company would be known.

1. The name of the person or organization the customer complained to with hopes of his/her misfortune becoming more public should be placed in the blank.
2. The name of the company responsible for the problem should be placed in the blank.

SCALE NAME: Retaliatory Behavior (Revenge)

SCALE DESCRIPTION:

With five, seven-point Likert-type items, this scale measures a person's motivation to engage in activities that are expected to hurt the business which the respondent believes is responsible for some sort of damage.

SCALE ORIGIN:

The scale was adapted by Grégoire, Tripp, and Legoux (2009) for the consumer context from a measure by McCullough and colleagues (McCullough et al. 1998; McCullough et al. 2001; McCullough, Bono, and Root 2007). Study 1 involved a series of surveys in four waves of people who had sent complaints to a website. The four waves were completed by 172 people.

RELIABILITY:

The alpha for the scale was calculated by Grégoire, Tripp, and Legoux (2009) for each of the four waves and were consistently high (.96-.97).

VALIDITY:

Quite a bit of effort was expended by Grégoire, Tripp, and Legoux (2009) to confirm the dimensionality and validity of this scale. Using an EFA and a CFA, they provided evidence of the scale's unidimensionality as well as its convergent and discriminant validities. Support for the scale's nomological validity was provided as well. AVEs for the scale ranged from .82 to .85 in the four waves.

REFERENCES:

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

McCullough, Michael E., C. Garth Bellah, Shelley Dean Kilpatrick, and Judith L. Johnson (2001), "Vengefulness: Relationships with Forgiveness, Rumination, Well-Being, and the Big Five," *Personality and Social Psychology Bulletin*, 27 (May), 601–610.

McCullough, Michael E., Giacomo Bono, and Lindsey M. Root (2007), "Rumination, Emotion, and Forgiveness: Three Longitudinal Studies," *Journal of Personality and Social Psychology*, 92 (March), 490–505.

McCullough, Michael E., K. Chris Rachal, Steven J. Sandage, Everett L. Worthington Jr., Susan Wade Brown, and Terry L. Hight (1998), "Interpersonal Forgiving in Close Relationship: Vol. 2: Theoretical Elaboration and Measurement," *Journal of Personality and Social Psychology*, 75 (December), 1586–1603.

SCALE ITEMS:

I want (or wanted) to . . .

1. Take actions to get the firm in trouble.
2. Punish the firm in some way.
3. Cause inconvenience to the firm.
4. Get even with the firm.
5. Make the firm get what it deserved.

SCALE NAME: Retaliatory Behavior (Vindictive Complaining)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that measure the degree to which a customer personally has complained to a business about a problem with the purpose of seeking revenge by inconveniencing it and verbally abusing its employees.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed the scale based on inspiration received from the work of Hibbard, Kumar, and Stern (2001).

RELIABILITY:

Alphas of .76 and .89 were reported for the scale by Grégoire and Fisher (2008) and Grégoire, Tripp, and Legoux (2009), respectively.

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .63.

Grégoire, Tripp, and Legoux (2009) did not discuss the scale's validity. They did, however, use it to help establish the nomological validity of some measures of retaliatory behavior.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate: The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Hibbard, Jonathan D., Nirmalya Kumar, and Louis W. Stern (2001), "Examining the Impact of Destructive Acts in Marketing Channel Relationships, " *Journal of Marketing Research*, 38 (February), 45–62.

SCALE ITEMS:

I complained to _____ to . . .[1]

1.   give the representative(s) a hard time.
2.   be unpleasant with the representative(s) of the company.
3.   make someone from the organization pay for its poor service.

---

1. The name of the company with which the customer is seeking redress should be placed in the blank.

SCALE NAME: Return Policy Knowledge

SCALE DESCRIPTION:

Five, seven-point Likert-type items are used in the scale to measure the degree to which a person is familiar with the rules of returning products to stores as well as the buyer's rights to do so. Harris called the scale *knowledge of returning rules and regulations*.

SCALE ORIGIN:

The scale was developed by Harris (2008). Along with several other original scales, Harris (2008) says that he used three stages of pretesting to refine the scale items for use in the main study.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .86.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others. The measurement model was found to have a satisfactory fit and evidence for the scale's discriminant and convergent validity was found. The scale's AVE was .77.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:

1. I know most stores' rules about returning products.
2. I know my rights when it comes to returning goods.
3. I know very little about what rights I have when I return products. (r)
4. I know a lot about the circumstances under which stores can refuse to give a refund for a returned product.
5. I know very little about most stores' returns policies. (r)

SCALE NAME: Returning Products Experience

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type items that measure the degree to which the respondent is personally familiar with returning products to the place they were purchased after the products had been used and/or broken. Although not explicitly stated in the scale items, the implication is that it was improper to take the products back given that the use and/or damage to the products was the fault of the buyers, not the sellers.

SCALE ORIGIN:

The scale was developed by Harris (2008). Along with several other original scales, Harris (2008) says that he used three stages of pretesting to refine the scale items for use in the main study.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .86.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others having to do with returning products. The measurement model was found to have a satisfactory fit and evidence for the scale's discriminant and convergent validity was found. The scale's AVE was .80.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:

1. I have a lot of experience of getting refunds when returning products that I've used or I've broken.
2. I have often gone with friends or family members when they're returning used or damaged products.
3. I have very little of experience of getting refunds when returning products that I've used or I've broken (r)
4. I have been involved in lots of returning of products that I know were used.

SCALE NAME: Returning Products (Effect on Stores)

SCALE DESCRIPTION:

Using four, seven-point Likert-type items, this scale measures a person's attitude about the financial consequences of customers returning products that have been used and/damaged. The implication is that it is improper to take products back if the use and/or damage to the products was the fault of the buyers, not the sellers but that people vary in the extent to which they believe the practice does significant financial damage to a business.

SCALE ORIGIN:

The scale was developed by Harris (2008). Along with several other original scales, Harris (2008) says that he used three stages of pretesting to refine the scale items for use in the main study.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .90.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others having to do with returning products. The measurement model was found to have a satisfactory fit and evidence for the scale's discriminant and convergent validity was found. The scale's AVE was .85.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:

1. Stores' prices are inflated to cover the costs of returns that have been used or damaged by customers.
2. Taking used or a damaged product back to stores does very little harm.
3. Returning a copied CD or a read book doesn't really cost stores anything.
4. Returning used or damaged products costs stores a lot of money. (r)

SCALE NAME: Returning Products (Social Norms)

SCALE DESCRIPTION:

This scale uses four, seven-point Likert-type items to measure a person's belief that among his/her friends and family it is considered acceptable to return products after they have been used or damaged.

SCALE ORIGIN:

The scale was developed by Harris (2008). Along with several other original scales, Harris (2008) says that he used three stages of pretesting to refine the scale items for use in the main study.

RELIABILITY:

Harris (2008) reported the scale to have an alpha of .81.

VALIDITY:

Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others. The measurement model was found to have a satisfactory fit and evidence for the scale's discriminant and convergent validity was found. The scale's AVE was .75.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:

1. My circle of friends do not approve of returning products that they've used or damaged (r).
2. My family do not approve of returning used products (r).
3. Around here, everybody agrees that returning products that have been used is okay.
4. Most of my friends think that returning products that they've used or damaged is okay.

SCALE NAME: Reward Responsiveness

SCALE DESCRIPTION:

The five, nine-point Likert-type items are used to measure the degree to which a person has strong, positive affective responses to the occurrence or expectation of reward-like events.

SCALE ORIGIN:

The scale used by Van Den Bergh, Dewitte, and Warlop (2008) was developed by Carver and White (1994). It is a subscale of a longer instrument made to assess two motivational systems theorized to underlie human behavior and affect: an inhibition system and a dispositional system. (Reward responsiveness is part of the latter.) Carver and White (1994) provided evidence in support of the instrument and its subscales' reliabilities (internal consistency and stability) and validities (convergent, discriminant, predictive).

RELIABILITY:

The alpha reported for this scale by Van Den Bergh, Dewitte, and Warlop (2008) was .71 (n = 129 young, male college students attending a German university).

VALIDITY:

Van Den Bergh, Dewitte, and Warlop (2008) did not discuss the validity of the scale.

COMMENTS:

See also Mukhopadhyay, Sengupta, and Ramanathan (2008), Wadhwa, Shiv, and Nowlis (2008), and Sen and Block (2009).

REFERENCES:

Carver, Charles S. and Teri L. White (1994), "Behavioral Inhibition, Behavioral Activation, and Affective Responses to Impending Reward and Punishment: The BIS/BAS Scales," *Journal of Personality and Social Psychology*, 67 (2), 319–33.

Mukhopadhyay, Anirban, Jaideep Sengupta, and Suresh Ramanathan (2008), "Recalling Past Temptations: An Information-Processing Perspective on the Dynamics of Self-Control," *Journal of Consumer Research*, 35 (4), 586-599.

Sen, Sankar and Lauren G. Block (2009), "'Why My Mother Never Threw Anything Out': The Effect of Product Freshness on Consumption," *Journal of Consumer Research*, 36 (1), 47-55.

Van Den Bergh, Bram, Siegfried Dewitte and Luk Warlop (2008), "Bikinis Instigate Generalized Impatience in Intertemporal Choice," *Journal of Consumer Research*, 35 (1), 85-97.

Wadhwa, Monica, Baba Shiv, and Stephen M. Nowlis (2008), "A Bite to Whet the Reward Appetite: The Influence of Sampling on Reward-Seeking Behaviors," *Journal of Marketing Research*, 45 (4), 403-413.

SCALE ITEMS:

1. When I get something I want, I feel excited and energized.
2. When I'm doing well at something, I love to keep at it.
3. When good things happen to me, it affects me strongly.
4. It would excite me to win a contest.
5. When I see an opportunity for something I like, I get excited right away.

SCALE NAME: Risk (Financial)

SCALE DESCRIPTION:

The scale is composed of four statements with a seven-point Likert-type response format which are intended to measure the degree to which a person is certain that the price stated in an advertisement for a product at a certain store is the lowest available.

SCALE ORIGIN:

Although Biswas, Dutta, and Pullig (2006) drew some ideas from the literature (e.g., Grewal, Gotlieb, and Marmorstein 1994), the scale as a whole is original to them.

RELIABILITY:

The specific alpha for the scale was not reported by Biswas, Dutta, and Pullig (2006) but was generally described as being between .89 and .92.

VALIDITY:

Biswas, Dutta, and Pullig (2006) did not provide any information regarding the scale's validity.

REFERENCES:

Biswas, Abhijit, Sujay Dutta, and Chris Pullig (2006), "Low Price Guarantees as Signals of Lowest Price: The Moderating Role of Perceived Price Dispersion," *Journal of Retailing*, 82 (3), 245-257.

Grewal, Dhruv, Jerry Gotlieb, and Howard Marmorstein (1994), "The Moderating Effects of Message Framing and Source Credibility on the Price–Perceived Risk Relationship," *Journal of Consumer Research*, 21 (June), 145–53.

SCALE ITEMS:[1]

1. I will not risk paying too much if I buy the _____ in this ad.
2. The sale price in the ad is probably the lowest price available in the market.
3. I am confident about getting the _____ at the lowest possible price if I buy from this store.
4. I am not likely to find a better price at some other store.

---

1. The blanks in #1 and #3 should be filled with a word or phrase identifying the focal product.

SCALE NAME: Risk (General)

SCALE DESCRIPTION:

The scale uses Likert-type statements to measure the degree to which a person expresses doubts about a service or good particularly its outcomes. The version of the scale used by Cox and Cox (2001) had five, five-point items while the version used by Cox, Cox, and Zimet (2006) had four items and a seven-point response format.

SCALE ORIGIN:

Depending upon one's conceptualization of perceived risk, the construct can be notoriously difficult to measure. At one extreme it can be viewed as having two components (uncertainty and consequences) with one of those components (consequences) having several subdimensions (e.g., Bauer 1960; Cox 1967; Roselius 1971). At the other extreme, a general, unidimensional view is possible (e.g., Dowling and Staelin 1994). The latter was followed by Cox and Cox (2001) in developing this scale.

RELIABILITY:

The version of the scale used by Cox and Cox (2001) as well as the one by Cox, Cox, and Zimet (2006) were reported to have alphas of .77.

VALIDITY:

No information regarding the scale's validity was provided by Cox and Cox (2001) or Cox, Cox, and Zimet (2006).

REFERENCES:

Bauer, Raymond A. (1960), "Consumer Behavior as Risk Taking," in *Proceedings of the 43rd Conference of the American Marketing Association*, R. S. Hancock, ed. Chicago: American Marketing Association, 389-398.

Cox, Dena and Anthony D. Cox (2001), "Communicating the Consequences of Early Detection: The Role of Evidence and Framing," *Journal of Marketing*, 65 (July), 91-103.

Cox, Anthony D., Dena Cox, and Gregory Zimet (2006), "Understanding Consumer Responses to Product Risk Information," *Journal of Marketing*, 70 (1), 79-91.

Cox, Donald F. ed. (1967), *Risk Taking and Information Handling in Consumer Behavior*, Boston, MA: Harvard University Press.

Dowling, Grahame R. and Richard Staelin (1994), "A Model of Perceived Risk and Intended Risk-handling Ability," *Journal of Consumer Research*, 21 (June), 119-134.

Roselius, Ted (1971), "Consumer Rankings of Risk Reduction Methods," *Journal of Marketing*, 35 (January), 56-61.

SCALE ITEMS:[1]

1. Getting a _____ is risky.
2. _____ can lead to bad results.
3. _____ have uncertain outcomes.
4. Getting a _____ makes me feel anxious.
5. Getting a _____ would cause me to worry.

---

1. The name of a good or service should be placed in the blank, e.g., mammogram examination. Cox and Cox (2001) used all five items while Cox, Cox, and Zimet (2006) used all of the items except for #3.

SCALE NAME: Risk (Performance)

SCALE DESCRIPTION:

The scale is purported to measure the perceived degree of performance risk associated with a specified product. Performance risk has to do with the uncertainty and consequence of a product not functioning at some expected level. Shimp and Bearden (1982) used a four-item, nine-point version of the scale whereas the version used by Grewal, Gotlieb, and Marmorstein (1994) had three items and a seven-point response format.

SCALE ORIGIN:

The scale is apparently original to the study by Shimp and Bearden (1982).

RELIABILITY:

The alphas reported by Shimp and Bearden (1982) for the five separate samples they collected ranged from .73 to .85. A test–retest correlation of .74 was calculated using 44 students and a three-week interval. An alpha of .90 was reported for the version of the scale used by Grewal, Gotlieb, and Marmorstein (1994).

VALIDITY:

The validity of the scale was not specifically examined in the study by Shimp and Bearden (1982). Using confirmatory factor analysis and related tests, Grewal, Gotlieb, and Marmorstein (1994) determined that the scale was not only unidimensional but that it had discriminant validity with another scale being used (financial risk).

COMMENTS:

See also Roggeveen, Grewal, and Gotlieb (2006) who adapted three of the items (below) to make a performance risk scale for a particular brand of camera. Likewise, Zhou and Nakamoto (2007) adapted three of the items (below) for their studies.

REFERENCES:

Grewal, Dhruv, Jerry Gotlieb, and Howard Marmorstein (1994), "The Moderating Effects of Message Framing and Source Credibility on the Price–Perceived Risk Relationship," *Journal of Consumer Research*, 21 (June), 145–53.

Roggeveen, Anne L., Dhruv Grewal, and Jerry Gotlieb (2006), "Does the Frame of a Comparative Ad Moderate the Effectiveness of Extrinsic Information Cues?" *Journal of Consumer Research*, 33 (June), 115-122.

Shimp, A. Terence and William O. Bearden (1982), "Warranty and Other Extrinsic Cue Effects on Consumers' Risk Perceptions," *Journal of Consumer Research*, 9 (June), 38–46.

Zhou, Kevin Zheng and Kent Nakamoto (2007), "How Do Enhanced and Unique Features Affect New Product Preference? The Moderating Role of Product Familiarity," *Journal of the Academy of Marketing Science*, 35 (1), 53-62.

SCALE ITEMS:[1]

1. How sure are you about the _____'s ability to perform satisfactorily?[2] (r)
2. Considering the possible problems associated with _____'s performance, how much risk would you say would be involved with purchasing the new _____?[3]
3. In your opinion, do you feel that the new _____ if introduced would perform as well as other _____ now on the market?[4] (r)
4. How confident are you of the _____'s ability to perform as expected?[5]
5. Do you feel that the _____ will perform the functions that were described in the advertisement?[6]

1. The name of the product should be placed in the blanks. Shimp and Bearden (1982) used items #1–#4 for their nonstudents samples and items #1–#3 for their student samples to reduce the scale's length. Grewal, Gotlieb, and Marmorstein (1994) used items #4, #5, and an item similar to #1. Items were measured on nine-point scales.
2. The verbal anchors for the response scale were *not sure at all / very sure*.
3. The verbal anchors for the response scale were *very little risk / a great deal of risk*.
4. The verbal anchors for the response scale were *would not perform as well / would perform as well*.
5. The verbal anchors for the response scale were *very confident / not confident at all*.
6. The verbal anchors for the response scale were *do feel sure / do not feel sure*.

SCALE NAME: Risk Averseness

SCALE DESCRIPTION:

This is a three-item Likert-type scale that measures the degree to which a person expresses a desire to avoid taking risks.

SCALE ORIGIN:

The source of the scale was not stated by Donthu and Gilliland (1996) but it is likely to be original to their study.

RELIABILITY:

Alphas of .78 (Donthu and Gilliland 1996), .77 (Donthu and Garcia 1999), and .72 (Nenkov, Inman, and Hulland 2008) have been reported for the scale. Nenkov et al. (2009) used the scale in four studies with the alphas ranging from .70 to .77.

VALIDITY:

No specific examination of the scale's validity was reported by Donthu and Gilliland (1996) or Nenkov et al. (2009). Likewise, Nenkov, Inman, and Hulland (2008) did not examine the scale's validity but used it in testing the nomological validity of another scale.

REFERENCES:

Donthu, Naveen and Adriana Garcia (1999), "The Internet Shopper," *Journal of Advertising Research*, 39 (May/June), 52-58.

Donthu, Naveen and David Gilliland (1996), "The Infomercial Shopper," *Journal of Advertising Research*, 36 (March/April), 69-76.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

Nenkov, Gergana Y., J. Jeffrey Inman, John Hulland, and Maureen Morrin (2009), "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," *Journal of Marketing Research*, 46 (6), 764-776.

SCALE ITEMS:[1]

1.   I would rather be safe than sorry.
2.   I want to be sure before I purchase anything.
3.   I avoid risky things.

---

1. Donthu and colleagues (1998, 1999) used a five-point response format while Nenkov, Inman, and Hulland (2008) used seven. Nenkov et al. (2009) used the five- and seven-point format in one or more of their four studies.

SCALE NAME: Riskiness of Being Patient of Hospital

SCALE DESCRIPTION:

Three statements are used in this scale to measure how risky a former patient of a hospital believes treatment received there to be.

SCALE ORIGIN:

Grewal et al. (2007) described their scale as being an adaptation of a scale by Slovic et al. (1989).

RELIABILITY:

Construct reliabilities of .96 and .85 were reported by Grewal et al. (2007) for the scale as used in Study 1 and 2, respectively.

VALIDITY:

Grewal et al. (2007) only provided limited information about this scale regarding its validity. A CFA showed that the items in this scale and all others loaded on their expected factors and the overall measurement model fit was acceptable. The AVE for this scale was .89 and .74 in Studies 1 and 2, respectively.

REFERENCES:

Grewal, Dhruv, Gopalkrishnan R. Iyer, Jerry Gotlieb, and Michael Levy (2007), "Developing a Deeper Understanding of Post-Purchase Perceived Risk and Behavioral Intentions in a Service Setting," *Journal of the Academy of Marketing Science*, 35 (2), 250-258.

Slovic, P., N. N. Kraus, H. Lappe, H. Letzel, and T. Malmfors (1989), "Risk Perception of Prescription Drugs: Report on a Survey in Sweden," *Pharmaceutical Medicine*, 4 (1), 43–65.

SCALE ITEMS:[1]

1. Overall, I would rate being at _____ hospital as:
2. If I were to tell a friend about _____ hospital, I would describe the hospital as:
3. To what extent would you say that people who become patients at _____ hospital are at risk of personal harm?

---

1. The extreme verbal anchors used with the statements were *not risky / risky.* The number of points on the scale were not described. The name of the focal hospital should be placed in the blanks.

SCALE NAME: Riskiness of Providing Information Online

SCALE DESCRIPTION:

This four-item, seven-point Likert-type scale is intended to measure the degree of risk a person perceives there to be in giving information to companies on the web. The emphasis of the item is on the uncertainty component of risk rather than the consequences component.

SCALE ORIGIN:

The scale used by Okazaki, Li, and Hirose (2009) was developed by Malhotra, Kim, and Agarwal (2004) who in turn had drawn ideas from a scale by Jarvenpaa, Tractinsky, and Saarinen (1999). The version by Malhotra, Kim, and Agarwal (2004) had a composite reliability of .92 and an AVE of .74.

RELIABILITY:

An alpha of .76 was reported for the scale by Okazaki, Li, and Hirose (2009). The composite reliability was .89.

VALIDITY:

Okazaki, Li, and Hirose (2009) provided some limited evidence of the scale's convergent and discriminant validities. The scale's AVE was .73.

REFERENCES:

Jarvenpaa, Sirkka. L., Noam Tractinsky, and Lauri Saarinen (1999), "Consumer Trust in an Internet Store: A Cross-Cultural Validation," *Journal of Computer-Mediated Communication*, 5(2).

Malhotra, Naresh K., Sung S. Kim, and James Agarwal (2004), "Internet Users' Information Privacy Concerns (IUIPC): The Constructs, the Scale, and a Causal Model," *Information Systems Research*, 15 (4), 336–355.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

SCALE ITEMS:[1]

1. In general, it would be risky to give _____ to online companies.
2. There would be high potential for loss associated with giving _____ to online firms.
3. There would be too much uncertainty associated with giving _____ to online firms.
4. Providing online firms with _____ would involve many unexpected problems.

---

1. The name or brief description of the type of information to be potentially provided by the person online should be placed in the blanks.

SCALE NAME: Ruggedness

SCALE DESCRIPTION:

The scale uses five, nine-point bi-polar adjectives to describe how much a person views an object as having a personality-like image characterized by traits stereotypically linked with males and the American west.

SCALE ORIGIN:

The items are bi-polar versions of the uni-polar items created by Aaker (1997) for the measurement of a dimension of brand-personality. Not only did Wentzel (2009) use the scale to measure a dimension of brand personality but he also used it to measure the ruggedness of an employee as well as the ruggedness of an activity (playing in a band).

RELIABILITY:

The following alphas were reported by Wentzel (2009) for the scale: .76 and .90 (ruggedness of brand before and after exposure to a role-playing scenario, respectively), .92 (ruggedness of employee), and .85 (ruggedness of playing in band).

VALIDITY:

Wentzel (2009) did not provide any information regarding the scale's validity.

REFERENCES:

Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.

Wentzel, Daniel (2009), "The Effect of Employee Behavior on Brand Personality Impressions and Brand Attitudes," *Journal of Academy of Marketing Science*, 37 (3), 359-374.

SCALE ITEMS:

1. not rugged / rugged
2. not tough / tough
3. not outdoorsy / outdoorsy
4. not masculine / masculine
5. not Western / Western

SCALE NAME: Satisfaction (Intrinsic)

SCALE DESCRIPTION:

This scale uses three, six-point Likert-type items to measure the degree to which a person expresses enjoyment with regard to a particular activity. The activity investigated by Unger (1981; Unger and Kernan 1983) was subjective leisure; in the study by Guiry, Mägi, and Lutz (2006) the activity was recreational shopping.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .42 to .75. See Unger (1981) for more detailed information. An alpha of .80 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

The factor analyses by Unger and Kernan (1983) provided general support that the items tended to load together; however, the results seem to have some sensitivity to the sample and situation being evaluated. When not loading separately, the items in this scale loaded with those of a perceived freedom scale, which indicates the two are psychologically related for some samples and situations. As evidence of construct validity, intrinsic satisfaction was found to be positively and significantly related to three subjective leisure measures. Guiry, Mägi, and Lutz (2006) successfully used the intrinsic satisfaction scale and others to provide evidence of nomological validity for a scale they developed (shopping identification).

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), *Measure Validation in the Leisure Domain*, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1. I enjoy it for its own sake, not for what it will get me.
2. Pure enjoyment is the only thing in it for me.
3. It is its own reward.

---

1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Satisfaction with an Outcome

SCALE DESCRIPTION:

Three, seven-point items are used to measure the extent to which a person is pleased with the result of a particular event, e.g., bargaining.

SCALE ORIGIN:

The source of the scale was not stated by Srivastava and Oza (2006) but appears to have been developed by them. The focal event in their studies involved bargaining. In Study 1, the bargaining was related to the job salary being negotiated by a hypothetical new recruit whereas in Studies 2 and 3 the bargaining had to do with a hypothetical buyer of a product. The scale items varied a little between Study 1 and the second two studies; only the consumer version of the scale is provided here.

RELIABILITY:

The alphas reported by Srivastava and Oza (2006) were .96 (Study 2) and .92 (Study 3).

VALIDITY:

No information bearing on the scale's validity was provided by Srivastava and Oza (2006).

REFERENCES:

Srivastava, Joydeep and Shweta Oza (2006), "Effect of Response Time on Perceptions of Bargaining Outcomes," *Journal of Consumer Research*, 33 (September), 266-272.

SCALE ITEMS:[1]

1. How satisfied are you with the outcome?
2. To what extent are you feeling successful with the outcome?
3. How happy are you with the outcome?

---

1. The items used in Studies 2 and 3 were not explicitly provided by Srivastava and Oza (2006) but appear to have been similar to what is shown here. The verbal anchors for the items were *not at all satisfied / very satisfied*, *not at all successful / very successful*, and *very unhappy / very happy* for items 1, 2, and 3, respectively.

SCALE NAME: Satisfaction with Company

SCALE DESCRIPTION:

The scale has uses four, five-point statements to measures a person's overall satisfaction with an organization or business and would suggest it to others.

SCALE ORIGIN:

No information regarding the scale's origin was provided by Chun and Davies (2006).

RELIABILITY:

The alpha for the scale was .85 (Chun and Davies 2006).

VALIDITY:

No information about the scale's validity was provided by Chun and Davies (2006).

REFERENCES:

Chun, Rosa and Gary Davies (2006), "The Influence of Corporate Character on Customers and Employees: Exploring Similarities and Differences," *Journal of the Academy of Marketing Science*, 34 (2), 138-146.

SCALE ITEMS:[1]

1. I would recommend _____ to my colleagues or friends.
2. I am pleased to be associated with _____.
3. I have an affinity with _____.
4. Please indicate your overall satisfaction with _____.

1. The extreme verbal anchors for the first three tiems were *strongly disagree/strongly agree* while those for the fourth item were *very dissatisfied/very satisfied* (Chun and Davies 2006).

SCALE NAME: Satisfaction with Company (Anticipated)

SCALE DESCRIPTION:

The scale is composed of four, nine-point Likert-type statements that measure the degree to which a person who has recently bought a product from a company expects that he/she will be satisfied with the decision.

SCALE ORIGIN:

Roggeveen, Bharadwaj, and Hoyer (2007) stated that they adapted their scale from the work of Gotlieb, Grewal, and Brown (1994). A comparison of the four item scale by Roggeveen, Bharadwaj, and Hoyer (2007) and the three item scale by Gotlieb, Grewal, and Brown (1994) shows that, apart from a few similar words, they are distinctly different measures of satisfaction.

RELIABILITY:

The alpha was reported by Roggeveen, Bharadwaj, and Hoyer (2007) to be .92.

VALIDITY:

No information was provided by Roggeveen, Bharadwaj, and Hoyer (2007) regarding the scale's validity.

REFERENCES:

Gotlieb, Jerry B., Dhruv Grewal, and Stephen W. Brown (1994), "Consumer Satisfaction and Perceived Quality: Complementary or Divergent Constructs?" *Journal of Applied Psychology*, 79 (6), 875–885.

Roggeveen, Anne L., Neeraj Bharadwaj, and Wayne D. Hoyer (2007), "How Call Center Location Impacts Expectations of Service from Reputable versus Lesser Known Firms," *Journal of Retailing*, 83 (4), 403-410.

SCALE ITEMS:[1]

1. I anticipate that I will be satisfied with the customer service I receive from this computer company.
2. I anticipate that I will be happy about my decision to purchase from this company.
3. I did the right thing by purchasing _____ from this company.[1]
4. Overall, I anticipate that I will be satisfied with this company.

---

1. A description of the product that was purchased should be inserted into this blank, e.g., the laptop, insurance, airline tickets.

SCALE NAME: Satisfaction with Life

SCALE DESCRIPTION:

Five, seven-point Likert-types statements are used to measure one's global attitude about his/her life. The measure seems to tap more into cognitive aspects of the attitude rather than the affective aspects. Arnold and Reynolds (2009) used a three item subset of the scale.

SCALE ORIGIN:

The scale used by Burroughs and Rindfleisch (2002; Burroughs 2005) as well as Arnold and Reynolds (2009) was developed by Diener et al. (1985) and called the Satisfaction With Life Scale (SWLS). That set of studies provided evidence that the scale had good internal consistency and was unidimensional. Various forms of validity were shown and the scale was found to be free from socially desirable response tendencies.

RELIABILITY:

The alpha reported for the scale by Burroughs and Rindfleisch (2002) was .91 (n = 373). The version used by Arnold and Reynolds (2009) had an alpha of .88.

VALIDITY:

Burroughs and Rindfleisch (2002) reported that the scale had a high positive correlation with a measure of well-being and strong negative correlations with measures of depression, neuroticism, and anxiety. These correlations along with general evidence from the LISREL analysis of all their measures provided evidence in support of the scale's validity.

In their Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify all of their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. This scale's AVE was .88.

COMMENTS:

See also Sprott, Czellar, and Spangenberg (2009).

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Burroughs, James E. (2005), personal correspondence.

Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.

Diener, Ed, Robert A. Emmons, Randy J. Larsen, and Sharon Griffin (1985), "The Satisfaction with Life Scale," *Journal of Personality Assessment*, 49 (1), 71-75.

Sprott, David, Sandor Czellar, and Eric Spangenberg (2009), "The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale," *Journal of Marketing Research*, 46 (1), 92-104.

SCALE ITEMS:[1]

1. In most ways my life is close to ideal.
2. The conditions of my life are excellent.
3. I am satisfied with my life.

4. So far, I have gotten the important things I want in life.
5. If I could live my life over, I would change almost nothing.

---

1. Burroughs and Rindfleisch (2002) used all five items. Arnold and Reynolds (2009) used items #1 to #3 with a seven-point response format anchored by *strongly disagree* / *strongly agree*.

SCALE NAME: Satisfaction with Purchase Experience

SCALE DESCRIPTION:

Three, seven-point Likert-type statements are used to measure a customer's global attitude regarding the quality of service he/she received from a firm. Although the purchase may have involved buying a physical good rather than just receiving service, the items seem to relate to the overall interaction with a business rather than just measuring the customer's reaction to the product.

SCALE ORIGIN:

The scale is simple enough that its items bear similarity to many previous measures of satisfaction but, as a whole, it seems that the scale is distinct enough to be considered original to Maxham and Netemeyer (2002a, 2002b, 2003).

RELIABILITY:

Alphas of .89 and .88 were reported for the version of the scale used by Maxham and Netemeyer (2002a) with bank customers (Study 1) and new home buyers (Study 2), respectively. An alpha of .82 was found for the version used with customers of an electronics dealer in the study by Maxham and Netemeyer (2003).

VALIDITY:

For both of their studies, Maxham and Netemeyer (2002a) tested a measurement model including the items in this scale as well as those intended to measure six other constructs. The model fit very well. In addition, the scale met a stringent test of discriminant validity. Likewise, Maxham and Netemeyer (2003) entered the items in this scale along with 25 others, representing eight constructs in total, into a confirmatory factor analysis. Several tests of convergent and discriminant validity were apparently conducted and provided support for the each scale's validity.

COMMENTS:

See also Maxham and Netemeyer (2002b) as well as Walsh and Beatty (2007).

REFERENCES:

Maxham III, James G. and Richard G. Netemeyer (2002a), "Modeling Customer Perceptions of Complaint Handling Over Time: The Effect of Perceived Justice on Satisfaction and Intent," *Journal of Retailing*, 78 (4), 239-252.

Maxham III, James G. and Richard G. Netemeyer (2002b), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (October), 57-71.

Maxham III, James G. and Richard G. Netemeyer (2003), "Firms Reap What They Sow: the Effects of Shared Values and Perceived Organizational Justice on Customers' Evaluations of Complaint Handling," *Journal of Marketing*, 67 (January), 46-62.

Walsh, Gianfranco and Sharon E. Beatty (2007), "Customer-Based Corporate Reputation of a Service Firm: Scale Development and Validation," *Journal of the Academy of Marketing Science*, 35 (1), 127-143.

SCALE ITEMS:[1]

1. I am satisfied with my overall experience with _____.
2. As a whole, I am not satisfied with _____. (r)
3. How satisfied are you overall with the quality of _____?

---

1. The name of the business should be placed in each blank. The anchors used with the first two items were of the *strongly disagree/strongly agree* variety but those for item #3 were probably something like *very dissatisfied /extremely satisfied*.

SCALE NAME: Satisfaction with Relationship

SCALE DESCRIPTION:

The scale is composed of three, seven-point statements that measure how pleased a person is with a relationship. It appears that the scale may be used when studying relationships with people, brands, or organizations. In the case of Thomson (2006), the relationship was between consumers and a "human brand" such as a celebrity.

SCALE ORIGIN:

Thomson (2006) stated that he adapted the items for his scale from items in the perceived relationship quality scale by Fletcher, Simpson, and Thomas (2000).

RELIABILITY:

The scale was used by Thomson (2006) in Study 1 and the alpha was .97.

VALIDITY:

Although Thomson (2006) did not explicitly discuss the validity of the scale, the results of an exploratory factor analysis of this scale's items and those of three related scales provide support for the scale's unidimensionality if not its discriminant validity as well.

REFERENCES:

Fletcher, Garth J.O., Jeffrey A. Simpson, and Geoff Thomas (2000), "The Measurement of Perceived Relationship Quality Components: A Confirmatory Factor Analytic Approach," *Personality and Social Psychology Bulletin*, 26 (3), 340-54.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1. How satisfied are you with the relationship?
2. How content are you with the relationship?
3. How happy are you with the relationship?

---

1. The extreme verbal anchors used by Thomson (2006) with these scale items were *not at all* (1) and *very much* (7).

SCALE NAME: Satisfaction with the Decision

SCALE DESCRIPTION:

The scale is used to measure a person's satisfaction with the process of making a selection from among a set of alternative brands. The scale may be used prior to the consumer's consumption/usage of the product and is intended to be distinct from the type of satisfaction that can be measured after consumption has occurred. The full version of the scale has six items whereas the abbreviated version has three.

SCALE ORIGIN:

Fitzsimons (2000) cited Fitzsimons, Greenleaf, and Lehmann (1997) as the source of the scale. Heitmann, Lehmann, and Herrmann (2007) used the six item version of the scale translated into German in their study. Ultimately, however, only the three item short version was used in the model they were testing.

RELIABILITY:

Alphas ranging from .78 to .83 were reported for the full version of the scale (Fitzsimons 2000.) Alphas of .82 and .83 were reported for the shorter version. The alpha for the short version as used by Heitmann, Lehmann, and Herrmann (2007) was .74 (Heitmann 2010)

VALIDITY:

The only information bearing on the scale's validity reported by Fitzsimons (2000) was that a factor analysis of the items in this scale and six intended to measure another form of satisfaction showed that the items separately loaded on the expected dimensions. Further, the correlation of scores on the two scales was .36, suggesting that while they are related they are not measuring the same thing.

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) examined the six item version of the scale. Three items were dropped due to low indicator reliabilities. The three item version had an AVE of .54.

REFERENCES:

Fitzsimons, Gavan (2000), "Consumer Response to Stockouts," *Journal of Consumer Research*, 27 (2), 249-266.

Fitzsimons, Gavan, Eric A. Greenleaf, and Donald R. Lehmann (1997), "Decision and Consumption Satisfaction: Implications for Channel Relations," Marketing Studies Center Working Paper Series, No. 313, University of California, Los Angeles, 90095.

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

SCALE ITEMS:[1]

1. How satisfied or dissatisfied are you with your experience of deciding which product option to choose? (r)
2. I found the process of deciding which product to buy frustrating. (r)
3. Several good options were available for me to choose between.
4. I thought the choice selection was good.
5. I would be happy to choose from the same set of product options on my next purchase occasion.
6. I found the process of deciding which product to buy interesting.

---

1. The verbal anchors used by Fitzsimons (2000) with item #1 were *extremely satisfied / extremely dissatisfied*. For the other items, Fitzsimons (2000) used a ten-point Likert-type response format (*strongly agree* to *strongly disagree*). The short version of the scale was composed of items #1, #2, and #6. Heitmann, Lehmann, and Herrmann (2007) used the short version of the scale translated into German with a nine-point Likert-type response format.

SCALE NAME: Search for Unique Products

SCALE DESCRIPTION:

This is a three item, five-point Likert-type scale that measures the degree to which a person enjoys shopping for products, brands, and styles that are "unique," which suggests that the items are viewed as distinct from what is "common" and what others have.

SCALE ORIGIN:

Noble, Griffith, and Adjei (2006) adapted a scale used by Eastlick (1989).

RELIABILITY:

An alpha of .75 was reported by Noble, Griffith, and Adjei (2006) for their scale. Composite reliabilities of .68 and .75 were reported for males and females, respectively.

VALIDITY:

Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided a variety of evidence in support of their scale's validity.

REFERENCES:

Eastlick, Mary Ann (1989), *Shopping Motives of the Mail-catalog Shopper*, unpublished dissertation, Purdue University.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:

1. I enjoy searching for novel items to purchase.
2. When I shop I enjoy finding new and different styles.
3. I usually find myself looking for unique products to purchase.

SCALE NAME: Search Intention (External)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure the stated likelihood that a person will engage in external search behaviors before making a purchase decision with regard to some specified product in order to gather price information.

SCALE ORIGIN:

The scale used by Grewal, Monroe, and Krishnan (1998) is based upon items used by Della Bitta, Monroe, and McGinnis (1981).

RELIABILITY:

Grewal, Monroe, and Krishnan (1998) reported construct reliabilities of .88 (n = 361) and .95 (n = 328) for use of the scale in their first and second studies, respectively.

VALIDITY:

A variety of evidence was provided by the authors from both studies in support of the scale's unidimensionality, convergent validity, and discriminant validity (Grewal, Monroe, and Krishnan 1998).

COMMENTS:

See also an adaptation of this scale for shopping online (Dhruv and Lindsey-Mullikin 2006).

REFERENCES:

Della Bitta, Albert J., Kent B. Monroe, and John M. McGinnis (1981), "Consumer Perceptions of Comparative Price Advertisements," *Journal of Marketing Research*, 18 (November), 416-27.

Grewal, Dhruv and Joan Lindsey-Mullikin (2006), "The Moderating Role of the Price Frame on the Effects of Price Range and the Number of Competitors on Consumers' Search Intentions," *Journal of the Academy of Marketing Science*, 34 (1), 55-62.

Grewal, Dhruv, Kent B. Monroe and R. Krishnan (1998), "The Effects of Price-Comparison Advertising on Buyer's Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions," *Journal of Marketing*, 62 (April), 46-59.

SCALE ITEMS:[1]

1. Before making a purchase decision, I would visit other stores that sell _____ to check their prices.
2. Before making a purchase decision, I would need to search for more information about prices of alternative _____.
3. Before making a purchase decision, I would visit other stores for a lower price.

---

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

SCALE NAME: Search Regret

SCALE DESCRIPTION:

Three statements are used to measure the dissonance a consumer felt after an unsuccessful search activity.

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies of regret, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.82.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .60.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:

1.   I regret the search experience.[1]
2.   If you could do it over, would you change your search experience.[2]
3.   How much do you regret your search experience.[3]

---

1. The extreme verbal anchors for this item were *Strongly Disagree* and *Strongly Agree*.
2. The extreme verbal anchors for this item were *Definitely would not change* and *Definitely would change*.
3. The extreme verbal anchors for this item were *No regret at all* and *A great deal of regret*.

SCALE NAME: Search Strategy (Atypical)

SCALE DESCRIPTION:

The scale has three Likert-type statements that measure the degree to which a consumer expresses having used a different approach from "normal" in the gathering of information during a particular search episode.

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.67.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. However, the AVE for this scale was .41, well below the threshold of .50 expected for a internally valid measure.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:

1.   When I searched for this item, I looked for it like I have looked for items in the past. (r)
2.   During my search experience, I deviated from what I normally do when searching for something.
3.   My patterns of search behavior were the same for this search as for prior searches for these types of products. (r)

SCALE NAME: Search Strategy Adaptation

SCALE DESCRIPTION:

This scale has three statements that are used to measure the extent to which a consumer takes responsibility for changing something about his/her search activity in the future in order to improve the likelihood of successfully finding a certain product. The scale was called *active coping* by Reynolds, Folse, and Jones (2006).

SCALE ORIGIN:

Although Reynolds, Folse, and Jones (2006) received inspiration from previous studies, the scale they used is original to them. Their development of the scale was particularly influenced by a pilot study where interviews were conducted with about 63 non-student shoppers using the critical incidence method.

RELIABILITY:

Reynolds, Folse, and Jones (2006) reported the construct reliability of the scale to be 0.77.

VALIDITY:

In addition to exploratory factor analysis which showed each set of items in their study was unidimensional, Reynolds, Folse, and Jones (2006) used confirmatory factor analysis to provide support for each scales' convergent and discriminant validities. The AVE for this scale was .54.

REFERENCES:

Reynolds, Kristy E., Judith Anne Garretson Folse, and Michael A. Jones (2006), "Search Regret: Antecedents and Consequences," *Journal of Retailing*, 82 (4), 339-348.

SCALE ITEMS:[1]

1.   I am willing to change my search strategies to find this product.
2.   To do a better job locating this product, I would consider asking other people for their advice.
3.   When I keep searching for this product, I am willing to change the way I search for it.

---

1. The extreme verbal anchors for these items were *Not very willing* and *Very willing*.

SCALE NAME: Self-Accountability (Skin Cancer)

SCALE DESCRIPTION:

Three statements are used to measure the degree to which a person accepts personal responsibility for preventing skin cancer.

SCALE ORIGIN:

The source of the scale was not stated by Passyn and Sujan (2006) but it appears to have been developed by them..

RELIABILITY:

The alpha for the scale as used by Passyn and Sujan (2006) in Study 1A was .82.

VALIDITY:

No explicit examination of the scale's validity was reported by Passyn and Sujan (2006). However, since the scale was used as a manipulation check and showed the manipulation to be successful, that provides a modicum of evidence of the scale's predictive validity.

REFERENCES:

Passyn, Kirsten and Mita Sujan (2006), "Self-Accountability Emotions and Fear Appeals: Motivating Behavior," *Journal of Consumer Research*, 32 (March), 583-589.

SCALE ITEMS:[1]

1. How accountable would you feel if you were diagnosed with skin cancer?
2. How accountable are you in protecting yourself from skin cancer?
3. How strongly do you feel that it is your responsibility to use sunscreen?

---

1. The verbal anchors for the response scale were not described by Passyn and Sujan (2006). They could have been something like *not at all accountable* and *very accountable*. The number of points on the scale seem to have been nine.

SCALE NAME: Self-Actualization

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type statements that measure the degree to which a person feels that he/she is attaining clarity in the understanding of self and the purpose for life.

SCALE ORIGIN:

Thomson (2006) slightly adapted items for his scale from a scale by Sheldon et al. (2001).

RELIABILITY:

The scale was used by Thomson (2006) in Study 3 and the alpha was .95.

VALIDITY:

No information regarding the scale's validity was reported by Thomson (2006).

REFERENCES:

Sheldon, Kennon M., Andrew J. Elliot, Youngmee Kim, and Tim Kasser (2001), "What Is Satisfying About Satisfying Events? Testing 10 Candidate Psychological Needs," *Journal of Personality and Social Psychology*, 80 (2), 325-39.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:

1. I feel like I am becoming who I really am.
2. I feel a sense of deeper purpose in my life.
3. I feel a deeper understanding of myself and my place in the universe.

SCALE NAME: Self/Brand Incongruity

SCALE DESCRIPTION:

The scale is composed of seven, seven-point statements that are intended to measure the degree to which a person wants to avoid being identified with a certain brand. The scale was called *private self-disidentification* by White and Dahl (2007).

SCALE ORIGIN:

The original of the scale used by White and Dahl (2007) was not stated. However, key phrases in the items are similar to some in previous scales of brand identification except that in this scale they are stated in the negative for four of the items.

RELIABILITY:

White and Dahl (2007) used the scale in Study 3 and reported the alpha to be .80.

VALIDITY:

No information regarding the scale's validity was provided by White and Dahl (2007).

REFERENCES:

White, Katherine and Darren W. Dahl (2007), "Are All Out-Groups Created Equal? Consumer Identity and Dissociative Influence," *Journal of Consumer Research*, 34 (4), 525-536.

SCALE ITEMS:[1]

1.   I dislike the name associations of this product.
2.   I want to avoid being associated with this product.
3.   This product reflects who I do not want to be.
4.   I would avoid identifying with this product.
5.   This product reflects who I am. (r)
6.   I can identify with this product. (r)
7.   I feel a personal connection to this product. (r)

---

1. The verbal anchors used with the response scale were not identified by White and Dahl (2007) but could have been Likert-type (agree/disagree) in nature.

SCALE NAME: Self-Confidence (Persuasion Knowledge)

SCALE DESCRIPTION:

Six Likert-type statements are used to measure one's familiarity with the persuasion tactics used by marketers to sell products and having confidence in one's ability to deal with those tactics.

SCALE ORIGIN:

The scale is original to Bearden, Hardesty, and Rose (2001). It was developed as part of a larger consumer self-confidence instrument using an admirable, multi-study process in which the instrument's psychometric quality was thoroughly tested and confirmed.

RELIABILITY:

An alpha of .83 (n = 252 undergraduate students) was reported for the scale in Study 3 (Bearden, Hardesty, and Rose 2001). In addition, the stability of the scale (two-week test-retest) was checked along with the other dimensions of the instrument and found to be between .60 and .84. In the studies by Hardesty, Bearden, and Carlson (2007), the scale had alphas of .78 (Study 2) and .80 (Study 3).

VALIDITY:

In the several studies conducted by Bearden, Hardesty, and Rose (2001) many types of validity were examined (content, convergent, discriminant, predictive, known-group). The evidence provides strong support for a claim of the scale being a valid measure of the construct. The studies by Hardesty, Bearden, and Carlson (2007) did not provide information regarding this scale's validity.

REFERENCES:

Bearden, William O., David M. Hardesty, and Randall L. Rose (2001), "Consumer Self-Confidence: Refinements in Conceptualization and Measurement," *Journal of Consumer Research*, 28 (June), 121-134.

Hardesty, David M., William O. Bearden, and Jay P. Carlson (2007), "Persuasion Knowledge and Consumer Reactions to Pricing Tactics," *Journal of Retailing*, 83 (2), 199-210.

SCALE ITEMS:

1.   I know when an offer is too good to be true.
2.   I can tell when an offer has strings attached.
3.   I have no trouble understanding the bargaining tactics used by salespersons.
4.   I know when a marketer is pressuring me to buy.
5.   I can see through sales gimmicks used to get consumers to buy.
6.   I can separate fact from fantasy in advertising.

SCALE NAME: Self-Consciousness (Private)

SCALE DESCRIPTION:

The scale is composed of ten statements measuring the degree to which a person has an inner focus, attending more to one's thoughts and feelings about self rather than as a special object with an effect on others.

SCALE ORIGIN:

The scale was constructed by Feningstein, Scheier, and Buss (1975). After identifying behaviors contained in the construct domain, 38 items were created and tested. Factor analysis indicated that there were three main factors: private self-consciousness, public self-consciousness, and social anxiety. The items were modified and retested several times, and the same three factors consistently were found. The 10 items composing the private self-consciousness scale had a two week stability (test-retest correlation) of .79.

RELIABILITY:

Although it is not clear that Petrova and Cialdini (2005) used the complete scale, the alpha they reported for the version they used was .65. When Gourken, Devitte, and Warlop (2009) used the 10-item version of the scale (Study 1), the alpha was .74.

VALIDITY:

No examination of the scale's validity was reported by Petrova and Cialdini (2005) or Gourken, Devitte, and Warlop (2009).

REFERENCES:

Feningstein, Allan, Michael F. Scheier, and Arnold H. Buss (1975), "Public and Private Self-Consciousness: Assessment and Theory," *Journal of Consulting and Clinical Psychology*, 43 (4), 522-527.

Gourken, Garoline, Siegfried Devitte, and Luk Warlop (2009), "Me, Myself, and My Choices: The Influence of Private Self-Awareness on Choice," *Journal of Marketing Research*, 46 (5), 682-692.

Petrova, Petia K. and Robert B. Cialdini (2005), "Fluency of Consumption Imagery and the Backfire Effects of Imagery Appeals," *Journal of Consumer Research*, 32 (December), 442-452.

SCALE ITEMS:[1]

1. I am always trying to figure myself out.
2. Generally, I am not very aware of myself. (r)
3. I reflect about myself a lot.
4. I am often the subject of my own fantasies.
5. I never scrutinize myself. (r)
6. I am generally attentive to my inner feelings.
7. I am constantly examining my motives.
8. I sometimes have the feeling that I am off somewhere watching myself.
9. I am alert to changes in my mood.
10. I am aware of the way my mind works when I work through a problem.

---

1. The anchors of the response scale were not specified by any of the users. However, a Likert-type with agree/disagree anchors would appear to be suitable.

SCALE NAME: Self-Consciousness (Public)

SCALE DESCRIPTION:

The scale is composed of Likert-type statements measuring the degree to which a person expresses an awareness of self as a social object with an effect on others.

SCALE ORIGIN:

The version of the scale used in the studies by Bearden and Rose (1990), Dabholkar and Bagozzi (2002), and Gourken, Devitte, and Warlop (2009) was constructed by Feningstein, Scheier, and Buss (1975). Preliminary work involved identifying behaviors contained in the domain of the construct. Then, 38 items were created and tested. Factor analysis indicated that there were three main factors: private self-consciousness, public self-consciousness, and social anxiety. The items were modified and retested several times, and the same three factors consistently were found. The seven items composing the public self-consciousness scale had a test-retest correlation of .84.

RELIABILITY:

Bearden and Rose (1990) reported alphas of .83, .74, and .79 for the scale in studies 1, 2, and 4, respectively. An alpha of .75 was reported for the scale by Dabholkar and Bagozzi (2002). When Gourken, Devitte, and Warlop (2009) used it in their Study 1, the alpha was .76.

VALIDITY:

Based on the results of a CFA, evidence was provided by Dabholkar and Bagozzi (2002) in support of the convergent and discriminant validity of the scale after a couple of items were dropped. Neither Bearden and Rose (1990) nor Gourken, Devitte, and Warlop (2009) said anything about the scale's validity.

COMMENTS:

See also Harris (2008) for a slight variation on the scale.

REFERENCES:

Bearden, William O. and Randall L. Rose (1990), "Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity," *Journal of Consumer Research*, 16 (March), 461-71.

Dabholkar, Pratibha and Richard P. Bagozzi (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors," *Journal of the Academy of Marketing Science*, 30 (3), 184-201.

Feningstein, Allan, Michael F. Scheier, and Arnold H. Buss (1975), "Public and Private Self-Consciousness: Assessment and Theory," *Journal of Consulting and Clinical Psychology*, 43 (4), 522-527.

Gourken, Garoline, Siegfried Devitte, and Luk Warlop (2009), "Me, Myself, and My Choices: The Influence of Private Self-Awareness on Choice," *Journal of Marketing Research*, 46 (5), 682-692.

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

SCALE ITEMS:[1]

1. I'm concerned about my style of doing things.
2. I'm concerned about the way I present myself.
3. I'm self-conscious about the way I look.
4. I usually worry about making a good impression.
5. One of the last things I do before leaving my house is look in the mirror.
6. I'm concerned about what other people think of me.
7. I'm usually aware of my appearance.

1. Feningstein, Scheier, and Buss (1975) used a five-point response scale ranging from 0 (*extremely uncharacteristic*) to 4 (*extremely characteristic*). A six-point response format with unknown anchors was employed by Gourken, Devitte, and Warlop (2009). Bearden and Rose (1990) used a seven-point disagree-agree response format as apparently Dabholkar and Bagozzi (2002) did as well. The final version of the scale used by the latter was composed of items #1-#4 and #6.

SCALE NAME: Self-Control (Behavior Specific)

SCALE DESCRIPTION:

The extent to which a person expresses the ability to regulate his/her engagement in an activity is measured using four, seven-point items.

SCALE ORIGIN:

The scale used by Wilcox et al. (2009) was adapted from Giner-Sorolla (2001). Wilcox et al. (2009) slightly modified the items to refer to eating. Also, the final version of the scale used by Giner-Sorolla (2001) in his Study 1 had six items while the final version used in Study 2 had five. Interestingly, one of the items Giner-Sorolla (2001) eliminated in Study 2 (#4, below) was used in the scale by Wilcox et al. (2009).

RELIABILITY:

The alphas for the scale as used by Wilcox et al. (2009) in several studies ranged from .71 (Study 2, n = 79) to .86 (Study 4, n = 81).

VALIDITY:

No examination of the scale's validity was reported by Wilcox et al. (2009).

REFERENCES:

Giner-Sorolla, Roger (2001), "Guilty Pleasures and Grim Necessities: Affective Attitudes in Dilemmas of Self-Control," *Journal of Personality and Social Psychology*, 80 (2), 206–21.

Wilcox, Keith, Beth Vallen, Lauren Block, and Gavan J. Fitzsimons (2009), "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," *Journal of Consumer Research*, 36 (3), 380-393.

SCALE ITEMS:[1]

1. I display a lot of self-control when it comes to this activity.
2. I have a lot of experience controlling this behavior.
3. I tend to engage in this activity more than I should.
4. I often wish I could get myself to avoid this activity more.

---

1. This is the phrasing used by Giner-Sorolla (2001). Wilcox et al. (2009) adjusted a couple of words in each sentence to refer specifically to eating.

SCALE NAME: Self-Control (General)

SCALE DESCRIPTION:

The scale is composed of thirteen statements that are intended to measure the degree to which a person expresses having the ability to manage his/her inner responses and to resist acting upon undesired behavioral tendencies.

SCALE ORIGIN:

The scale used by Haws and Poynor (2008; Poynor and Haws 2009) as well as Fennis, Janssen, and Vohs (2009) and Wilcox et al. (2009) was developed by Tangney, Baumeister, and Boone (2004). The full version of the scale has 36 items but Tangney, Baumeister, and Boone (2004) identified a "brief" version with thirteen items. That short version is the one used by Haws and Poynor (2008; Poynor and Haws 2009) and Fennis, Janssen, and Vohs (2009). Tangney, Baumeister, and Boone (2004) provided a wealth of support for the full and brief versions' reliabilities and validities. Concern was expressed by the authors, however, that the scale was affected to some degree by socially desirable responding.

RELIABILITY:

Haws and Poynor (2008) used the scale in several studies but the alpha was only reported in a couple of cases, both times being .82. In their 2009 article, the alphas were reported for .83 and .84 for Studies 1 and 2, respectively. The alpha was .77 as used in Experiment 6 by Fennis, Janssen, and Vohs (2009). As used in Study 1 by Wilcox et al. (2009), the scale had an alpha of .88.

VALIDITY:

The validity of this scale was not examined by Haws and Poynor (2008) though it was instrumental in establishing the validity of another scale: hyperopia. In particular, the authors showed that hyperopia and high self-control are related but distinct. Neither Fennis, Janssen, and Vohs (2009) nor Wilcox et al. (2009) discussed the scale's validity.

REFERENCES:

Fennis, Bob M., Loes Janssen, and Kathleen D. Vohs (2009), "Acts of Benevolence: A Limited Resource Account of Compliance with Charitable Requests," *Journal of Consumer Research*, 35 (6), 906-924.

Haws, Kelly L. and Cait Poynor (2008), "Seize the Day! Encouraging Indulgence for the Hyperopic Consumer," *Journal of Consumer Research*, 35 (4), 680-691.

Poynor, Cait and Kelly Haws (2009), "Lines in the Sand: The Role of Motivated Categorization in the Pursuit of Self-Control Goals," *Journal of Consumer Research*, 35 (February), 772-787.

Tangney, June P., Roy F. Baumeister, and Angie Luzio Boone (2004), "High Self-Control Predicts Good Adjustment, Less Pathology, Better Grades, and Interpersonal Success," *Journal of Personality*, 72 (April), 271–322.

Wilcox, Keith, Beth Vallen, Lauren Block, and Gavan J. Fitzsimons (2009), "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision," *Journal of Consumer Research*, 36 (3), 380-393.

SCALE ITEMS:[1]

1. I am good at resisting temptation.
2. I have a hard time breaking bad habits. (r)
3. I am lazy. (r)
4. I say inappropriate things. (r)
5. I do certain things that are bad for me, if they are fun. (r)
6. I refuse things that are bad for me.
7. I wish I had more self-discipline. (r)

8.   People would say that I have iron self-discipline.
9.   Pleasure and fun sometimes keep me from getting work done. (r)
10. I have trouble concentrating. (r)
11. I am able to work effectively toward long-term goals.
12. Sometimes I can't stop myself from doing something, even if I know it is wrong. (r)
13. I often act without thinking through all the alternatives. (r)

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1. Haws and Poynor (2008; Poynor and Haws 2009) did not describe the response format used with these items. Tangney, Baumeister, and Boone (2004) as well as Fennis, Janssen, and Vohs (2009) used a five-point response format with *not at all* and *very much* as extreme verbal anchors. Wilcox et al. (2009) used a seven-point scale but the verbal anchors were not described.

SCALE NAME: Self-Doubt

SCALE DESCRIPTION:

This scale has eight, seven-point Likert-type statements that measure a person's general sense of uncertainty about his/her competence. The scale was called *personal insecurity* by Rindfleisch, Burroughs, and Wong (2009).

SCALE ORIGIN:

The scale used by Rindfleisch, Burroughs, and Wong (2009) is a subscale of the Subjective Overachievement Scale by Oleson et al. (2000). The latter conducted two studies and provided evidence in support of the instrument's dimensionality, reliability, and validity. With respect to the self-doubt subscale, alphas in two samples were .82 (n = 2,311) and .83 (n = 1,703). Temporal stability was also assessed with a 4 week test-retest correlation being .68 (n = 115) and a 9 week correlation being .65 (n = 67).

RELIABILITY:

The scale's composite reliability was .92 when used in Study 1 by Rindfleisch, Burroughs, and Wong (2009).

VALIDITY:

Rindfleisch, Burroughs, and Wong (2009) used CFA to test the fit of their measurement model. In particular, support was found for this scale's convergent and discriminant validity.

REFERENCES:

Oleson, Kathryn C., Kirsten M. Poehlmann, John H. Yost, Molly E. Lynch, and Robert M. Arkin (2000), "Subjective Overachievement: Individual Differences in Self-Doubt and Concern with Performance," *Journal of Personality*, 68 (3), 491–524.

Rindfleisch, Aric, James E. Burroughs, and Nancy Wong (2009), "The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection," *Journal of Consumer Research*, 36 (1), 1-16.

SCALE ITEMS:

1. When engaged in an important task, most of my thoughts turn to bad things that might happen.
2. For me, avoiding failure has a greater emotional impact than the emotional impact of achieving success.
3. More often than not, I feel unsure of my abilities.
4. I sometimes find myself wondering if I have the ability to succeed at important activities.
5. I often wish that I felt more certain of my strengths and weaknesses.
6. As I begin an important activity I usually feel confident in my ability. (r)
7. Sometimes I feel that I do not know why I have succeeded at something.
8. As I begin an important activity, I usually feel confident in the likely outcome. (r)

SCALE NAME: Self-Efficacy

SCALE DESCRIPTION:

Seven-point Likert-type statements are used to measure a consumer's belief in him/her ability to successfully complete a specified task. The tasks examined by Meuter et al. (2005) were two kinds of self-service technologies. The scale was called *ability in future co-creation* by Dong, Evans, and Zou (2008) due to the context in which it was used.

SCALE ORIGIN:

Meuter et al. (2005) drew upon past measures of self-efficacy, particularly Jones (1986), in developing their measure.

RELIABILITY:

Alphas of .94 and .96 were reported by Meuter et al. (2005) for use of the scale in Studies 1 and 2, respectively. The alpha for the version used by Dong, Evans, and Zou (2008) was .92.

VALIDITY:

At a general level, Meuter et al. (2005) tested a measurement model containing all of their constructs and indicators. Its fit was acceptable. The factor loadings were reported to be significant and evidence of discriminant validity was provided for each construct using two different tests (confidence interval, variance extracted). Similar procedures were used by Dong, Evans, and Zou (2008) from which, in particular evidence was found in support of the scale's convergent and discriminant validities.

REFERENCES:

Dong, Beibei, Kenneth R. Evans, and Shaoming Zou (2008), "The Effects of Customer Participation in Co-Created Service Recovery, *Journal of the Academy of Marketing Science*, 36 (1), 123-137.

Jones, Gareth R. (1986), "Socialization Tactics, Self-Efficacy, and Newcomers' Adjustments to Organizations," *Academy of Management Journal*, 29 (June), 262–279.

Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (April), 61-83.

SCALE ITEMS:[1]

1. I am fully capable of using the _____.
2. I am confident in my ability to use the _____.
3. Using the _____ is well within the scope of my abilities.
4. I do NOT feel I am qualified for the task of _____. (r)
5. My past experiences increase my confidence that I will be able to successfully use the _____.

---

1. The name of the good or service should be placed in the blanks. More wording is probably necessary for #4 in order to describe the task as well as name the focal object. Meuter et al. (2005) used all five of these items; Dong, Evans, and Zou (2008) items #1 to #3.

SCALE NAME: Self-Enhancement (Public)

SCALE DESCRIPTION:

The scale is composed of four, seven-point statements that are intended to measure the degree to which a person is motivated to act in such a way so as to preserve, improve, or avoid hurting one's image in the eyes of others, particularly with regard to a decision that has been made. The scale was called *public self-image* by White and Dahl (2007).

SCALE ORIGIN:

The original of the scale used by White and Dahl (2007) was not stated. However, two of the items are very similar to those used by the authors in a previous study to measure what they called *public self-threat* (Argo, White, and Dahl 2006), deceiving others in order to give the impression that a wise purchase was made.

RELIABILITY:

White and Dahl (2007) used the scale in Study 3 and reported the alpha to be .84.

VALIDITY:

No information regarding the scale's validity was provided by White and Dahl (2007).

REFERENCES:

Argo, Jennifer J., Katherine White, and Darren W. Dahl (2006), "Social Comparison Theory and Deception in the Interpersonal Exchange of Consumption Information," *Journal of Consumer Research*, 33 (June), 99-108.

White, Katherine and Darren W. Dahl (2007), "Are All Out-Groups Created Equal? Consumer Identity and Dissociative Influence," *Journal of Consumer Research*, 34 (4), 525-536.

SCALE ITEMS:[1]

1.   To avoid looking foolish.
2.   To avoid looking badly in front of others.
3.   To look like I made an intelligent choice.
4.   To make myself look good to others.

---

1. The verbal anchors used with the response scale were not identified by White and Dahl (2007) but could have been Likert-type (agree/disagree) in nature. Some sort of scale stem was used with these items but was unidentified. It could have been something like "Why did you choose that particular brand?"

SCALE NAME: Self-Esteem (Group Membership)

SCALE DESCRIPTION:

The scale is composed of four, nine-point Likert-type items that measure the degree to which a person believes him/herself to be a valuable, contributing member of a specified reference group. Shang, Reed, and Croson (2008) called their version of the scale *identity esteem*.

SCALE ORIGIN:

The scale used by Shang, Reed, and Croson (2008) is a slightly modified version of a scale constructed by Luhtanen and Crocker (1992). That scale is one of four subscales of a larger instrument they called *Collective Self-Esteem*. In three studies they provided generous evidence in support of the subscales' reliabilities and validities.

RELIABILITY:

Shang, Reed, and Croson (2008) reported their version of the scale to have an alpha of .70.

VALIDITY:

Shang, Reed, and Croson (2008) did not discuss the scale's validity.

REFERENCES:

Luhtanen, Riia K. and Jennifer Crocker (1992), "A Collective Self-Esteem Scale: Self-Evaluation of One's Social Identity," *Personality and Social Psychology Bulletin*, 18 (3), 302–318.

Shang, Jen, Americus Reed II, and Rachel Croson (2008), "Identity Congruency Effects on Donations," *Journal of Marketing Research*, 45 (3), 351-361.

SCALE ITEMS:[1]

1. I am a worthy member of the social groups I belong to.
2. I feel I don't have much to offer to the social groups I belong to. (r)
3. I am a cooperative participant in the social groups I belong to.
4. I often feel I'm a useless member of my social groups. (r)

---

1. The phrasing shown here is as it was in the original by Luhtanen and Crocker (1992). As adapted by Shang, Reed, and Croson (2008), the phrase "gender group" was used in place of "social groups."

SCALE NAME: Self-Image (Body)

SCALE DESCRIPTION:

Ten, six-point items are used to measure the extent of a person's concern about his/her body, with particular emphasis on the anxiety caused by one's body shape and how it is might be viewed by others.

SCALE ORIGIN:

Bolton, Cohen, and Bloom (2006) cited Cooper et al. (1986) and Evans and Dolan (1993) as the source of the scale.

RELIABILITY:

The alpha for the scale was reported to be .91 (Bolton, Cohen, and Bloom 2006).

VALIDITY:

No examination of the scale's validity was reported by Bolton, Cohen, and Bloom (2006).

REFERENCES:

Bolton, Lisa E. (2009), personal correspondence.

Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create 'Get Out of Jail Free Cards?'," *Journal of Consumer Research*, 33 (June), 71-81.

Cooper, Peter J., Melanie J. Taylor, Zafra Cooper, and Christopher G. Fairburn (1986), "The Development and Validation of the Body Shape Questionnaire," *International Journal of Eating Disorders*, 6 (4), 485–94.

Evans, Chris and Bridget Dolan (1993), "Body Shape Questionnaire: Derivation of Shortened 'Alternate Forms,'" *International Journal of Eating Disorders*, 13 (April), 315–21.

SCALE ITEMS:[1]

1.   Have you worried about your flesh being not firm enough?
2.   Has eating even a small amount of food made you feel fat?
3.   Have you avoided wearing clothes which make you particularly aware of the shape of your body?
4.   Have you felt ashamed of your body?
5.   Has worry about your shape made you diet?
6.   Have you felt happiest about your shape when your stomach has been empty (e.g. in the morning)?
7.   Have you felt that it is not fair that other people are thinner than you?
8.   Have you worried about your flesh being dimply?
9.   Has seeing your reflection (e.g. in a mirror or shop window) made you feel bad about your shape?
10. Have you been particularly self-conscious about your shape when in the company of other people?

---

1. The verbal anchors used with these items by Bolton, Cohen, and Bloom (2006; Bolton 2009) were: *Never* (1), *Rarely* (2), *Sometimes* (3), *Often* (4), *Very often* (5), and *Always* (6)

SCALE NAME: Self-Image Congruence with Service Provider

SCALE DESCRIPTION:

The scale is composed of four, five-point Likert-type items that are intended to measure the degree to which a customer believes that a certain service provider and its customers match his/her self-concept.

SCALE ORIGIN:

Yim, Chan, and Hung (2007) built upon work by Chon (1992) and Sirgy et al. (1997). The authors explained that this scale and the others they used were professionally back-translated between Chinese and English and then pretested before use in the main study. The sample was composed of 360 people living in the Hong Kong metropolitan area who had visited a hair salon in the past 9 months and was at least 18 years old.

RELIABILITY:

Yim, Chan, and Hung (2007) reported that the reliability scores for the scale were .86 (alpha) and .88 (construct reliability).

VALIDITY:

Evidence was provided by Yim, Chan, and Hung (2007) in support of the scale's convergent and discriminant validities. The AVE was .65.

REFERENCES:

Chon, K.-S. (1992), "Self-image/Destination Image Congruity," *Annals of Tourism Research*, 19 (2) 360–363.

Sirgy, M.J., D. Grewal, T.F. Mangleburg, J.-O. Park, K.-S. Chon, C.B. Claiborne, J.S. Johar and H. Berkman (1997), "Assessing the Predictive Validity of Two Methods of Measuring Self-image Congruity," *Journal of the Academy of Marketing Science*, 25 (3) 229–241.

Yim, Chi Kin (Bennett), Kimmy Wa Chan, and Kineta Hung (2007), "Multiple Reference Effects in Service Evaluations: Roles of Alternative Attractiveness and Self-image Congruity," *Journal of Retailing*, 83 (1), 147-157.

SCALE ITEMS:[1]

1. Visiting this _____ helps achieve your image and character.
2. Visiting this _____ helps reflect who you are.
3. Visiting this _____ fits well with your image.
4. Customers similar to you visit this _____.

---

1. A generic name for the type of service provider should be placed in the blanks, e.g., hair salon.

SCALE NAME: Self-Interest Motivation (Organization's)

SCALE DESCRIPTION:

Six, seven-point items are used to measure the degree to which a person views an organization as engaging in an activity out of self interest rather than for the public's interests. As used by Simmons and Becker-Olsen (2006), the scale compared what people thought about a nonprofit cause vs. its corporate sponsor announcing the relationship between the two.

SCALE ORIGIN:

The source of the scale was not described by Simmons and Becker-Olsen (2006); it was probably developed by them.

RELIABILITY:

An alpha of .70 was reported for the scale by Simmons and Becker-Olsen (2006).

VALIDITY:

Simmons and Becker-Olsen (2006) did not discuss the scale's validity.

REFERENCES:

Simmons, Carolyn J. and Karen L. Becker-Olsen (2006), "Achieving Marketing Objectives Through Social Sponsorships," *Journal of Marketing*, 70 (4), 154-169.

SCALE ITEMS:[1]

1. _____ has self-serving motives.
2. _____ is trying to win people's liking or patronage.
3. _____ is a trustworthy source of information. (r)
4. _____ makes the _____ sound better than it is.[2]
5. _____ has unselfish motives. (r)
6. _____ is simply trying to inform the public. (r)

---

1. The name of the focal organization should be placed in the blanks. The type of response scale anchors were not explicitly described by Simmons and Becker-Olsen (2006) but may have been of the agree/disagree type. Although the authors stated that some of the items were reverse-coded, they did not indicate which ones. A guess has been made here about which scores should be adjusted but care is urged in examining the factor loadings and deciding which scores should indeed be reverse-coded.
2. The second blank of this item should be filled with a word or phrase describing the activity being announced, e.g., sponsorship.

SCALE NAME: Self-Regulatory Focus (Prevention)

SCALE DESCRIPTION:

This scale is composed of nine, nine-point scales that are intended to measure the extent that a person is worried about being irresponsible and is motivated to avoid failure, losses, and threats.

SCALE ORIGIN:

The scale used by Zhao and Pechmann (2007) was developed by Lockwood, Jordan, and Kunda (2002) based upon regulatory focus theory (e.g., Higgins 1997). Lockwood, Jordan, and Kunda (2002) reported their scale to have an alpha of .75.

RELIABILITY:

Zhao and Pechmann (2007) reported an alpha of .82 for the scale.

VALIDITY:

No information about the scale's validity was provided by Zhao and Pechmann (2007).

REFERENCES:

Higgins, E. Tory (1997), "Beyond Pleasure and Pain," *American Psychologist*, 52 (12), 1280–1300.

Lockwood, Penelope, Christian H. Jordan, and Ziva Kunda (2002), "Motivation by Positive or Negative Role Models: Regulatory Focus Determines Who Will Best Inspire Us," *Journal of Personality and Social Psychology*, 83 (4), 854–64.

Zhao, Guangzhi and Cornelia Pechmann (2007), "The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns," *Journal of Marketing Research*, 44 (4), 671-687.

SCALE ITEMS:[1]

1. I am anxious that I will fall short of my responsibilities and obligations.
2. I often think about the person I am afraid I might become in the future.
3. I often worry that I will fail to accomplish my academic goals.
4. I see myself as someone who is primarily striving to become the self I "ought" to be—to fulfill my duties, responsibilities, and obligations.
5. I often imagine myself experiencing bad things that I fear might happen to me.
6. I frequently think about how I can prevent failures in my life.
7. I am more oriented toward preventing losses than I am toward achieving gains.
8. My major goal in school right now is to avoid becoming an academic failure.
9. In general, I am focused on preventing negative events in my life.

---

1. The scale anchors used by Zhao and Pechmann (2007) were *not at all true* and *very true*. Rephrasing items #3 and #8 will be necessary when the scale is administered to non-students.

SCALE NAME: Self-Regulatory Focus (Prevention)

SCALE DESCRIPTION:

The scale is used to measure a person's chronic tendency to use an avoidance strategy to attain goals. The emphasis is on avoiding undesirable ends rather than pursuing desirable ones.

SCALE ORIGIN:

The scale used by Louro, Pieters, and Zeelenberg (2005) as well as Rick, Cryder, and Loewenstein (2008) was developed by Higgins and colleagues (e.g., Harlow, Friedman, and Higgins 1997; Higgins et al. 2001). In brief, the original item pool was balanced between promotion and prevention items. The items were administered successively to several large samples and psychometric tests were conducted following each administration. After several iterations, a final scale containing 11 items remained. A factor analysis showed there were two dimensions, one reflecting a chronic promotion focus and the other reflecting a chronic prevention focus.

The version used by Westjohn et al. (2009) was borrowed from Semin et al. (2005) who in turn had built upon Higgins et al. (2001). It appears Westjohn et al. (2009) used the six items borrowed from Semin et al. (2005) in their U.S. (n = 336) and Chinese (n = 150) samples. The Chinese version of their questionnaire was translated from English into Chinese by one person and then back-translated by another person. After performing several typical tests of dimensionality, reliability, and validity, two items were dropped from the English version and three were dropped from the Chinese version.

The version used by Arnold and Reynolds (2009) was also borrowed from Semin et al. (2005). They administered all six items but after purification, only five remained in the final scale for use in hypothesis testing.

RELIABILITY:

Alphas of .73 and .79 have been reported for the scale by Louro, Pieters, and Zeelenberg (2005) and Rick, Cryder, and Loewenstein (2008), respectively. Alphas of .80 and .75 were found for the versions of the scale used by Westjohn et al. (2009) in the American and Chinese applications, respectively. Arnold and Reynolds (2009) reported an alpha of .86 for the version of the scale they used.

VALIDITY:

No examination of the scale's validity was reported by Louro, Pieters, and Zeelenberg (2005). Likewise, the scale's validity was not directly addressed by Rick, Cryder, and Loewenstein (2008) though they did use it along with many other scales to provide support for the discriminant validity of a tightwad-spendthrift scale.

As noted above, Westjohn et al. (2009) provided evidence in support of their scale's unidimensionality and validity (convergent and discriminant) for the English and Chinese versions. The AVEs were .52 (U.S.) and .51 (China).

In their Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. The scale's AVE was .58.

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Harlow, Robert E., Ronald S. Friedman, and E. Tory Higgins (1997), "The Regulatory Focus Questionnaire," unpublished manuscript, Columbia University, New York, NY 10027.

Higgins, E. Tory, Ronald S. Friedman, Robert E. Harlow, Lorraine Chen Idson, Ozlem N. Ayduk, and Amy Taylor (2001), "Achievement Orientations from Subjective Histories of Success: Promotion Pride versus Prevention Pride," *European Journal of Social Psychology*, 31 (1), 3-23.

Louro, Maria J., Rik Pieters, and Marcel Zeelenberg (2005), "Negative Returns on Positive Emotions: The Influence

of Pride and Self-Regulatory Goals on Repurchase Decisions," *Journal of Consumer Research*, 31 (March), 833-840.

Rick, Scott I., Cynthia E. Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

Semin, Gün R., Tory Higgins, Lorena Gil de Montes, Yvette Estourget, and Jose F. Valencia (2005), "Linguistic Signatures of Regulatory Focus: How Abstraction Fits Promotion More than Prevention," *Journal of Personality and Social Psychology*, 89 (1), 36–45.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic and Joyce Xin Zhou (2009), "Technology Readiness and Usage: A Global-Identity Perspective," *Journal of the Academy of Marketing Science*, 37 (3), 250-265.

SCALE ITEMS:[1]

1. Growing up, would you ever "cross the line" by doing things that your parents would not tolerate? (r)
2. Did you get on your parents' nerves often when you were growing up? (r)
3. How often did you obey rules and regulations that were established by your parents?
4. Growing up, did you ever act in ways that your parents thought were objectionable? (r)
5. Not being careful enough has gotten me into trouble at times. (r)
6. Do you find that there are things that you have not thought about when you make choices? (r)

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1. The response formats used by Louro, Pieters, and Zeelenberg (2005) as well as Rick, Cryder, and Loewenstein (2008) were not stated. Likewise, they did not provide the items but it appears that they used ones the same or similar to #1-#5. A five point scale was used by Higgins et al. (2001) as well as Arnold and Reynolds (2009) with *never* or *seldom / very often* as the extreme verbal anchors. The version used by Westjohn et al. (2009) with the American sample had items similar to #1, #2, #4, and #5 while the version used with their Chinese sample were similar to #1, #2, and #4. The version used by Arnold and Reynolds (2009) was composed of #1, #2, #4-#6.

SCALE NAME: Self-Regulatory Focus (Promotion)

SCALE DESCRIPTION:

Nine, nine-point scales are used to measure the degree to which a person is motivated by achievement and focused on opportunities for advancement.

SCALE ORIGIN:

The scale used by Zhao and Pechmann (2007) was developed by Lockwood, Jordan, and Kunda (2002) based upon regulatory focus theory (e.g., Higgins 1997). Lockwood, Jordan, and Kunda (2002) reported their scale to have an alpha of .81.

RELIABILITY:

Zhao and Pechmann (2007) reported an alpha of .87 for the scale.

VALIDITY:

No information about the scale's validity was provided by Zhao and Pechmann (2007).

REFERENCES:

Higgins, E. Tory (1997), "Beyond Pleasure and Pain," *American Psychologist*, 52 (12), 1280–1300.

Lockwood, Penelope, Christian H. Jordan, and Ziva Kunda (2002), "Motivation by Positive or Negative Role Models: Regulatory Focus Determines Who Will Best Inspire Us," *Journal of Personality and Social Psychology*, 83 (4), 854–64.

Zhao, Guangzhi and Cornelia Pechmann (2007), "The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns," *Journal of Marketing Research*, 44 (4), 671-687.

SCALE ITEMS:[1]

1. I frequently imagine how I will achieve my hopes and aspirations.
2. I often think about the person I would ideally like to be in the future.
3. I typically focus on the success I hope to achieve in the future.
4. My major goal in school right now is to achieve my academic ambitions.
5. I see myself as someone who is primarily striving to reach my "ideal self"—to fulfill my hopes, wishes, and aspirations.
6. I often think about how I will achieve academic success.
7. In general, I am focused on achieving positive outcomes in my life.
8. I often imagine myself experiencing good things that I hope will happen to me.
9. Overall, I am more oriented toward achieving success than preventing failure.

---

1. The scale anchors used by Zhao and Pechmann (2007) were *not at all true* and *very true*. Items #4 and #6 will need slight rephrasing when the scale is administered to non-students.

SCALE NAME: Self-Regulatory Focus (Promotion)

SCALE DESCRIPTION:

The scale uses six statements to measure a person's chronic tendency to use an approach strategy to attain goals. The emphasis is on pursuing desirable ends rather than avoiding undesirable ones.

SCALE ORIGIN:

The scale was developed by Higgins and colleagues (e.g., Harlow, Friedman, and Higgins 1997; Higgins et al. 2001). In brief, the original item pool was balanced between promotion and prevention items. The items were administered successively to several large samples and psychometric tests were conducted following each administration. After several iterations, a final scale containing 11 items remained. A factor analysis showed there were two dimensions, one reflecting a chronic promotion focus and the other reflecting a chronic prevention focus.

RELIABILITY:

Alphas of .62 and .69 have been reported for the scale by Louro, Pieters, and Zeelenberg (2005) and Rick, Cryder, and Loewenstein (2008), respectively.

VALIDITY:

No examination of the scale's validity was reported by Louro, Pieters, and Zeelenberg (2005). Likewise, the scale's validity was not directly addressed by Rick, Cryder, and Loewenstein (2008) though they did use it along with many other scales to provide support for the discriminant validity of a tightwad-spendthrift scale.

REFERENCES:

Harlow, Robert E., Ronald S. Friedman, and E. Tory Higgins (1997), "The Regulatory Focus Questionnaire," unpublished manuscript, Columbia University, New York, NY 10027.

Higgins, E. Tory, Ronald S. Friedman, Robert E. Harlow, Lorraine Chen Idson, Ozlem N. Ayduk, and Amy Taylor (2001), "Achievement Orientations from Subjective Histories of Success: Promotion Pride versus Prevention Pride,"*European Journal of Social Psychology*, 31 (1), 3-23.

Louro, Maria J., Rik Pieters, and Marcel Zeelenberg (2005), "Negative Returns on Positive Emotions: The Influence of Pride and Self-Regulatory Goals on Repurchase Decisions," *Journal of Consumer Research*, 31 (March), 833-8406.

Rick, Scott I., Cynthia E. Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

SCALE ITEMS:[1]

1. Compared to most people, are you typically unable to get what you want out of life? (r)
2. How often have you accomplished things that got you "psyched" to work even harder?
3. Do you often do well at different things that you try?
4. When it comes to achieving things that are important to me, I find that I don't perform as well as I ideally would like to do. (r)
5. I feel like I have made progress toward being successful in my life.
6. I have found very few hobbies or activities in my life that capture my interest or motivate me to put effort into them. (r)

---

1. The response formats used by Louro, Pieters, and Zeelenberg (2005) as well as Rick, Cryder, and Loewenstein (2008) were not stated. A five point response format was used by Higgins et al. (2001) with the following extreme verbal anchors: *never or seldom / very often* (#1-#3), *never true / very often true* (#4), *certainly false / certainly true* (#5 and #6).

SCALE NAME: Self-Regulatory Focus (Promotion)

SCALE DESCRIPTION:

This scale is intended to measure the degree to which a person's goals relate to aspirations and accomplishments. Westjohn et al. (2009) used two somewhat different four item versions (explained in the Origin section) while Arnold and Reynolds (2009) used a five item version.

SCALE ORIGIN:

The scales used by Westjohn et al. (2009) as well as Arnold and Reynolds (2009) are derived from Semin et al. (2005). It appears Westjohn et al. (2009) initially used all six items shown below in their U.S. (n = 336) and Chinese (n = 150) samples. The Chinese version of their questionnaire was translated from English into Chinese by one person and then back-translated by another person. After performing several typical tests of dimensionality, reliability, and validity, two items from the set were eliminated, different items per sample.

Arnold and Reynolds (2009) used five of the six items in the scale by Semin et al. (2005).

RELIABILITY:

Alphas of .70 and .86 were found for the scale in the American and Chinese applications of the scale, respectively (Westjohn et al. (2009). The version of the scale used by Arnold and Reynolds (2009) had an alpha of .83.

VALIDITY:

As noted above, Westjohn et al. (2009) provided evidence in support of the scale's unidimensionality and validity (convergent and discriminant) for the English and Chinese versions. The AVEs were .40 (U.S.) and .63 (China). The very low AVE for the English version of the scale suggests that further work is needed to improve its quality.

In Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. However, the scale's AVE was .48, a bit lower than what is considered adequate.

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Semin, Gün R., Tory Higgins, Lorena Gil de Montes, Yvette Estourget, and Jose F. Valencia (2005), "Linguistic Signatures of Regulatory Focus: How Abstraction Fits Promotion More than Prevention," *Journal of Personality and Social Psychology*, 89 (1), 36–45.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic and Joyce Xin Zhou (2009), "Technology Readiness and Usage: A Global-Identity Perspective," *Journal of the Academy of Marketing Science*, 37 (3), 250-265.

SCALE ITEMS:[1]

1. How often have you accomplished things that got you "psyched" to work even harder?
2. How often do you do well at things that you try?
3. I try to reach that in my life, in which I believe.
4. I feel like I have made progress toward being successful in my life.
5. I am a fanatic when trying to realize my goals.
6. I am someone who looks forward to situations in which I expect to have success.[2]

---

1. Items #1, #2, #4, and #6 composed the final version of the scale used with the American sample while #3-#6 composed the Chinese version. The version used by Arnold and Reynolds (2009) had items the same or similar to all these items except #5, which was eliminated during scale purification. Although not perfectly clear, it appears that Arnold and Reynolds (2009) used the following extreme verbal anchors with #1, #2, and #5: *never or seldom* and *very often*. The verbal anchors used with the other items were not described but were likely of the Likert-variety.

2. Arnold and Reynolds (2009) used the original phrasing of this item (Semin et al. 2005): Are you someone who looks forward to situations in which you expect to have success?

SCALE NAME: Self-Service Technology Interactivity

SCALE DESCRIPTION:

Seven, seven-point Likert-type items are used to measure the degree of interactivity a person believes there to be in a particular computerized interface such as the type used in self-service contexts for monetary transactions, self-help, or customer service. Measures of interactivity created for use with websites have typically been specific to the facets of interactivity (e.g., Johnson, Bruner, and Kumar 2006), whereas this scale for self-service technology is not specific to any one dimension.

SCALE ORIGIN:

The scale used by Zhu et al. (2007) appears to be original. Though the activities referred to in some of the items can be found in other measures of interactivity, these items as a set appear to be unique to Zhu et al. (2007).

RELIABILITY:

Zhu et al. (2007) reported the alphas for the scale to be .90 (experiment 1) and .85 (experiment 2).

VALIDITY:

Zhu et al. (2007) did not address the validity of this specific scale but they did note that all items in their study loaded on their expected constructs in a CFA and the model fit for the constructs was satisfactory.

REFERENCES:

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

Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2007), "Self-Service Technology Effectiveness: the Role of Design Features and Individual Traits," *Journal of the Academy of Marketing Science*, 35 (4), 492-506.

SCALE ITEMS:[1]

1. loaded quickly
2. stay in each step at my own pace
3. focus on the content I had interest in
4. browse pages back and forth easily
5. responded correspondingly to the request I entered
6. offered information related to the message I entered earlier
7. little waiting time

---

1. The scale stem and directions used with these items were not provided by Zhu et al. (2007).

SCALE NAME: Seriousness

SCALE DESCRIPTION:

Five, seven-point bi-polar adjectives items are used to measure the seriousness of a situation.

SCALE ORIGIN:

The scale was developed by Raghubir and Greenleaf (2006). In their study, participants were asked to select the design for invitations to be sent for certain events. The four events varied from very serious (presentation regarding accounting software) to little seriousness (going to a circus with friends).

RELIABILITY:

Raghubir and Greenleaf (2006) used the scale with four different events (as described above). The resulting alphas ranged from .66 (piano concert) to .79 (accounting software presentation).

VALIDITY:

Raghubir and Greenleaf (2006) did not discuss any efforts to validate the scale though they did indicate that exploratory factor analysis was conducted for each of the four events and in each case the items loaded on one factor.

REFERENCES:

Raghubir, Priya and Eric A. Greenleaf (2006), "Ratios in Proportion: What Should the Shape of the Package Be?" *Journal of Marketing*, 70 (2), 95-107.

SCALE ITEMS:[1]

1. serious / frivolous
2. orderly / disorderly
3. unified / fragmented
4. stable / volatile
5. rational / emotional

SCALE NAME: Service Convenience (Access)

SCALE DESCRIPTION:

The four items composing the scale are used to measure the degree to which a consumer believes a particular store is easy to shop at in terms of its location, business hours, and parking.

SCALE ORIGIN:

Seiders et al. (2007) developed this scale along with several others in an admirable series of studies. Their purpose was to develop an instrument for measuring the dimensions of service convenience (SERVCON). In multiple qualitative and quantitative stages they generated scale items, revised wording, and deleted some items. Their analyses indicated that service convenience was a second-order, formative construct composed of five first-order factors that could be presented with 17 items.

RELIABILITY:

Using a national sample of customers of a particular chain store (n = 276), Seiders et al. (2007) calculated the construct reliability for the scale to be 0.83.

VALIDITY:

As implied above, Seiders et al. (2007) developed and tested this scale along with the others in SERVCON in a series of steps that provided evidence for multiple forms validity. In particular, their studies and analyses provided support for the following forms of validity: content, convergent, discriminant, and known-group. The evidence for nomological validity was mixed. The AVE for the Access scale of the instrument was .55.

REFERENCES:

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (1), 144-156.

SCALE ITEMS:[1]

1. I am able to get to _____ quickly and easily.
2. _____ offers convenient parking.
3. _____ offers convenient locations.
4. _____ offers convenient store hours.

---

1. The name of the store should be placed in the blanks. Although not perfectly clear, Seiders et al. (2007) seemed to have used a five-point Likert-type response format with these items.

SCALE NAME: Service Convenience (Decision)

SCALE DESCRIPTION:

Three items are used to measure the degree to which a consumer believes that it is easy to determine before shopping at a particular retailer if it has what is being looked for.

SCALE ORIGIN:

Seiders et al. (2007) developed this scale along with several others in an admirable series of studies. Their purpose was to develop an instrument for measuring the dimensions of service convenience (SERVCON). In multiple qualitative and quantitative stages they generated scale items, revised wording, and deleted some items. Their analyses indicated that service convenience was a second-order, formative construct composed of five first-order factors that could be presented with 17 items.

RELIABILITY:

Using a national sample of customers of a particular chain store (n = 276), Seiders et al. (2007) calculated the construct reliability for the scale to be 0.76.

VALIDITY:

As implied above, Seiders et al. (2007) developed and tested this scale along with the others in SERVCON in a series of steps that provided evidence for multiple forms validity. In particular, their studies and analyses provided support for the following forms of validity: content, convergent, discriminant, and known-group. The evidence for nomological validity was mixed. The AVE for the Decision scale of the instrument was .53.

REFERENCES:

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (1), 144-156.

SCALE ITEMS:[1]

1. I can easily determine prior to shopping whether _____ will offer what I need.
2. Deciding to shop at _____ is quick and easy.
3. I can quickly find information before I shop to decide if _____ has what I'm looking for.

---

1. The name of the store should be placed in the blanks. Although not perfectly clear, Seiders et al. (2007) seemed to have used a five-point Likert-type response format with these items.

SCALE NAME: Service Convenience (Post-Purchase)

SCALE DESCRIPTION:

This scale has three items that measure how much a consumer believes that it is easy to resolve problems after the purchase, particularly returns and exchanges, at a particular retail store. Seiders et al. (2007) referred to the scale as *post-benefit convenience*.

SCALE ORIGIN:

Seiders et al. (2007) developed this scale along with several others in an admirable series of studies. Their purpose was to develop an instrument for measuring the dimensions of service convenience (SERVCON). In multiple qualitative and quantitative stages they generated scale items, revised wording, and deleted some items. Their analyses indicated that service convenience was a second-order, formative construct composed of five first-order factors that could be presented with 17 items.

RELIABILITY:

Using a national sample of customers of a particular chain store (n = 276), Seiders et al. (2007) calculated the construct reliability for this scale to be 0.95.

VALIDITY:

As implied above, Seiders et al. (2007) developed and tested this scale along with the others in SERVCON in a series of steps that provided evidence for multiple forms validity. In particular, their studies and analyses provided support for the following forms of validity: content, convergent, discriminant, and known-group. The evidence for nomological validity was mixed. The AVE for the Post-Purchase scale of the instrument was .86.

REFERENCES:

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (1), 144-156.

SCALE ITEMS:[1]

1. It is easy to take care of returns and exchanges at _____.
2. _____ takes care of product exchanges and returns promptly.
3. Any after-purchase problems I experience are quickly resolved at _____.

---

1. The name of the store should be placed in the blanks. Although not perfectly clear, Seiders et al. (2007) seemed to have used a five-point Likert-type response format with these items.

SCALE NAME: Service Convenience (Product-Related)

SCALE DESCRIPTION:

The scale has four items that measure the degree to which a consumer believes that it is easy to find products and information about them at a particular retail store. Seiders et al. (2007) referred to the scale as *benefit convenience*.

SCALE ORIGIN:

Seiders et al. (2007) developed this scale along with several others in an admirable series of studies. Their purpose was to develop an instrument for measuring the dimensions of service convenience (SERVCON). In multiple qualitative and quantitative stages they generated scale items, revised wording, and deleted some items. Their analyses indicated that service convenience was a second-order, formative construct composed of five first-order factors that could be presented with 17 items.

RELIABILITY:

Using a national sample of customers of a particular chain store (n = 276), Seiders et al. (2007) calculated the construct reliability for this scale to be 0.84.

VALIDITY:

As implied above, Seiders et al. (2007) developed and tested this scale along with the others in SERVCON in a series of steps that provided evidence for multiple forms validity. In particular, their studies and analyses provided support for the following forms of validity: content, convergent, discriminant, and known-group. The evidence for nomological validity was mixed. The AVE for the Product-related scale of the instrument was .57.

REFERENCES:

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (1), 144-156.

SCALE ITEMS:[1]

1. The merchandise I want at _____ can be located quickly.
2. It is easy to find the products I am looking for at _____.
3. I can easily get product advice at _____.
4. It is easy to evaluate the merchandise at _____.

---

1. The name of the store should be placed in the blanks. Although not perfectly clear, Seiders et al. (2007) seemed to have used a five-point Likert-type response format with these items.

SCALE NAME: Service Convenience (Transaction)

SCALE DESCRIPTION:

The scale is composed of three items that measure the extent to which a consumer believes that the check-out/payment process is quick and easy at a particular retail store.

SCALE ORIGIN:

Seiders et al. (2007) developed this scale along with several others in an admirable series of studies. Their purpose was to develop an instrument for measuring the dimensions of service convenience (SERVCON). In multiple qualitative and quantitative stages they generated scale items, revised wording, and deleted some items. Their analyses indicated that service convenience was a second-order, formative construct composed of five first-order factors that could be presented with 17 items.

RELIABILITY:

Using a national sample of customers of a particular chain store (n = 276), Seiders et al. (2007) calculated the construct reliability for this scale to be 0.89.

VALIDITY:

As implied above, Seiders et al. (2007) developed and tested this scale along with the others in SERVCON in a series of steps that provided evidence for multiple forms validity. In particular, their studies and analyses provided support for the following forms of validity: content, convergent, discriminant, and known-group. The evidence for nomological validity was mixed. The AVE for the Transaction scale of the instrument was .73.

REFERENCES:

Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (1), 144-156.

SCALE ITEMS:[1]

1.   _____ makes it easy for me to conclude my transaction.
2.   I am able to complete my purchase quickly at _____.
3.   It takes little time to pay for my purchase at _____.

---

1. The name of the store should be placed in the blanks. Although not perfectly clear, Seiders et al. (2007) seemed to have used a five-point Likert-type response format with these items.

SCALE NAME: Service Quality (Ease)

SCALE DESCRIPTION:

The scale uses five, seven-point Likert-type items to measure a customer's belief that it is easy to do business with a company because of the helpfulness of its employees.

SCALE ORIGIN:

Homburg, Wieseke, and Hoyer (2009) did not indicate the source of the scale. Although some of the items bear similarity to previous measures of service quality and satisfaction, this set as a whole seems to be original to Homburg, Wieseke, and Hoyer (2009). They pretested the applicability of the items in this scale along with the others in their study during in-depth interviews with some German travel agents and their customers. Given that, it seems reasonable to assume the scale was originally phrased in German and then translated when published in the article.

RELIABILITY:

The scale's alpha was .88 (Homburg, Wieseke, and Hoyer 2009).

VALIDITY:

Some evidence of the scale's discriminant validity was provided by Homburg, Wieseke, and Hoyer (2009). The AVE was .58.

REFERENCES:

Homburg, Christian, Jan Wieseke, and Wayne D. Hoyer (2009), "Social Identity and the Service-Profit Chain," *Journal of Marketing*, 73 (March), 38–54.

SCALE ITEMS:

1. I am very comfortable with my _____.[1]
2. I can get helpful guidance from the employees.
3. I only need to exert the smallest possible effort.
4. I keep the stress that is connected to _____ as low as possible.[2]
5. I receive service and guidance from experts.

---

1. The generic name of the business should be placed in the blank, e.g., travel agency.
2. A phrase that describes the type of service being provided should be placed in the blank, e.g., travel planning.

SCALE NAME: Service Quality (Maintenance)

SCALE DESCRIPTION:

The scale is composed of seven items with a five-point response format that measure a person's beliefs about the quality of maintenance and repair provided by a service provider.

SCALE ORIGIN:

The scale is original to Verhoef, Langerak, and Donkers (2007). In developing this scale and the others in their study the authors generated a pool of items and conducted three pretests in the Netherlands. With regard to this scale in particular, the authors stated that they drew upon the work of Mittal et al. (1999) as well as Parasuraman, Zeithaml, and Berry (1985).

RELIABILITY:

The alpha for the scale was reported to be .92 (Verhoef, Langerak, and Donkers 2007).

VALIDITY:

After using EFA to purify each of their scales, Verhoef, Langerak, and Donkers (2007) used CFA to further refine the scales. Evidence was provided in support of their scales' convergent and discriminant validities. This scale's AVE was .62.

REFERENCES:

Mittal, Vikas, Pankaj Kumar and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction and Behavioral Intentions over Time: A Consumption System Approach," *Journal of Marketing*, 63 (2), 88–101.

Parasuraman, A., Valarie A. Zeithaml and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and its Implications for Future Research," *Journal of Marketing*, 49 (4), 41–51.

Verhoef, Peter C. (2010), personal correspondence.

Verhoef, Peter C., Fred Langerak, and Bas Donkers (2007), "Understanding Brand and Dealer Retention in the New Car Market: The Moderating Role of Brand Tier," *Journal of Retailing*, 83 (1), 97-113.

SCALE ITEMS:[1]

1. standing by agreements
2. quality of maintenance
3. quality of repairs
4. quality of explanations with repairs
5. quality of explanations with maintenance
6. quality of communications
7. ability to do things right the first time

---

1. The English translations of the extreme verbal anchors used with these items are *very poor* (1) and *very good* (5).

SCALE NAME: Service Quality (Physical Aspects of Facility)

SCALE DESCRIPTION:

Four items with a five-point response format are used to measure a person's attitude regarding the quality of store or dealership in terms of the visual appeal of its interior.

SCALE ORIGIN:

The scale is original to Verhoef, Langerak, and Donkers (2007). In developing this scale and the others in their study the authors generated a pool of items and conducted three pretests in the Netherlands. With regard to this scale in particular, the authors stated that they drew upon the work of Mittal et al. (1999) as well as Parasuraman, Zeithaml, and Berry (1985).

RELIABILITY:

The alpha for the scale was reported to be .88 (Verhoef, Langerak, and Donkers 2007).

VALIDITY:

After using EFA to purify each of their scales, Verhoef, Langerak, and Donkers (2007) used CFA to further refine the scales. Evidence was provided in support of their scales' convergent and discriminant validities. This scale's AVE was .68.

REFERENCES:

Mittal, Vikas, Pankaj Kumar and Michael Tsiros (1999), "Attribute-Level Performance, Satisfaction and Behavioral Intentions over Time: A Consumption System Approach," *Journal of Marketing*, 63 (2), 88–101.

Parasuraman, A., Valarie A. Zeithaml and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and its Implications for Future Research," *Journal of Marketing*, 49 (4), 41–51.

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SCALE ITEMS:[1]

1. lay-out of the _____
2. atmosphere in the _____
3. lay-out of the _____
4. emanation of the _____ [2]

---

1. The English translations of the extreme verbal anchors used with these items are *very poor* (1) and *very good* (5). A generic description of the facility should be placed in the blanks. Items #1 and #3 were used by Verhoef, Langerak, and Donkers (2007) to direct the respondents' attention to different parts of the facility, e.g., the workshop vs. the showroom at a car dealership.
2. This term is the English translation listed in the article by Verhoef, Langerak, and Donkers (2007). According to the lead author (Verhoef 2010), the actual Dutch term used in the survey was "uitstraling" and means something like the "physical attractiveness."

SCALE NAME: Service Quality Beliefs (Store-Related)

SCALE DESCRIPTION:

Six, seven-point items are used to measure the degree to which a consumer believes that a particular retail store has certain characteristics that are related to quality.

SCALE ORIGIN:

Although the concepts expressed in most of the items have been used in previous measures, the set of items as a whole appear to be original to Ofir and Simonson (2007).

RELIABILITY:

In Study 1, an alpha of .91 was reported by Ofir and Simonson (2007) when the scale was used as a measure of expected service. The alphas for the scale were .95 and .89 in Study 4 for expected service and prior service, respectively (Ofir and Simonson 2007).

VALIDITY:

No information regarding the validity of the scale was provided by Ofir and Simonson (2007).

REFERENCES:

Ofir, Chezy and Itamar Simonson (2007), "The Effect of Stating Expectations on Customer Satisfaction and Shopping Experience," *Journal of Marketing Research*, 44 (1), 164-174.

SCALE ITEMS: [1]

Please evaluate this store with respect to:

1. the politeness of the checkout employees
2. the willingness of employees to assist shoppers
3. the professionalism of employees
4. the length of wait at the checkout
5. the display arrangement
6. the level of service

---

1. The verbal anchors for the response scale were not described by Ofir and Simonson (2007) but could have been of the *agree/disagree* variety.

SCALE NAME: Shopping Convenience Motivation

SCALE DESCRIPTION:

This is a three item, five-point Likert-type scale that measures the degree to which a person is motivated to minimize the time and effort required to shop.

SCALE ORIGIN:

The scale used by Noble, Griffith, and Adjei (2006) was an adaptation of one used previously by Eastlick and Feinberg (1999).

RELIABILITY:

An alpha of .81 was reported by Noble, Griffith, and Adjei (2006) for their scale. Composite reliabilities of .76 and .82 were reported for males and females, respectively.

VALIDITY:

Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided a variety of evidence in support of their scale's validity.

REFERENCES:

Eastlick, Mary Ann and Richard A. Feinberg (1999), "Shopping Motives for Mail Catalog Shopping," *Journal of Business Research*, 45 (3), 281–290.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:

1. When I shop, I want to find what I'm looking for in the least amount of time.
2. I want to expend little effort when I shop.
3. I want to shop in the least amount of time.

SCALE NAME: Shopping Enjoyment

SCALE DESCRIPTION:

The five-item, five-point Likert-type scale measures the enduring tendency of a consumer to derive pleasure from shopping. The scale appears to be tapping into recreational shopping more than focused prepurchase search.

SCALE ORIGIN:

The scale used by Dawson, Bloch, and Ridgway (1990) was original to their study but was described as being based on work by Bellenger and Korgaonkar (1980).

RELIABILITY:

Dawson, Bloch, and Ridgway (1990) reported an alpha of .81 for the scale. Alphas of .86 (Study 3) and .87 (Study 4) were reported for the scale by Peck and Childers (2003). Noble, Griffith, and Adjei (2006) reported an alpha of .74 for their three-item version of the scale.

VALIDITY:

Of the studies reviewed here, only Noble, Griffith, and Adjei (2006) provided any evidence in support of the scale's validity.

REFERENCES:

Bellenger, Danny N. and Pradeep Korgaonkar (1980), "Profiling the Recreational Shopper," *Journal of Retailing*, 56 (Fall), 77-92.

Dawson, Scott, Peter H. Bloch, and Nancy M. Ridgway (1990), "Shopping Motives, Emotional States, and Retail Outcomes," *Journal of Retailing*, 66 (Winter), 408-427.

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

Peck, Joann and Terry L. Childers (2003), "Individual Differences in Haptic Information Processing: The 'Need for Touch' Scale," *Journal of Consumer Research*, 30 (December), 430-442.

SCALE ITEMS:[1]

1. I consider shopping a big hassle. (r)
2. When traveling, I enjoy visiting new and interesting shops.
3. Shopping is generally a lot of fun for me.
4. I enjoy browsing for things even if I cannot buy them yet.
5. I often visit shopping malls or markets just for something to do, rather than to buy something specific.

1. Noble, Griffith, and Adjei (2006) only used items #3, #4, and #5.

SCALE NAME: Shopping Identification

SCALE DESCRIPTION:

The scale is composed of five, five-point Likert-type items that measure the degree to which a person views shopping as an essential part of his/her self-concept. The scale was referred to as *Recreational Shopper Identity* scale by Guiry, Mägi, and Lutz (2006). While scores on the scale were shown to be strongly associated with recreational shopping activity, the items themselves are not specific to recreational shopping.

SCALE ORIGIN:

The scale was developed by Guiry, Mägi, and Lutz (2006). An initial set of 29 items was generated and pretested by a panel of judges for appropriateness in capturing the construct. Seventeen of the items survived that stage and were included in the main study. Subsequently, factor analysis revealed the set of items represented two factors. Given the authors' focus on identity issues, only the eight items strongly loading on that factor were examined via CFA. That led to 3 more items being deleted.

RELIABILITY:

Guiry, Mägi, and Lutz (2006) conducted two studies in developing the scale. Uses of the scale with the calibration and validation samples in Study 1 had alphas of .83 and .85, respectively. In Study 2, uses of the scale with a student sample and a parent sample resulted in alphas of .80 and .67, respectively.

VALIDITY:

In addition to the efforts described above (Origin section), Guiry, Mägi, and Lutz (2006) provided a variety of evidence in support of the scale's convergent, discriminant, and nomological validities.

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Mägi, Anne W. (2009), personal correspondence.

SCALE ITEMS:[1]

1. Shopping is important for my self-definition.
2. Shopping contributes to my self-esteem.
3. If I was not able to go shopping, I would feel that a part of me is missing.
4. Shopping affirms my values.
5. Shopping enables me to realize my aspirations.

---

1. A five-point agree/disagree response format was used by Guiry, Mägi, and Lutz (2006; Mägi 2009).

SCALE NAME: Shopping Motivation (Affiliation)

SCALE DESCRIPTION:

Three, seven point items are used to measure the degree to which a consumer's shopping motivation is due to the desire to affiliate with other people either directly (interacting with salespeople and friends) or indirectly (merely being around other shoppers).

SCALE ORIGIN:

The scale was developed by Westbrook and Black (1985) who wanted to develop a taxonomy of shoppers based upon their shopping motivations. The data confirmed the existence of seven types of shopping motivation.

RELIABILITY:

Westbrook and Black (1985) reported the construct reliability for the scale to be .666. In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five different types of stores with the alphas ranging from .72 (traditional mall) to .80 (category killer).

VALIDITY:

Factor analyses in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) revealed a seven factor solution for the hypothesized seven motivation types. Beyond that, no information regarding the validity of the individual scales was provided in the studies.

REFERENCES:

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

Westbrook, Robert A. and William C. Black (1985), "A Motivation-Based Shopper Typology," *Journal of Retailing*, 61 (1), 78-103.

SCALE ITEMS:[1]

1. Shopping alongside other customers who have similar tastes as mine.
2. Talking with salespeople and other shoppers who are interested in the same things as I am.
3. Shopping with friends as a social occasion.

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1. The extreme verbal anchors for the response scale used in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) were (1) *provides me no satisfaction at all* and (7) *provides me a great deal of satisfaction*.

SCALE NAME: Shopping Motivation (Anticipated Utility)

SCALE DESCRIPTION:

The scale is composed of three, seven point items that are intended to measure the degree to which a consumer's shopping motivation is due to the expectation of benefits (utilitarian and/or hedonic) that will be achieved by purchasing a product(s).

SCALE ORIGIN:

The scale was developed by Westbrook and Black (1985) who wanted to develop a taxonomy of shoppers based upon their shopping motivations. The data confirmed the existence of seven types of shopping motivation.

RELIABILITY:

Westbrook and Black (1985) reported the construct reliability for the scale to be .644. In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five different types of stores with the alphas ranging from .60 (traditional mall) to .71 (category killer).

VALIDITY:

Factor analyses in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) revealed a seven factor solution for the hypothesized seven motivation types. Beyond that, no information regarding the validity of the individual scales was provided in the studies.

REFERENCES:

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

Westbrook, Robert A. and William C. Black (1985), "A Motivation-Based Shopper Typology," *Journal of Retailing*, 61 (1), 78-103.

SCALE ITEMS:[1]

1. Shopping for a brand-new item to replace an older one.
2. Getting to create a new "image" for myself or my home.
3. Being one of the first to have the latest in new fashions or new products.

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1. The extreme verbal anchors for the response scale used in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) were (1) *provides me no satisfaction at all* and (7) *provides me a great deal of satisfaction*.

SCALE NAME: Shopping Motivation (Negative Feelings)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used in this scale to measure the degree to which a consumer identifies negative affect as the reason why he/she has purchased products.

SCALE ORIGIN:

The origin of the scale was not stated by Ridgway, Kukar-Kinney, and Monroe (2008). It seems to be original to them.

RELIABILITY:

The scale used by Ridgway, Kukar-Kinney, and Monroe (2008) had an alpha of .81 (n = 551).

VALIDITY:

Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine this scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index. There was a strong, positive correlation between the two measures as expected.

REFERENCES:

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:

1. Having a bad day can lead me to go on a buying spree.
2. I find that I buy the most when I am depressed.
3. If my self-esteem were higher, I would not buy as much.

SCALE NAME: Shopping Motivation (Role Enactment)

SCALE DESCRIPTION:

This scale has three, seven point items that are intended to measure the degree to which a consumer's shopping motivation is due to the desire to play the role of shopper for the family in a responsible manner.

SCALE ORIGIN:

The scale was developed by Westbrook and Black (1985) who wanted to develop a taxonomy of shoppers based upon their shopping motivations. The data confirmed the existence of seven types of shopping motivation.

RELIABILITY:

Westbrook and Black (1985) reported the construct reliability for the scale to be .69. In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five different types of stores with the alphas ranging from .73 (traditional mall) to .85 (non-local sample at an outlet mall).

VALIDITY:

Factor analyses in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) revealed a seven factor solution for the hypothesized seven motivation types. Beyond that, no information regarding the validity of the individual scales was provided in the studies.

REFERENCES:

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

Westbrook, Robert A. and William C. Black (1985), "A Motivation-Based Shopper Typology," *Journal of Retailing*, 61 (1), 78-103.

SCALE ITEMS:[1]

1. Careful shopping as a way to fulfill my responsibility to my family.
2. Hunting for and finding a real bargain.
3. Comparison shopping to find the best product for my money.

---

1. The extreme verbal anchors for the response scale used in both studies (Ganesh, Reynolds, and Luckett 2007; Westbrook and Black 1985) were (1) *provides me no satisfaction at all* and (7) *provides me a great deal of satisfaction*.

SCALE NAME: Shopping Orientation (Apathetic)

SCALE DESCRIPTION:

Three, five-point Likert-type items are used to measure the degree to which a consumer has little or no motivation to shop and/or look for bargains.

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on a subset of items from the 33 item "purchasing involvement" scale by Slama and Tashchian (1985). Ganesh, Reynolds, and Luckett (2007) borrowed two items in tact (#1 and #2) and added a third that seems to be inspired about others in the list (#3).

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five types of stores with the alphas ranging from .78 (an outlet mall with a non-local sample) to .86 (a category killer).

VALIDITY:

No information regarding the validity of the scale was provided by Ganesh, Reynolds, and Luckett (2007).

REFERENCES:

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

Slama, Mark E. and Armen Tashchian (1985), "Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement," *Journal of Marketing*, 49 (Winter), 72–82.

SCALE ITEMS:

1.   I have little or no interest in shopping.
2.   I am not interested in bargain seeking.
3.   I consider shopping a waste of time.

SCALE NAME: Shopping Orientation (Economic)

SCALE DESCRIPTION:

The scale assesses the extent to which a consumer expresses an economic motivation in selecting stores such that stores are shopped at based on the prices and deals they have.

SCALE ORIGIN:

Mägi (2003) said that she modified some shopping orientation scales developed by Laaksonen (1993).

RELIABILITY:

Alphas of .85 and .76 were reported for the versions of the scale used by Demoulin and Zidda (2009) and Mägi (2003), respectively.

VALIDITY:

No information about the scale's validity was reported by Mägi (2003). Demoulin and Zidda (2009) used CFA to provide evidence of the scale's convergent and discriminant validities.

COMMENTS:

See also a variation of this scale reported by Mägi and Julander (2005).

REFERENCES:

Demoulin, Nathalie T.M. and Pietro Zidda (2009), "Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market," *Journal of Retailing*, 85 (3), 391-405.

Laaksonen, Martti (1993), "Retail Patronage Dynamics: Learning about Daily Shopping Behavior in Contexts of Changing Retail Structures," *Journal of Business Research*, 28 (September-October), 3-174.

Mägi, Anne W. (2003), "Share of Wallet in Retailing: the Effects of Customer Satisfaction, Loyalty Cards and Shopper Characteristics," *Journal of Retailing*, 79 (2), 97-106.

Mägi, Anne W. and Claes-Robert Julander (2005), "Consumers' Store-Level Price Knowledge: Why Are Some Consumers More Knowledgeable Than Others?" *Journal of Retailing*, 81 (4), 319-329.

SCALE ITEMS:[1]

1. I choose to shop at the _____ store that has the best deals at the time.[2]
2. I compare what I get for my money in different stores.
3. You profit from comparing prices across stores.
4. I choose what store to go to on the basis of where I find what I need for the best prices.

---

1. The response scale anchors were not specified by Mägi (2003) but would appear to have been of the Likert-type, e.g., agree / disagree. Demoulin and Zidda (2009) used totally disagree / totally agree. Mägi (2003) used all four items with a ten-point scale whereas Demoulin and Zidda (2009) used #1, #2, and #4 with a five-point scale.
2. The name of the type of store being studied should be placed in the blank of item #1, e.g., grocery.

SCALE NAME: Shopping Orientation (Recreation)

SCALE DESCRIPTION:

The three-item, nine-point Likert-type scale is intended to measure the degree to which a consumer is motivated to shop for hedonic reasons (for fun) rather than for utilitarian reasons (merely to buy products). Kaltcheva and Weitz (2006) referred to the scale as *motivational orientation*. Although the scale stems they used with the items framed them for examining the motivation for a particular shopping incidence, rephrasing the stem could easily make the scale appropriate for measuring a consumer's longer term shopping orientation.

SCALE ORIGIN:

The scale is original to Kaltcheva and Weitz (2006).

RELIABILITY:

Alphas of .850 (Study 1) and .808 (Study 2) were reported for the scale by Kaltcheva and Weitz (2006).

VALIDITY:

Using two different methods of assessing discriminant validity, Kaltcheva and Weitz (2006) provided evidence in support of the scales (including this one) used in their studies.

REFERENCES:

Kaltcheva, Velitchka D. and Barton A. Weitz (2006), "When Should a Retailer Create an Exciting Store Environment?" *Journal of Marketing*, 70 (1), 107-118.

SCALE ITEMS:[1]

1.   to have fun.
2.   to get things done. (r)
3.   to be task focused. (r)
4.   to relieve boredom.

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1. The scale stem used by Kaltcheva and Weitz (2006) with these items in Study 1 was "On this shopping occasion, I would primarily want . . ." whereas the stem used in Study 2 was "In the store, I primarily wanted . . . ."

SCALE NAME: Shopping Orientation (Spatial Economic)

SCALE DESCRIPTION:

Five, five-point Likert-type items are used in this scale to measure the extent to which a consumer shops for low prices by comparing the deals available at stores at the same point in time. Gauri, Sudhir, and Talukdar (2008) referred to this scale as *spatial price search propensity*.

SCALE ORIGIN:

The scale was developed by Gauri, Sudhir, and Talukdar (2008) by combining items from several previous scales by Urbany et al. (1996) and Putrevu and Ratchford (1997). This same scale was used in a subsequent study by Talukdar (2008).

RELIABILITY:

The alphas for the scale have been .89 (Gauri, Sudhir, and Talukdar 2008) and .86 (Talukdar 2008).

VALIDITY:

No information about the scale's validity has been reported.

REFERENCES:

Gauri, Dinesh K., K. Sudhir, and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," *Journal of Marketing Research*, 45 (2), 226-240.

Putrevu, Sanjay and Brian T. Ratchford (1997), "A Model of Search Behavior with an Application to Grocery Shopping," *Journal of Retailing*, 73 (4), 463–86.

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

Urbany, Joel E., Peter R. Dickson, and Rosemary Kalapurakal (1996), "Price Search in the Retail Grocery Market," *Journal of Marketing*, 60 (April), 91-104.

SCALE ITEMS:

1.   I often compare the prices of two or more grocery stores.
2.   I decide each week where to shop for my groceries based upon store ads/fliers.
3.   I regularly shop the price specials at one store and then the price specials at another store.
4.   Before going grocery shopping I check the newspaper for advertisements by various supermarkets.
5.   To get the best price deals for my groceries I often shop at 2 or 3 different stores.

SCALE NAME: Shopping Orientation (Temporal Economic)

SCALE DESCRIPTION:

The scale is composed of five, five-point Likert-type items that measure the degree to which a consumer focuses his/her searches for low prices across time with a store, waiting to purchase later if need be to get a better deal. This is in contrast to searching across stores within a particular time period for low prices. Gauri, Sudhir, and Talukdar (2008) referred to the former as *temporal price search propensity* and to the latter as *spatial price search propensity*.

SCALE ORIGIN:

The scale was developed by Gauri, Sudhir, and Talukdar (2008). They generated some items using their conceptual framework then modified them based on interviews and a convenience sample of grocery shoppers. This same scale was used in a subsequent study by one of those authors (Talukdar 2008).

RELIABILITY:

The alphas for the scale have been .82 (Gauri, Sudhir, and Talukdar 2008) and .83 (Talukdar 2008).

VALIDITY:

No information about the scale's validity has been reported.

REFERENCES:

Gauri, Dinesh K., K. Sudhir, and Debabrata Talukdar (2008), "The Temporal and Spatial Dimensions of Price Search: Insights from Matching Household Survey and Purchase Data," *Journal of Marketing Research*, 45 (2), 226-240.

Talukdar, Debabrata (2008), "Cost of Being Poor: Retail Price and Consumer Price Search Differences across Inner-City and Suburban Neighborhoods," *Journal of Consumer Research*, 35 (3), 457-471.

SCALE ITEMS:

1.   I usually plan the timing of my shopping trip to a particular grocery store in such a way so as to get the best price deals offered at that store.
2.   There are times when I delay my shopping trip to wait for a better price deal.
3.   Although planned before making a shopping trip, I often do not buy some items if I think there will be a better deal shortly.
4.   I keep track of price specials offered for the grocery products at the stores I regularly buy from.
5.   To get the best price deals for my groceries I often buy the items I need over two or three trips.

SCALE NAME: Shopping Smart

SCALE DESCRIPTION:

This scale has four, five-point Likert-type items that are used to measure the degree to which a consumer places importance on making wise purchase decisions and is willing to put forth extra effort to do it.

SCALE ORIGIN:

The scale used by Ganesh, Reynolds, and Luckett (2007) was heavily based on a few items from the 33 item "purchasing involvement" scale by Slama and Tashchian (1985). Ganesh, Reynolds, and Luckett (2007) used three of those items, editing two a bit, and adding a fourth item from an unknown source.

RELIABILITY:

In the study by Ganesh, Reynolds, and Luckett (2007), the scale was used with five types of stores with the alphas ranging from .78 (an outlet mall with a non-local sample) to .84 (a category killer).

VALIDITY:

No information regarding the validity of the scale was provided by Ganesh, Reynolds, and Luckett (2007).

REFERENCES:

Ganesh, Jaishankar, Kristy E. Reynolds, and Michael G. Luckett (2007), "Retail Patronage Behavior and Shopper Typologies: A Replication and Extension Using a Multi-Format, Multi-Method Approach," *Journal of the Academy of Marketing Science*, 35 (3), 369-38.

Slama, Mark E and Armen Tashchian (1985), "Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement," *Journal of Marketing*, 49 (Winter), 72–82.

SCALE ITEMS:

1. I take great pride in being a smart shopper.
2. I am willing to spend extra time shopping to get the best possible prices on the goods I like.
3. It is important to me to be aware of all available alternatives before making a purchase.
4. I pay attention to advertisements of products I am interested in.

SCALE NAME: Shopping Value (Hedonic)

SCALE DESCRIPTION:

The scale is a eleven-item, five-point Likert-type measure of the degree to which a consumer views a recent shopping trip as having been an entertaining and emotionally-driven activity. The shopping was enjoyed as an end in itself rather than as just a means to an end (obtaining goods and services). A seven-item, Russian version of the scale was developed by Griffin, Babin, and Modianos (2000). Arnold and Reynolds (2009) used a five item subset of the scale.

SCALE ORIGIN:

The scale is original to Babin, Darden, and Griffin (1994). The study approached the scale development process methodically with a concern about grounding the scales in theory as well as providing evidence of their psychometric quality.

A literature review, personal interviews, and focus group sessions were used to generate 71 items for this scale and a complimentary one (#454). Three experts were provided definitions of the constructs and asked to sort the items into one of three groups: hedonic, utilitarian, and other. Forty-eight items were agreed upon by all three judges. Five more were agreed upon by two judges and with further discussion they were retained for the next stage of analysis.

Data from a sample of 125 undergraduate students were used to purify the scales. The scales showed evidence of unidimensionality, reliability, as well as discriminant and convergent validity. Further testing was conducted to continue the validation process with a more diverse sample as discussed below.

RELIABILITY:

An alpha of .91 (n = 118) was reported for the scale by Babin and Darden (1995). The construct reliability was .91 and variance extracted was .48. An alpha of .93 (n = 404) was reported for the scale as used by Babin, Darden, and Griffin (1994) and the item-total correlations ranged from .67 to .80. Griffin, Babin, and Modianos (2000) used the scale to compare U.S. (n = 386) and Russian (n = 128) shoppers. The alpha in both applications was .86 but a reduced, seven-item version was used with the Russian shoppers.

Arnold and Reynolds (2009) reported an alpha of .89 for the version of the scale they used.

VALIDITY:

The results of a confirmatory factor analysis supported the measurement model in both studies (Babin and Darden 1995; Babin, Darden, and Griffin 1994). This provides some limited evidence of the scale's unidimensionality as well as its convergent and discriminant validities. To investigate the scale's nomological validity, the Shopping Value (Hedonic) scale was correlated with other scales with which it was theorized to be related (Babin, Darden, and Griffin 1994). In general, the pattern of expectations was confirmed.

The Griffin, Babin, and Modianos (2000) study used a subset of the U.S. data reported previously in Babin, Darden, and Griffin (1994), thus, the validity was the same as described above. The Russian sample was somewhat different. The fit of the two-factor model was not good until four of the hedonic items were eliminated. With that modification, further examination of the scale was conducted to assess its cross-national validation. The authors' concluded that their data supported partial though not full measurement invariance.

In their Study 2, Arnold and Reynolds (2009) used a series of CFAs to help purify their measures. Ultimately, the measurement model was estimated for the latent constructs and found to have a satisfactory fit. Evidence of this scale's convergent and discriminant validity was found. This scale's AVE was .68.

COMMENTS:

Note that this scale was constructed such that items are responded to after a shopping trip and refer specifically to that shopping trip. If there is interest in measuring a consumer's shopping orientation as a pattern followed over

a longer period of time then another scale would have to be used (e.g., #446) or this one would have to be modified and retested.

See also Campo, Gijsbrechts, and Nisol (2000) as well as Wang et al. (2007).

REFERENCES:

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (3), 308-320.

Babin, Barry J. and William R. Darden (1995), "Consumer Self-Regulation in a Retail Environment," *Journal of Retailing*, 71 (1), 47-70.

Babin, Barry J., William R. Darden, and Mitch Griffin (1994), "Work and /or Fun: Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, 20 (March), 644-656.

Campo, Katia, Els Gijsbrechts, and Patricia Nisol (2000), "Towards Understanding Consumer Response to Stock-Outs," *Journal of Retailing*, 79 (2), 219-242.

Griffin, Mitch, Barry J. Babin, and Doan Modianos (2000), "Shopping Values of Russian Consumers: The Impact of Habituation in a Developing Economy," *Journal of Retailing*, 76 (1), 33-52.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

SCALE ITEMS:[1]

1. This shopping trip was truly a joy.
2. I continued to shop, not because I had to, but because I wanted to.
3. This shopping trip truly felt like an escape.
4. Compared to other things I could have done, the time spent shopping was truly enjoyable.
5. I enjoyed being immersed in exciting new products.
6. I enjoy this shopping trip for its own sake, not just for the items I may have purchased.
7. I had a good time because I was able to act on the "spur of the moment."
8. During the trip, I felt the excitement of the hunt.
9. While shopping, I was able to forget my problems.
10. While shopping, I felt a sense of adventure.
11. This shopping trip was not a very nice time out. (r)

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1. Each of the studies used the full scale with their American samples. The Russian version of the scale used by Griffin, Babin, and Modianos (2000) did not ultimately include items 3, 5, 7, and 9. Arnold and Reynolds (2009) used items 1, 2, 4, 6, and 8.

SCALE NAME: Shopping Value (Utilitarian)

SCALE DESCRIPTION:

The scale is a four-item, five-point Likert-type measure of the degree to which a consumer agrees that a recent shopping trip allowed him/her to accomplish what was wanted (purchase of the items sought). The scale is supposed to tap into the view that shopping is primarily a means to an end (obtaining goods and services) rather than being enjoyed as an end in itself.

SCALE ORIGIN:

The scale is original to Babin, Darden, and Griffin (1994). The study approached the scale development process methodically with a concern about grounding the scales in theory as well as providing evidence of their psychometric quality.

A literature review, personal interviews, and focus group sessions were used to generate 71 items for this scale and a complimentary one (#453). Three experts were provided definitions of the constructs and asked to sort the items into one of three groups: hedonic, utilitarian, and other. Forty-eight items were agreed upon by all three judges. Five more were agreed upon by two judges and with further discussion were retained for the next stage of analysis.

Data from a sample of 125 undergraduate students were used to purify the scales. The scales showed evidence of unidimensionality, reliability, as well as discriminant and convergent validity. Further testing was conducted to continue the validation process with a more diverse sample as discussed below.

A Russian version of the scale was developed by Griffin, Babin, and Modianos (2000). Translation equivalence was tested using the back-translation method.

RELIABILITY:

An alpha of .76 (n = 118) was reported for the scale by Babin and Darden (1995). The construct reliability was .76 and variance extracted was .45. An alpha of .80 (n = 404) was reported for the scale as used by Babin, Darden, and Griffin (1994) and the item-total correlations ranged from .54 to .64. Griffin, Babin, and Modianos (2000) used the scale to compare U.S. (n = 386) and Russian (n = 128) shoppers. The alphas were reported to be .80 (U.S.) and .91 (Russian).

VALIDITY:

The results of a confirmatory factor analysis supported the measurement model in both studies (Babin and Darden 1995; Babin, Darden, and Griffin 1994). This provides some limited evidence of the scale's unidimensionality as well as its convergent and discriminant validities. To investigate the scale's nomological validity, the Shopping Value (Utilitarian) scale was correlated with other scales with which it was theorized to be related. In general, the pattern of expectations was confirmed.

The Griffin, Babin, and Modianos (2000) study used a subset of the U.S. data reported previously in Babin, Darden, and Griffin (1994), thus, the validity was the same as described above. The Russian sample was somewhat different. The fit of the two-factor model was not good until four of the hedonic items were eliminated; the loadings of the utilitarian component were acceptable. Along with the modified version of the hedonic component, further examination of the scale was conducted to assess its cross-national validation. The authors' concluded that their data supported partial though not full measurement invariance.

COMMENTS:

Note that this scale was constructed such that items are responded to after a shopping trip and refer specifically to that shopping trip. If there is interest in measuring a consumer's shopping orientation as a pattern followed over a longer period of time then another scale would have to be used (e.g., #446) or this one would have to be modified and retested.

See Wang et al. (2007) application to a website.

REFERENCES:

Babin, Barry J. and William R. Darden (1995), "Consumer Self-Regulation in a Retail Environment," *Journal of Retailing*, 71 (1), 47-70.

Babin, Barry J., William R. Darden, and Mitch Griffin (1994), "Work and /or Fun: Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, 20 (March), 644-656.

Griffin, Mitch, Barry J. Babin, and Doan Modianos (2000), "Shopping Values of Russian Consumers: The Impact of Habituation in a Developing Economy," *Journal of Retailing*, 76 (1), 33-52.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

SCALE ITEMS:

1. I accomplished just what I wanted to on this shopping trip.
2. I couldn't buy what I really needed. (r)
3. While shopping, I found just the item(s) I was looking for.
4.   I was disappointed because I had to go to another store(s) to complete my shopping. (r).

SCALE NAME: Similarity to Others in a Group

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that are intended to measure the degree to which a person believes that a group of people who he/she has interacted with made him/her feel like they all had something in common. As used by Van Dolen, Dabholkar, and Ruyter (2007), respondents were evaluating a chat-based service they had experienced that was for gathering information about investment funds from other customers and a financial advisor.

SCALE ORIGIN:

The items used by Van Dolen, Dabholkar, and Ruyter (2007) were adapted from some created by Burgoon and Hale (1987). As used by the latter, the items were not part of the same scale.

RELIABILITY:

An alpha of .85 was reported for the scale by Van Dolen, Dabholkar, and Ruyter (2007).

VALIDITY:

Although the particular details regarding this scale were not provided by Van Dolen, Dabholkar, and Ruyter (2007), the authors stated in general terms that use of CFA provided evidence of convergent and discriminant validity for all of their scales.

REFERENCES:

Burgoon, Judee K. and Jerold L. Hale (1987), "Validation and Measurement of the Fundamental Themes of Relational Communication," *Communication Monographs*, 54 (March), 19-41.

Van Dolen, Willemijn M., Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*, 83 (3), 339-358.

SCALE ITEMS:

1. The group was different than me. (r)
2. The group made me feel we had a lot in common.
3. The group made me feel they were similar to me.

SCALE NAME: Situation-Specific Thinking Style (Experiential)

SCALE DESCRIPTION:

This scale uses ten, five point Likert-like items to assess how much a person who has recently engaged in a certain task describes his/her processing of information as being conducted quickly, almost effortlessly, and depending heavily on affect.

SCALE ORIGIN:

The scale and a companion (Rational Situation-Specific Thinking Style) were carefully constructed by Novak and Hoffman (2009). They based their work on the dual process view of information processing, particularly the work of Epstein (e.g., 1973, 2003). Reporting the results of six studies, Novak and Hoffman (2009) created the scales, purified them, and provided support for their validity.

RELIABILITY:

Evidence of the scale's internal consistency was provided by Novak and Hoffman (2009) in three of the studies, with the alphas ranging from .87 in Study 1 (n = 602) to .904 in Studies 2 and 3 (n = 865).

VALIDITY:

Some sense of the dimensionality of the two Situation-Specific Thinking Style scales was provided in Studies 1 and 2 using EFA and an oblique solution. A two factor solution was also found in Study 2 using a more rigorous analysis (CFA). The results of Study 3 are useful in understanding the scales' concurrent and nomological validities. (Studies 4, 5, and 6 were not presented as efforts to validate the scales but rather demonstrated their usefulness in studying consumer activities that were not performance based.)

REFERENCES:

Epstein, Seymour (1973), "The Self-Concept Revisited, or a Theory of a Theory," *American Psychologist*, 28 (5), 404–16.

Epstein, Seymour (2003), "Cognitive-Experiential Self-Theory," in *Comprehensive Handbook of Psychology*, V. 5, Personality and Social Psychology, ed. Theodore Millon, Melvin J. Lerner, and Irving B. Weiner, New York: Wiley, Ch. 7.

Novak, Thomas P. and Donna L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (1), 56-72.

SCALE ITEMS:[1]

1. I used my gut feelings.
2. I went by what felt good to me.
3. I trusted my hunches.
4. I relied on my sense of intuition.
5. I relied on my first impressions.
6. I used my instincts.
7. I used my heart as a guide for my actions.
8. I had flashes of insight.
9. Ideas just popped into my head.
10. I used free-association, where one idea leads to the next.

---

1. The verbal anchors used by Novak and Hoffman (2009) were *definitely false* (1), *mostly false* (2), *undecided or equally true and false* (3), *mostly true* (4), and *definitely true* (5).

SCALE NAME: Situation-Specific Thinking Style (Rational)

SCALE DESCRIPTION:

Ten, five point Likert-like items are used in this scale to measure the degree to which a person who has recently engaged in a certain task describes his/her processing of information to have been done in a logical, rule-based manner.

SCALE ORIGIN:

The scale and a companion (Experiential Situation-Specific Thinking Style) were carefully constructed by Novak and Hoffman (2009). They based their work on the dual process view of information processing, particularly the work of Epstein (e.g., 1973, 2003). Reporting the results of six studies, Novak and Hoffman (2009) created the scales, purified them, and provided support for their validity.

RELIABILITY:

Evidence of the scale's internal consistency was provided by Novak and Hoffman (2009) in three of the studies, with the alphas ranging from .90 in Study 1 (n = 602) to .918 in Study 3 (n = 865).

VALIDITY:

Some sense of the two Situation-Specific Thinking Style scales' dimensionality was provided in Studies 1 and 2 using EFA and an oblique solution. Study 2 also confirmed the two factor solution with a more rigorous analysis (CFA). The results of Study 3 are useful in understanding the scales' concurrent and nomological validities. (Studies 4, 5, and 6 were not presented as efforts to validate the scales but rather demonstrated their usefulness in studying consumer activities that were not performance based.)

REFERENCES:

Epstein, Seymour (1973), "The Self-Concept Revisited, or a Theory of a Theory," *American Psychologist*, 28 (5), 404–16.

Epstein, Seymour (2003), "Cognitive-Experiential Self-Theory," in *Comprehensive Handbook of Psychology*, V. 5, Personality and Social Psychology, ed. Theodore Millon, Melvin J. Lerner, and Irving B. Weiner, New York: Wiley, Ch. 7.

Novak, Thomas P. and Donna L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (1), 56-72.

SCALE ITEMS:[1]

1. I reasoned things out carefully.
2. I tackled this task systematically.
3. I figured things out logically.
4. I approached this task analytically.
5. I was very focused on the steps involved in doing this task.
6. I applied precise rules to deduce the answers.
7. I was very focused on what I was doing to arrive at the answers.
8. I was very aware of my thinking process.
9. I arrived at my answers by carefully assessing the information in front of me.
10. I used clear rules.

---

1. The verbal anchors used by Novak and Hoffman (2009) were *definitely false* (1), *mostly false* (2), *undecided or equally true and false* (3), *mostly true* (4), and *definitely true* (5).

SCALE NAME: Skepticism of Claim

SCALE DESCRIPTION:

The scale is composed of four statements with a seven-point Likert-type response format and is intended to measure the degree to which a person is doubtful that a claim by a marketer is true.

SCALE ORIGIN:

Although Biswas, Dutta, and Pullig (2006) drew some ideas and wording from a scale by Mohr, Eroglu, and Ellen (1998), the scale as a whole is original to them.

RELIABILITY:

An alpha of .90 was reported for the scale by Biswas, Dutta, and Pullig (2006).

VALIDITY:

Biswas, Dutta, and Pullig (2006) did not provide any information regarding the scale's validity.

REFERENCES:

Biswas, Abhijit, Sujay Dutta, and Chris Pullig (2006), "Low Price Guarantees as Signals of Lowest Price: The Moderating Role of Perceived Price Dispersion," *Journal of Retailing*, 82 (3), 245-257.

Mohr, Lois A., Dogan Eroglu, and Pam Scholder Ellen (1998), "The Development and Testing of a Measure of Skepticism toward Environmental Claims in Marketers' Communications," *The Journal of Consumer Affairs*, 32 (1), 30–55.

SCALE ITEMS:[1]

1. I think that _____ is telling the truth when it says that it is offering a low price for the _____. (r)
2. I am skeptical that _____ is truthful about the claim that it is offering a low price on the _____.
3. I think that _____ is not honest about the claim that it is offering a low price on the _____.
4. I think that _____ is insincere in its claim that it is offering a low price on the _____.

---

1. The first blank in each item should be filled with a word or phrase identifying the marketer either generically ("the retailer") or specifically ("Sears"). Likewise, the second blank should be filled with either the generic or specific name of the focal product.

SCALE NAME: Skepticism Toward Price Information in Ad

SCALE DESCRIPTION:

Seven, seven-point Likert-type items are used to measure the degree to which a person believes that an advertisement contains price information that is not correct and, in fact, the retailer is intentionally trying to deceive consumers.

SCALE ORIGIN:

Krishnan, Biswas, and Netemeyer (2006) adapted concepts and phrases from items developed by Mohr, Eroglu, and Ellen (1998) but the former did not use the latter's skepticism scale.

RELIABILITY:

Krishnan, Biswas, and Netemeyer (2006) reported that the scale had a Cronbach's alpha of 0.90.

VALIDITY:

No explicit testing of the scale's validity was reported by Krishnan, Biswas, and Netemeyer (2006). However, to the extent that the scale was successfully used to confirm an assumption made by the authors, a modicum of support for the scale's nomological validity was provided.

REFERENCES:

Krishnan, Balaji C., Abhijit Biswas, and Richard G. Netemeyer (2006), "Semantic Cues in Reference Price Advertisements: The Moderating Role of Cue Concreteness," *Journal of Retailing*, 82 (2), 95-104.

Mohr, Lois A., Dogan Eroglu and Pam Scholder Ellen (1998), "The Development and Testing of a Measure of Skepticism towards Environmental Claims in Marketers' Communications," *Journal of Consumer Affairs*, 32 (Summer), 30–55.

SCALE ITEMS:[1]

1. I think that the retailer is making a false claim that it is offering a low price on the _____.
2. I think that the retailer is insincere in its claim that it is offering a low price on the _____.
3. The discount offered is likely to be true. (r)
4. I am skeptical of the accuracy of the discount offered.
5. The discount claim is exaggerated.
6. I would only believe the price claim if I could verify it.
7. The price discount is intended to mislead.

---

1. The generic name of the product should be placed in the blanks. Krishnan, Biswas, and Netemeyer (2006) used "digital camera."

SCALE NAME: Sleekness

SCALE DESCRIPTION:

The scale is composed of four bi-polar adjectives that are intended to measure the degree to which a person describes an object as being streamlined and rarefied rather than raw and rugged.

SCALE ORIGIN:

The source of the scale was not identified by Meyers-Levy and Zhu (2007) but it appears to have been developed by them for their study.

RELIABILITY:

An alpha of .74 was reported for the scale (Meyers-Levy and Zhu 2007).

VALIDITY:

No information regarding the scale's validity was provided by Meyers-Levy and Zhu (2007).

REFERENCES:

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use," *Journal of Consumer Research*, 34 (2), 174-186.

SCALE ITEMS:

1. rough / sleek
2. crude / polished
3. coarse / refined
4. organic / cultivated

SCALE NAME: Smoking Intention

SCALE DESCRIPTION:

Three, five point statements are used to measure the degree to which a person expresses the possibility of smoking, even a little bit, in the unspecified future.

SCALE ORIGIN:

No information about the scale's source was provided by Pechmann et al. (2003) but it would appear to be original to them.

RELIABILITY:

The construct reliability was reported by Pechmann et al. (2003) to be .94. When used by Zhao and Pechmann (2007), an alpha of .86 was reported for the scale.

VALIDITY:

Based on the CFA, evidence was provided by Pechmann et al. (2003) in support of the scale's convergent and discriminant validities. The scale's AVE was .85.

REFERENCES:

Pechmann, Cornelia, Guangzhi Zhao, Marvin E. Goldberg and Ellen Thomas Reibling (2003), "What to Convey in Antismoking Advertisements for Adolescents: The Use of Protection Motivation Theory to Identify Effective Message Themes," *Journal of Marketing*, 67 (April), 1-18.

Zhao, Guangzhi and Cornelia Pechmann (2007), "The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns," *Journal of Marketing Research*, 44 (4), 671-687.

SCALE ITEMS:[1]

1. In the future, you might smoke one puff or more of a cigarette.
2. You might try out cigarette smoking for a while.
3. If one of your best friends were to offer you a cigarette, you would smoke it.

---

1. The scale anchors used by Pechmann et al. (2003; Zhao and Pechmann 2007) were *definitely yes* and *definitely not*.

SCALE NAME: Smoking-Related Benefits (Appearance)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-like items that are intended to measure the degree to which a person's believes that smoking has a positive effect on the way he/she looks.

SCALE ORIGIN:

The scale appears to have been developed by Kim (2006) although some inspiration was received from scales by Dalton et al. (1999) and Pechmann and Shih (1999).

RELIABILITY:

An alpha of .78 was reported for the scale by Kim (2006).

VALIDITY:

No evidence bearing on the scale's validity was provided by Kim (2006).

REFERENCES:

Dalton, Madeline A., James D. Sargent, Michael L. Beach, Amy M. Bernhardt, and Marguerite Stevens (1999), "Positive and Negative Outcome Expectations of Smoking: Implications for Prevention," *Preventive Medicine*, 29 (6), 460–465.

Kim, Yeung-Jo (2006), "The Role of Regulatory Focus In Message Framing In Anti-smoking Advertisements for Adolescents," *Journal of Advertising*, 35 (Spring), 143-151.

Pechmann, Cornelia and Chuan-Fong Shih (1999), "Smoking Scenes in Movies and Antismoking Advertisements Before Movies: Effects on Youth," *Journal of Marketing*, 63 (July), 1-13.

SCALE ITEMS:[1]

Smoking make me feel:

1. good
2. confident
3. grown-up

---

1. The anchors for the response scale ranged from *definitely no* (1) to *definitely yes* (7).

SCALE NAME: Smoking-Related Benefits (Pharmacological)

SCALE DESCRIPTION:

Three statements with a seven-point Likert-like response format are used to measure a person's belief that smoking has a calming effect on him/her.

SCALE ORIGIN:

The scale appears to have been developed by Kim (2006) although some inspiration was received from scales by Dalton et al. (1999) and Pechmann and Shih (1999).

RELIABILITY:

An alpha of .85 was reported for the scale by Kim (2006).

VALIDITY:

No evidence bearing on the scale's validity was provided by Kim (2006).

REFERENCES:

Dalton, Madeline A., James D. Sargent, Michael L. Beach, Amy M. Bernhardt, and Marguerite Stevens (1999), "Positive and Negative Outcome Expectations of Smoking: Implications for Prevention," *Preventive Medicine*, 29 (6), 460–465.

Kim, Yeung-Jo (2006), "The Role of Regulatory Focus In Message Framing In Anti-smoking Advertisements for Adolescents," *Journal of Advertising*, 35 (Spring), 143-151.

Pechmann, Cornelia and Chuan-Fong Shih (1999), "Smoking Scenes in Movies and Antismoking Advertisements Before Movies: Effects on Youth," *Journal of Marketing*, 63 (July), 1-13.

SCALE ITEMS:[1]

Smoking makes me feel:

1. less stressed
2. content
3. less tense

---

1. The anchors for the response scale ranged from *definitely no* (1) to *definitely yes* (7).

SCALE NAME: Social Comparison Tendency

SCALE DESCRIPTION:

The scale is composed of five, seven-point Likert-type statements intended to measure the tendency to compare one's self to people in ads or to friends as a way to determine how to look.

SCALE ORIGIN:

The items used by Micu, Coulter, and Price (2009) were adapted from items originally used by Richins (1991). The sample used by Micu, Coulter, and Price (2009) was approximately 194 Romanian women between the ages of 18 and 24. The scale was translated into Romanian as was the rest of questionnaire.

RELIABILITY:

Micu, Coulter, and Price (2009) reported the scale to have an alpha of .69. Possibly, its alpha is lowered by item #5 which refers to friends whereas the others refer to ads.

VALIDITY:

No information of the scale's validity was reported by Micu, Coulter, and Price (2009).

REFERENCES:

Micu, Camelia C., Robin A. Coulter, and Linda L. Price (2009), "How Product Trial Alters the Effects of Model Attractiveness," *Journal of Advertising*, 38 (2), 69-81.

Richins, L. Marsha (1991), "Social Comparison and Idealized Images of Advertising," *Journal of Consumer Research*, 18 (June), 71–83.

SCALE ITEMS:[1]

1.   When I see models in _____ ads, I think about how well or how badly I look compared to the models.
2.   Ads for _____ make me feel dissatisfied with the way I look.
3.   When getting ready for a special occasion or buying _____, I look at ads to give me ideas about how I should look.
4.   I have wished that I looked more like models in _____ advertisements.
5.   When getting ready for a special occasion or buying _____, I look to friends to get an idea about how I should look.

---

1. The name of a product category being studied can be place in the blanks. Micu, Coulter, and Price (2009) used the word "cosmetics." Alternatively, the blanks can be dropped if the purpose is to assess social comparison in a more general sense , without regard to a particular product category.

SCALE NAME: Social Exchange Control

SCALE DESCRIPTION:

Seven, seven-point Likert-type items are used in this scale to measure the extent to which a person engages in behaviors to manage the quantity and quality of information exchanged in conversations with others. The scale was called *information control* by Mittal, Huppertz, and Khare (2008).

SCALE ORIGIN:

The scale was developed by Mittal, Huppertz, and Khare (2008) based on verbal protocols and qualitative interviews. From this, ten items were generated and examined in a pretest. Factor analysis was used in at least a couple of studies to reduce the number to seven.

RELIABILITY:

The alpha for the scale as used in Study 1 by Mittal, Huppertz, and Khare (2008) was .78.

VALIDITY:

Mittal, Huppertz, and Khare (2008) provided evidence in support of the scale's discriminant validity.

COMMENTS:

A six-item variation of the scale was used in Study 2. It is not clear why some items were the same as in the version used in Study 1 while others were completely different.

REFERENCES:

Mittal, Vikas, John W. Huppertz, and Adwait Khare (2008), "Customer Complaining: The Role of Tie Strength and Information Control," *Journal of Retailing*, 84 (2), 195-204.

SCALE ITEMS:[1]

1. In class, I always ask questions to clarify my doubts.
2. In class, I never hesitate to ask questions to my instructors.
3. A person should have control on the flow of information in any conversation.
4. In a restaurant, I always ask the waiter a lot of questions about the menu.
5. Asking questions gives me a feeling of being in control.
6. In the past, I have often called 1–800 numbers to seek clarifications about products I have purchased.
7. If I don't understand something in class, I don't feel shy asking for clarification.

---

1. The opening phrase for the first two items was used by Mittal, Huppertz, and Khare (2008) with their college student sample but the phrase will need to be changed or deleted for use with non-student samples.

SCALE NAME: Socializing Shopping Motivation

SCALE DESCRIPTION:

This is a three item, five-point Likert-type scale that measures the degree to which a person is motivated to observe and interact with other people when shopping.

SCALE ORIGIN:

The scale was developed by Noble, Griffith, and Adjei (2006).

RELIABILITY:

An alpha of .71 was reported by Noble, Griffith, and Adjei (2006) for their scale. Composite reliabilities of .70 and .71 were reported for males and females, respectively.

VALIDITY:

Using confirmatory factor analysis, Noble, Griffith, and Adjei (2006) provided a variety of evidence in support of their scale's validity.

REFERENCES:

Noble, Stephanie M., David A. Griffith, and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motives," *Journal of Retailing*, 82 (3), 177-188.

SCALE ITEMS:

1. I enjoy watching other people when I go shopping.
2. I enjoy interacting with others when I am shopping.
3. I miss the experience of interacting with people when shopping through an in-home method.

SCALE NAME: Socialness of the Object

SCALE DESCRIPTION:

Five, seven-point items are used to describe how "social" an object is. While the scale appears to be amenable for use with reference to a person, it was made for use with a website, thus, it may make most sense when used with non-human objects that are intended to have human-like social qualities such as interactivity and politeness.

SCALE ORIGIN:

Wang et al. (2007) developed the scale by adapting items from several previous social response studies (McMillan and Hwang 2002; Nass, Fogg, and Moon 1996; Steuer and Nass 1993).

RELIABILITY:

Alphas of .79 (convenience sample of 337 college students) and .94 (250 randomly selected people from a national online panel) were reported for the scale as used in Study 1 and Study 2, respectively (Wang et al. 2007).

VALIDITY:

Although the validity of this scale was not specifically discussed by Wang et al. (2007), the authors ran confirmatory factor analysis in both studies. There was evidence is support of the scale's unidimensionality as well as its convergent and discriminant validities.

REFERENCES:

McMillan, Sally J. and Jang-Sun Hwang (2002), "Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity," *Journal of Advertising*, 31 (3), 29–42.

Nass, Clifford, B.J. Fogg, and Youngme Moon (1996), "Can Computers Be Teammates?" *International Journal of Human-Computer Studies*, 45 (6), 669–78.

Steuer, Jonathan and Clifford Nass (1993), "Voices, Boxes, and Sources of Messages Computers and Social Actors," *Human Communication Research*, 19 (4), 504–527.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

SCALE ITEMS:[1]

1. helpful
2. intelligent
3. polite
4. informative
5. interactive

---

1. The verbal anchors for the response scale were not identified by Wang et al. (2007) except to say they assessed how well the items described a website.

SCALE NAME: Sophistication

SCALE DESCRIPTION:

Three, seven-point semantic differentials are used in this scale to measure the degree to which an object is viewed as being classy and urbane rather than common and uncultured.

SCALE ORIGIN:

The source of the scale was not stated by Krishna and Ahluwalia (2008) but it appears to have been developed by them for their study.

RELIABILITY:

The scale's alpha was .80 (Krishna and Ahluwalia 2008).

VALIDITY:

No information about the scale's validity was provided by Krishna and Ahluwalia (2008).

REFERENCES:

Krishna, Aradhna and Rohini Ahluwalia (2008), "Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms," *Journal of Consumer Research*, 35 (4), 692-705.

SCALE ITEMS:

1. rural / cosmopolitan
2. middle class / upper class
3. local / global

SCALE NAME: Sophistication

SCALE DESCRIPTION:

The scale has four, nine-point bi-polar adjectives that measure how much a person views an object as having a personality-like image characterized by traits related to social superiority and attractiveness.

SCALE ORIGIN:

The items are bi-polar versions of the uni-polar items created by Aaker (1997) for the measurement of a dimension of brand-personality. Not only did Wentzel (2009) use the scale to measure a dimension of brand personality but he also used it to measure the sophistication of an employee as well as the sophistication of an activity (coaching a soccer team).

RELIABILITY:

The following alphas were reported by Wentzel (2009) for the scale: .81 and .89 (sophistication of brand before and after exposure to a role-playing scenario, respectively), .93 (sophistication of employee), and .80 (sophistication of coaching a soccer team).

VALIDITY:

Wentzel (2009) did not provide any information regarding the scale's validity.

REFERENCES:

Aaker, Jennifer L. (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.

Wentzel, Daniel (2009), "The Effect of Employee Behavior on Brand Personality Impressions and Brand Attitudes," *Journal of Academy of Marketing Science*, 37 (3), 359-374.

SCALE ITEMS:

1. not upper class / upper class
2. not good looking / good looking
3. not charming / charming
4. not glamorous / glamorous

SCALE NAME: Special Treatment from the Company

SCALE DESCRIPTION:

Using four, seven-point items, the scale measures the degree to which a person believes there are benefits to being a customer of a company that come in the form of preferential treatment.

SCALE ORIGIN:

Wagner, Hennig-Thurau, and Rudolph (2009) developed the scale based upon inspiration from previous studies that examined this construct.

RELIABILITY:

The construct reliability for the scale was .90 (Wagner, Hennig-Thurau, and Rudolph 2009).

VALIDITY:

Wagner, Hennig-Thurau, and Rudolph (2009) used confirmatory factor analysis to provide evidence of the convergent and discriminant validity for all of their scales. The AVE for special treatment was .69.

REFERENCES:

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), "Does Customer Demotion Jeopardize Loyalty?" *Journal of Marketing*, 73 (3), 69-85.

SCALE ITEMS:

1. Being a customer of this company makes me feel privileged compared to others.
2. Being a customer of this company makes me feel special compared to others.
3. Because I am a customer of this company, others look up to me.
4. Being a customer of this company makes me demonstrate greater success than others.

SCALE NAME: Spendthrift-Tightwad

SCALE DESCRIPTION:

This scale is composed of four items that are intended to measure a consumer's tendency to experience psychological discomfort ("pain") when making or anticipating purchases. Low scorers on the scale are viewed as "tightwads" who experience too much pain with regard to spending money with the result that they spend less than they otherwise would think is ideal. High scorers are viewed as "spendthrifts" who experience too little pain with spending and typically buy more than they would ideally like to.

SCALE ORIGIN:

The scale used and validated by Rick, Cryder, and Loewenstein (2008) is a subset of the many items used by Prelec, Loewenstein, and Zellermayer (1997) to distinguish between "tightwadism" and "spendthriftiness." Rick, Cryder, and Loewenstein (2008, p. 769) say that they choose four of the items to use in their scale based upon the "face validity" of the statements to express a difference between one's normal spending habits and one's desired spending habits. The article presents the results of several studies using the scale that provide support for its reliability, unidimensionality, and validity.

RELIABILITY:

An alpha of .75 was reported for the scale by Rick, Cryder, and Loewenstein (2008). Additionally, they tested the stability of the scale over various periods of time. Specifically, the test-retest correlations were: .83 when administrations had a mean separation of 78 days; .70 when administrations had a mean separation of 241 days; and, .72 when administrations had a mean separation of 443 days.

VALIDITY:

Besides showing that the items formed a unidimensional scale, Rick, Cryder, and Loewenstein (2008) provided a considerable amount of evidence in support of the scale's discriminant validity. In particular, the scale was found to be related to but distinct from frugality (Lastovicka et al. 1999). Further, no significant correlation was found between the scale and two measures of socially desirable responding.

REFERENCES:

Lastovicka, John L., Lance A. Bettencourt, Rene´e S. Hughner, and Ronald J. Kuntze (1999), "Lifestyle of the Tight and Frugal: Theory and Measurement," *Journal of Consumer Research*, 26 (June), 85–98.

Prelec, Drazen, George Loewenstein, and Ofer Zellermayer (1997), "Closet Tightwads: Compulsive Reluctance to Spend," paper presented at the Association for Consumer Research Conference, Denver.

Rick, Scott I., Cynthia E. Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

Rick, Scott I. (2010), personal correspondence.

SCALE ITEMS:[1]

1. Which of the following descriptions fits you better? *Tightwad / Spendthrift*

2. Some people have trouble limiting their spending: they often spend money—for example on clothes, meals, vacations, phone calls—when they would do better not to. Other people have trouble spending money. Perhaps because spending money makes them anxious, they often don't spend money on things they should spend it on.[2]

    a. How well does the first description fit you? That is, do you have trouble limiting your spending?

    b. How well does the second description fit you? That is, do you have trouble spending money?

3. Following is a scenario describing the behavior of two shoppers. After reading about each shopper, please

answer the question that follows. Mr. A is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. A sees that the store has a "one-day-only-sale" where everything is priced 10-60% off. He realizes he doesn't need anything, yet can't resist and ends up spending almost $100 on stuff. Mr. B is accompanying a good friend who is on a shopping spree at a local mall. When they enter a large department store, Mr. B sees that the store has a "one-day-only-sale" where everything is priced 10-60% off. He figures he can get great deals on many items that he needs, yet the thought of spending the money keeps him from buying the stuff. In terms of your own behavior, who are you more similar to, Mr. A or Mr. B? *Mr. A / Mr. B*

---

1. Item #1 used an 11 point response scale while the other three items used five-point scales. Scores for 2b and 3 should be reverse-scored. Simple summated scores are calculated from these items. This means that the score from item #1 weights the total score more than any of the other three. That was intentional because the author's consistently found in pre-tests that it was more predictive of a range of dependent variables than the other items(Rick 2010).
2. The verbal anchors for these two items are *Never* (1), *Rarely* (2), *Sometimes* (3), *Often* (4), and *Always* (5)

SCALE NAME: Spontaneity of the Activity

SCALE DESCRIPTION:

Five, six-point Likert-type items are used to measure the degree to which a person describes an activity or experience as not being routine, planned, or anticipated. The activity investigated by Unger (1981; Unger and Kernan 1983) was subjective leisure; in the study by Guiry, Mägi, and Lutz (2006) the activity was recreational shopping.

SCALE ORIGIN:

The items themselves and the scale as a whole are original to Unger (1981).

RELIABILITY:

The final scale used by Unger and Kernan (1983) consisted of items that remained after several tests of reliability. The tests were conducted for the scale in six different situations. Alpha values for the scale ranged from .66 to .77. See Unger (1981) for more detailed information. An alpha of .86 was reported by Guiry, Mägi, and Lutz (2006).

VALIDITY:

Unger and Kernan (1983) did not address the validity of the scale though they said factor analyses showed that the items loaded together. Guiry, Mägi, and Lutz (2006) used the scale as a means of assessing the nomological validity for another scale (shopping identification). However, there was a more moderate association between the two than expected.

REFERENCES:

Guiry, Michael, Anne W. Mägi, and Richard J. Lutz (2006), "Defining and Measuring Recreational Shopper Identity," *Journal of the Academy of Marketing Science*, 34 (1), 74-83.

Unger, Lynette S. (1981), Measure Validation in the Leisure Domain, unpublished doctoral dissertation, University of Cincinnati.

Unger, Lynette S. and Jerome B. Kernan (1983), "On the Meaning of Leisure: An Investigation of Some Determinants of the Subjective Experience," *Journal of Consumer Research*, 9 (March), 381-391.

SCALE ITEMS:[1]

1.   It happens without warning or pre-thought.
2.   It is a spontaneous occurrence.
3.   It happens "out of the blue."
4.   It is a "spur-of-the-moment" thing.
5.   I wouldn't know the day before that it was going to happen.

---

1. The response format used by Guiry, Mägi, and Lutz (2006) was not described.

SCALE NAME: Spousal Influence Strategy (Coercive)

SCALE DESCRIPTION:

Multiple statements are used to measure the degree to which a person tends to resolve conflicts with his/her spouse by use of coercive tactics.

SCALE ORIGIN:

Su, Fern and Ye (2003) developed the scale using items drawn from previous study of the topic (Nelson 1988; Spiro 1983). Then, using the results of a pilot test, the list of items was whittled down to 12. As noted below, factor analysis indicated that there were two factors, one of which was composed mostly of items involving coercion with the other set of items involving other means of resolving conflicts. A subset of the six coercive items composed the final version of the scale employed by Su et al. (2008) in testing their model.

RELIABILITY:

Alphas of .85 (wives) and .76 (husbands) were reported for the scale by Su, Fern and Ye (2003). Composite reliabilities of .98 and .95 were reported by Su et al. (2008) for their wife and husband subsamples, respectively.

VALIDITY:

No explicit examination of the scale's validity was reported by Su, Fern and Ye (2003). They did, however, provide the results of two EFAs which showed that the items in the scale loaded highest on the same dimension for both husbands and wives with one exception. Although item #4 (below) loaded with the other five coercive items for women, it loaded by itself for men. Confirmatory factor analyses of the items intended for this scale as well as those of another one (non-coercive strategy) were run separately by Su et al. (2008) on their wife and husband subsamples. The models fit adequately and there was evidence of both scales' convergent and discriminant validities.

REFERENCES:

Nelson, Margaret C. (1988), "The Resolution of Conflict in Joint Purchase Decision by Husbands and Wives: A Review and Empirical Test," in *Advances in Consumer Research*, V. 15, Michael J. Houston, ed. Provo, UT: Association for Consumer Research, 436-441.

Spiro, Rosann L. (1983), "Persuasion in Family Decision-Making," *Journal of Consumer Research*, 9 (March), 394-402.

Su, Chenting, Edward F. Fern and Keying Ye (2003), "A Temporal Dynamic Model of Spousal Family Purchase-Decision Behavior," *Journal of Marketing Research*, 40 (August), 268-281.

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

SCALE ITEMS:[1]

1. I voiced my point of view loudly.
2. I got angry and demanded that he/she give in.
3. I pointed out that he/she had no right to disagree with me on this issue.
4. I clammed up and refused to discuss the issue.
5. I showed how much his/her stand hurt me by looking unhappy.
6. I mentioned the children's preferences to back up my point of view.

---

1. All six items and a seven-point Likert-type response format were used by Su, Fern and Ye (2003). The items used in the final version of the scale by Su et al. (2008) were #1, #2, #4, and #5; the response format was not described.

SCALE NAME: Spousal Influence Strategy (Non-Coercive)

SCALE DESCRIPTION:

The scale uses several statements to measure the degree to which a person tends to resolve conflicts with his/her spouse by use of reason and negotiation rather than coercive means.

SCALE ORIGIN:

Su, Fern and Ye (2003) developed the scale using items drawn from previous study of the topic (Nelson 1988; Spiro 1983). Then, using the results of a pilot test, the list of items was whittled down to 12. As noted below, factor analysis indicated that there were two factors, one of which was composed mostly of items involving coercion with the other set of items involving other means of resolving conflicts. A subset of the six non-coercive items composed the final version of the scale employed by Su et al. (2008) in testing their model.

RELIABILITY:

Alphas of .75 (wives) and .79 (husbands) were reported for the scale by Su, Fern and Ye (2003). Composite reliabilities of .84 and .86 were reported by Su et al. (2008) for their wife and husband subsamples, respectively.

VALIDITY:

No explicit examination of the scale's validity was reported by Su, Fern and Ye (2003). They did, however, provide the results of two EFAs which showed that the items in the scale loaded highest on the same dimension for both husbands and wives. Confirmatory factor analyses of the items intended for this scale as well as those of another one (coercive strategy) were run separately by Su et al. (2008) on their wife and husband subsamples. The models fit adequately and there was evidence of both scales' convergent and discriminant validities.

REFERENCES:

Nelson, Margaret C. (1988), "The Resolution of Conflict in Joint Purchase Decision by Husbands and Wives: A Review and Empirical Test," in *Advances in Consumer Research*, V. 15, Michael J. Houston, ed. Provo, UT: Association for Consumer Research, 436-441.

Spiro, Rosann L. (1983), "Persuasion in Family Decision-Making," *Journal of Consumer Research*, 9 (March), 394-402.

Su, Chenting, Edward F. Fern and Keying Ye (2003), "A Temporal Dynamic Model of Spousal Family Purchase-Decision Behavior," *Journal of Marketing Research*, 40 (August), 268-281.

Su, Chenting, Kevin Zheng Zhou, Nan Zhou, and Julie Juan Li (2008), "Harmonizing Conflict in Husband-Wife Purchase Decision Making: Perceived Fairness and Spousal Influence Dynamics," *Journal of the Academy of Marketing Science*, 36 (3), 378-394.

SCALE ITEMS:[1]

1.   I kept repeating or arguing my point of view.
2.   I made my spouse believe he/she was doing me a favor.
3.   I tried to negotiate something agreeable to both of us.
4.   I told him/her I have more experience with such matters.
5.   I reasoned with him/her about why he/she should agree with my decision.
6.   I just stated my needs and told him/her what I wanted.

1. All six items and a seven-point Likert-type response format were used by Su, Fern and Ye (2003). The items used in the final version of the scale by Su et al. (2008) were #2, #3, #5, and #6; the response format they used was not described.

SCALE NAME: Store Atmosphere

SCALE DESCRIPTION:

Four, seven-point Likert-type items are used to measure the degree to which a shopper believes that the inside of a particular physical space (such as a store) is unpleasant for a variety of reasons.

SCALE ORIGIN:

The scale was constructed by Reynolds and Harris (2009) based upon items used by d'Astous (2000) in his "ambient factor." That "factor" was not determined via factor analysis but rather through the use of judges. Likewise, the items were not used in a summated scale but individually. It appears that Reynolds and Harris (2009) refined the scale along with the others they were developing using qualitative procedures followed by two small pilot studies.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .91.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .57.

REFERENCES:

d'Astous, Alain (2000), "Irritating Aspects of the Shopping Environment," *Journal of Business Research*, 49 (2), 149–56.

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. The temperature inside of the _____ was pleasant. (r)
2. The music inside of the _____ was too loud.
3. The air quality inside of the _____ was poor.
4. The _____ was very clean. (r)

---

1. An appropriate generic term that refers to the structure should be placed in the blanks. Reynolds and Harris (2009) used the term *outlet* but several other similar terms could be used such as *store, mall,* and *dealership.*

SCALE NAME: Store Atmosphere

SCALE DESCRIPTION:

The degree to which a person believes that the interior of a certain brand's stores are pleasant and organized well is measured using three, seven-point Likert-type items. The scale is most suited for a chain of stores that is known for featuring its own branded products, e.g., Gap, Abercrombie & Fitch, Hollister.

SCALE ORIGIN:

Kwon and Lennon (2009) stated that the scale was an adaptation of a scale they had used previously (Kwon and Lennon 2006). In addition to using the scale in several pretests, Kwon and Lennon (2009) used the scale as pre- and post-measures in the two main experiments (n1 = 630, n2 = 650). In all cases the samples were composed of college females.

RELIABILITY:

Alphas for the scale used by Kwon and Lennon (2009) in Experiments 1 and 2 ranged from .851 to .943.

VALIDITY:

The validity of the scale was not addressed by Kwon and Lennon (2009). However, structural equation modeling was used to test some of Experiment 1's hypotheses and to do that it would seem this scale had to meet some minimum level of validity.

REFERENCES:

Kwon, Wi-Suk (2012), personal correspondence.

Kwon, Wi-Suk and Sharron J. Lennon (2006), "Development of an Online Brand Image Measurement for Multi-Channel Apparel Retailers," in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, (No. 63), San Antonio, TX.

Kwon, Wi-Suk and Sharron J. Lennon (2009), "Reciprocal Effects Between Multichannel Retailers' Offline and Online Brand Images," *Journal of Retailing*, 85 (3), 376-390.

SCALE ITEMS:

1. The interior of this brand's stores is nice.
2. This brand's stores are well laid out.
3. The shopping atmosphere of this brand's stores is pleasant.

SCALE NAME: Store Design (Exterior)

SCALE DESCRIPTION:

This scale uses five, seven-point Likert-type items to measure the degree to which a person believes that the outside of a certain physical space (such as a store) is unattractive.

SCALE ORIGIN:

The scale was constructed by Reynolds and Harris (2009) along with several other measures. It appears that the authors used qualitative procedures to examine their initial set of items and followed that with two small pilot studies to produce the final versions of the individual scales.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .94.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .62.

REFERENCES:

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. The exterior of the _____ was unappealing.
2. The _____ was located in a nice area. (r)
3. The outside of the _____ did not look well maintained.
4. The exterior of the _____ looked run down.
5. The exterior of the _____ looked attractive. (r)

---

1. An appropriate generic term that refers to the structure should be placed in the blanks. Reynolds and Harris (2009) used the term *outlet* but several other similar terms could be used such as *store, mall,* and *dealer*ship.

SCALE NAME: Store Design (Interior Layout)

SCALE DESCRIPTION:

The degree to which a customer believes that the interior of some physical space (such as a store) is unpleasant, particularly in terms of being cramped, is measured with five, seven-point Likert-type items. Depending upon one's favorite terminology, this could be viewed as a facet of atmospherics or servicescape.

SCALE ORIGIN:

The scale was constructed by Reynolds and Harris (2009) along with several other measures. It appears that the authors used qualitative procedures to examine their initial set of items and followed that with two small pilot studies to produce the final versions of the individual scales.

RELIABILITY:

Reynolds and Harris (2009) reported their scale to have an alpha of .91.

VALIDITY:

Reynolds and Harris (2009) used CFA to examine this scale along with three other scales. Evidence was provided in support of the scale's convergent and discriminant validities. The scale's AVE was .55.

REFERENCES:

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (3), 321-335.

SCALE ITEMS:[1]

1. The interior of the _____ was designed to my taste. (r)
2. It was very crowded inside of the _____.
3. The interior design of the _____ was unpleasant.
4. It was very cramped inside of the _____.
5. It was easy to move around the _____. (r)

---

1. An appropriate generic term that refers to the structure should be placed in the blanks. Reynolds and Harris (2009) used the term *outlet* but several other similar terms could be used such as *store, mall,* and *dealer*ship.

SCALE NAME: Stress

SCALE DESCRIPTION:

Seven statements are used to measure the extent to which a person is chronically aroused leading to impaired functionality.

SCALE ORIGIN:

The scale used by Burroughs (Burroughs 2005; Burroughs and Rindfleisch 2002) is a slight adaptation of a scale developed by Lovibond and Lovibond (1995). The former phrased the items in the present tense while the latter phrased them in the past tense. Also, the former used a seven-point agree/disagree response scale while the latter used a four-point response format ranging from *did not apply to me at all* to *applied to me very much or most of the time*. The seven-item scale is a short version of a fourteen-item depression subscale of an instrument called DASS (depression, anxiety, stress scales). Ridgway, Kukar-Kinney, and Monroe (2008) appear to have used the original form of the scale.

RELIABILITY:

The alpha for the scale as used by Burroughs and Rindfleisch (2002) was .86 (n = 373). The form of the scale used by Ridgway, Kukar-Kinney, and Monroe (2008) had an alpha of .83 (n = 551).

VALIDITY:

Burroughs and Rindfleisch (2002) reported that scores on the scale were negatively related to happiness and life satisfaction while being positively related to neuroticism, depression, and anxiety. This pattern of correlations along with general evidence from the LISREL analysis of all their measures provided support for the scale's validity. Although Ridgway, Kukar-Kinney, and Monroe (2008) did not directly examine their depression scale's validity, they used it along with several other measures to examine the nomological validity of a compulsive buying index. There was a positive correlation between the two measures as expected.

REFERENCES:

Burroughs, James E. (2005), Personal Correspondence.

Burroughs, James E. and Aric Rindfleisch (2002), "Materialism and Well-Being: A Conflicting Values Perspective," *Journal of Consumer Research*, 29 (December), 348-370.

Lovibond. P. F. and S. H. Lovibond (1995) (1995), "The Structure of Negative Emotional States: Comparison of the Depression Anxiety Stress Scales (DASS) with the Beck Depression and Anxiety Inventories," *Behaviour Research and Therapy*, 33 (3), 335-343.

Ridgway, Nancy M., Monika Kukar-Kinney, and Kent B. Monroe (2008), "An Expanded Conceptualization and a New Measure of Compulsive Buying," *Journal of Consumer Research*, 35 (4), 622-639.

SCALE ITEMS:[1]

1. I find it hard to wind down.
2. I find it difficult to relax.
3. I find I have a lot of nervous energy to expend.
4. I find myself easily agitated.
5. I tend to over-react to situations.
6. I tend to be rather touchy.
7. I quickly become intolerant of anything that keeps me from getting on with what I am doing.

---

1. These are the phrasings used by Burroughs and Rindfleisch (2002) along with a seven-point Likert-type response format. In contrast, Ridgway, Kukar-Kinney, and Monroe (2008) used a four-point response scale as the original did. Their phrasings may have been the same as the original as well.

SCALE NAME: Stress (Chronic)

SCALE DESCRIPTION:

The scale is composed of five, five-point items that are intended to measure the degree to which one believes that stress has been experienced for many years in one's life due to enduring problems in the roles played at work and/or at home.

SCALE ORIGIN:

Drawing upon several previous studies, the scale was developed by Mathur, Moschis, and Lee (2008).

RELIABILITY:

Mathur, Moschis, and Lee (2008) reported that the scale had a KR-20 of .79.

VALIDITY:

Although Mathur, Moschis, and Lee (2008) did not describe any rigorous examination of the scale's validity, they did state that its strong association with a measure of depression provided evidence of nomoligical validity.

REFERENCES:

Mathur, Anil, George P. Moschis, and Euehun Lee (2008), "A Longitudinal Study of the Effects of Life Status Changes on Changes in Consumer Preferences," *Journal of the Academy of Marketing Science*, 36 (2), 234-246.

SCALE ITEMS:[1]

1. My life was very stressful.
2. Problems experienced by others put an extra burden on me.
3. I had to deal with a lot of problems on a daily basis.
4. Relatives or co-workers expected a lot from me.
5. I worried about a lot of things.

---

1. The response format was not described by Mathur, Moschis, and Lee (2008). It appears that typical Likert-type verbal anchors would apply (agree/disagree).

SCALE NAME: Sympathy

SCALE DESCRIPTION:

Seven-point uni-polar items are used in this scale to measure the degree to which a person reports experiencing an emotion composed of distressed and altruistic sorts of feelings.

SCALE ORIGIN:

Different versions of the scale were used by Small in her studies (Small and Simonsohn 2008; Small and Verrochi 2009). The four-item scale used by Small and Simonsohn (2008) is a modified version of a scale developed by Batson and colleagues (Batson et al. 1983; Coke, Batson, and McDavis 1978). The confusing thing is that one of the purposes of the study by Batson et al. (1983) was to show that *distress* and *empathy* were distinct emotional responses yet, Small and Verrochi (2009) combined the items to measure what they called *sympathy*.

RELIABILITY:

Small and Simonsohn (2008) reported their scale to have alphas of .82 (Study 1) and .89 (Study 3). The alpha for the version of the scale used by Small and Verrochi (2009) was .93.

VALIDITY:

Although Small and Simonsohn (2008) did not report analysis of the scale's validity they did factor analyze their items with those of a related scale (emotional distress) and implied that the four items in their scale loaded on the same factor.

Small and Verrochi (2009) did not report any evidence bearing on their scale's validity but did refer to a factor analysis. Given the results of the previous study (2008), it is surprising that the factor analysis of the distress and empathy items in their scale indicated that they all loaded on the same factor. Taking everything into account, there is strong doubt that the full set of items is unidimensional.

COMMENTS:

It is a concern that two of the studies, Batson et al. (1983) and Small and Simonsohn (2008) factor analyzed these items and found them to represent two factors while one study (Small and Verrochi 2009) found they loaded on the same factor. Care should be taken if using the full set of items because it seems highly likely that two constructs are being measured rather than just one.

REFERENCES:

Batson, C. Daniel, Karen O'Quin, Jim Fultz, and Mary Vanderplas (1983), "Influence of Self-Reported Distress and Empathy on Egoistic Versus Altruistic Motivation to Help," Journal of Personality and Social Psychology, 45 (3), 706–718.

Coke, Jay S., C. Daniel Batson, and Katherine McDavis (1978), "Empathic Mediation of Helping: A Two-Stage Model," *Journal of Personality and Social Psychology*, 36 (7), 752–66.

Small, Deborah A. and Uri Simonsohn (2008), "Friends of Victims: Personal Experience and Prosocial Behavior," *Journal of Consumer Research*, 35 (3), 532-542.

Small, A. Deborah and Nicole M. Verrochi (2009), "The Face of Need: Facial Emotion Expression on Charity Advertisements," *Journal of Marketing Research*, 46 (6), 777-787.

SCALE ITEMS:[1]

1. upset*
2. distressed*

3. sympathetic
4. alarmed*
5. grieved*
6. troubled*
7. compassionate
8. perturbed*
9. worried*
10. disturbed*
11. tender
12. softhearted

---

1. The extreme verbal anchors used by Coke, Batson, and McDavis (1978), Small and Simonsohn (2008), and Small and Verrochi (2009) were *not at all* (1) and *extremely* (7). The composition of the scale used by Small and Simonsohn (2008) was #3, #7, #11, and #12 whereas the version used by Small and Verrochi (2009) was composed of #1-#10. Those with an asterisk composed the distress factor in the study by Batson et al. (1983) while the others loaded on the empathy factor.

SCALE NAME: Task Difficulty

SCALE DESCRIPTION:

The complexity of a certain task is measured in this scale with three, seven-point bi-polar adjectives. The task that was evaluated in the study by Sprott, Czellar, and Spangenberg (2009) was a survey (how complicated it was).

SCALE ORIGIN:

The source of the scale used by Sprott, Czellar, and Spangenberg (2009) was not identified. It appears to have been developed by them for use in Study 2 of a series of studies they conducted in the process of validating a measure of brand engagement.

RELIABILITY:

The alpha for the scale was .74 (Sprott, Czellar, and Spangenberg 2009).

VALIDITY:

No information regarding the scale's validity was reported by Sprott, Czellar, and Spangenberg (2009).

REFERENCES:

Sprott, David, Sandor Czellar, and Eric Spangenberg (2009), "The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale," *Journal of Marketing Research*, 46 (1), 92-104.

SCALE ITEMS:

1. easy / difficult
2. simple / complicated
3. done quickly / done slowly

SCALE NAME: Task Performance (Self-Evaluation)

SCALE DESCRIPTION:

Three items are used in this scale to measure how well a person judges his/her performance of a recently completed task to have been.

SCALE ORIGIN:

Although not stated explicitly, the scale seems to have been developed by Novak and Hoffman (2009) for a study of theirs. It was used in Study 3 of six studies they reported regarding the development of two scales to measure Situation-Specific Thinking Styles.

RELIABILITY:

The scale's alpha was reported by Novak and Hoffman (2009) to be .893 (n = 865).

VALIDITY:

Novak and Hoffman (2009) did not provide any information regarding the scale's validity though it was used to better understand the validity of the Situation-Specific Thinking Style scales.

REFERENCES:

Novak, Thomas P. and Donna L. Hoffman (2009), "The Fit of Thinking Style and Situation: New Measures of Situation-Specific Experiential and Rational Cognition," *Journal of Consumer Research*, 36 (1), 56-72.

SCALE ITEMS:[1]

1.   How would you rate your performance on the task?[2]
2.   Compared to other people, how well do you think you did on the task?[3]
3.   If you were to grade your performance on the task, what grade would you give yourself?[4]

---

1. Since the items have different numbers of points on their response scales, it is not appropriate to simply sum the individual scores to get the overall scale score unless the goal is to weight item #3 heavier. If the score of each item is to be weighted equally then scores on the individual items should be converted to the same scale.
2. A seven point format was used with this item and the verbal anchors ranged from *extremely poor* to *extremely good*.
3. A seven point format was used with this item and the verbal anchors ranged from well *below average* to *well above average*.
4. A ten point format was used with this item and the verbal anchors were *D or less, C-, C, C+, B-, B, B+, A-, A*, and *A+*.

SCALE NAME: Taste Evaluation

SCALE DESCRIPTION:

This is a seven-item, seven-point semantic differential used to measure a person's evaluation of the taste of something, particularly a beverage.

SCALE ORIGIN:

Stayman, Alden, and Smith (1992) stated that the scale was derived from Meyers-Levy and Tybout (1989). Although not certain, it appears that the scale was developed by the latter set of authors and they did not provide any information about the scale's psychometric quality.

RELIABILITY:

The scale was administered to subjects in both pre-trial and post-trial sessions of experiments 2 and 3 by Stayman, Alden, and Smith (1992). The pre-trial alphas were .91 and .80, and the post-trial alphas were .97 and .96 for experiments 2 and 3, respectively. Pope, Voges, and Brown (2009) used the scale in their Study 2 at four points in time over several weeks. The alphas ranged from .72 to .79.

VALIDITY:

Neither Stayman, Alden, and Smith (1992) nor Pope, Voges, and Brown (2009) reported information regarding the scale's validity.

REFERENCES:

Meyers-Levy, Joan and Alice M. Tybout (1989), "Schema Congruity as a Basis for Product Evaluation," *Journal of Consumer Research*, 16 (June), 39-54.

Pope, Nigel, Kevin E. Voges, and Mark Brown (2009), ""Winning Ways: Immediate and Long-Term Effects of Sponsorship on Perceptions of Brand Quality and Corporate Image,"" *Journal of Advertising*, 38 (2), 5-20.

Stayman, Douglas, Dana L. Alden, and Karen H. Smith (1992), "Some Effects of Schematic Processing on Consumer Expectations and Disconfirmation Judgments," *Journal of Consumer Research*, 19 (September), 240-55.

SCALE ITEMS:[1]

1. Unappealing / appealing
2. Tasteless / tasty
3. Undesirable / desirable
4. Low quality / high quality
5. Uninterested in trying / interested in trying
6. Unsatisfying / satisfying
7. Not refreshing / refreshing

---

1. The semantic differentials shown here are reconstructed from brief descriptions provided by Stayman, Alden, and Smith (1992) as well as Meyers-Levy and Tybout (1989). Given that some guesswork was involved, these reconstructions may not be perfectly representative of the items used in those two studies. The "negative" (left) descriptors of #1-#3 and #5 as used by Pope, Voges, and Brown (2009) were slightly different from those shown here. (They employed the word "not," e.g., "not appealing.")

SCALE NAME: Technology Usage Discomfort

SCALE DESCRIPTION:

Four statements with a seven-point Likert-type response format are used in this scale to measure the degree to which a person reports being uneasy with the use and understanding of technology.

SCALE ORIGIN:

The scale used by Zhu et al. (2007) is a subset of items from the Technology Readiness instrument by Parasuraman (2000). Zhu et al. (2007) selected items that expressed a person's lack of expertise and confidence with regard to using technology.

RELIABILITY:

Zhu et al. (2007) reported the alpha for the scale to be .68 (experiment 2). The internal consistency for this scale is rather low and may be due to one or more items (#4?) not tapping into the same construct as well as the others do.

VALIDITY:

Zhu et al. (2007) did not address the validity of this specific scale but they did note that all items in their study loaded on their expected constructs in a CFA and the model fit for the constructs was satisfactory.

REFERENCES:

Parasuraman, A. (2000), "Technology Readiness Index (TRI)," *Journal of Services Marketing*, 2 (May), 307-320.

Zhu, Zhen, Cheryl Nakata, K. Sivakumar, and Dhruv Grewal (2007), "Self-Service Technology Effectiveness: the Role of Design Features and Individual Traits," *Journal of the Academy of Marketing Science*, 35 (4), 492-506.

SCALE ITEMS:

1.   When I get technical support from a company of a high-tech product or service, I sometimes feel as if I am being taken advantage of by someone who knows more than I do.
2.   If I buy a high-tech product or service, I prefer to have the basic model over one with a lot of extra features.
3.   It is embarrassing when I have trouble with a high-tech gadget while people are watching.
4.   Technology always seems to fail at the worst possible time.

SCALE NAME: Technology Usage Motivation (Intrinsic)

SCALE DESCRIPTION:

Four, seven-point Likert-type statements are used to measure the degree to which a consumer believes that use of a certain piece of technology would lead to positive, personal consequences (enjoyment, independence, confidence). The scale was called *perceived value in future co-creation* by Dong, Evans, and Zou (2008) and was the *instrumentality* dimension of intrinsic motivation in the study by Meuter et al. (2005).

SCALE ORIGIN:

The four item scale used by Dong, Evans, and Zou (2008) is taken from a five item scale by Meuter et al. (2005).

RELIABILITY:

An alpha of .88 was reported by Dong, Evans, and Zou (2008).

VALIDITY:

Dong, Evans, and Zou (2008) tested a measurement model containing all of their constructs and indicators and its fit was acceptable. The authors' stated that evidence was found in support of this scale's convergent and discriminant validities.

REFERENCES:

Dong, Beibei, Kenneth R. Evans, and Shaoming Zou (2008), "The Effects of Customer Participation in Co-Created Service Recovery, *Journal of the Academy of Marketing Science*, 36 (1), 123-137.

Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (April), 61-83.

SCALE ITEMS:

Using the _____:[1]

1. would provide me with personal feelings of worthwhile accomplishment.
2. would provide me with feelings of enjoyment from using the technology.
3. would provide me with feelings of independence.
4. would allow me to feel innovative in how I interact with a service provider.
5. would allow me to have increased confidence in my skills.

---

1. The name of the technology good or service should be placed in the blanks.

SCALE NAME: Telepresence (Website)

SCALE DESCRIPTION:

The scale is composed of eight, seven-point Likert-type items that measure the degree to which a person has the sense of being at/in (presence) a remote/virtual environment (tele). Thus, afterwards the person is left with a feeling of having been psychologically transported to a "world" created at a website such that for a time it was as if they were there rather than the physical place where the viewing was done (home, office).

SCALE ORIGIN:

The scale used by Coyle and Thorson (2001) was an adaptation of a scale developed by Kim and Biocca (1997). The latter proposed some antecedents and consequences of telepresence and then tested the model using the scale in the context of an infomercial on television. More specifically, their testing of the items indicated that there were two factors and they labeled them arrival and departure. They correspond to items #1-#5 and #6-#8, respectively. The results indicated that these two factors have differing effects on memory and attitude change.

RELIABILITY:

An alpha of .93 (n = 68) was reported for the version of the scale used by Coyle and Thorson (2001).

VALIDITY:

No evidence of the scale's validity was presented in the study by Coyle and Thorson (2001).

COMMENTS:

See also Nelson, Yaros, and Keum (2006) where a modified version of the scale was used with a racing-related video game.

REFERENCES:

Coyle, James R. and Esther Thorson (2001), "The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites," *Journal of Advertising*, 30 (Fall), 65-77.

Kim, Taeyong and Frank Biocca (1997), "Telepresence via Television: Two Dimensions of Telepresence May Have Different Connections to Memory and Persuasion," *Journal of Computer-Mediated Communication*, 3 (September), http://www.ascusc.org/jcmc/vol3/issue2/kim.html.

Nelson, Michelle R., Ronald A. Yaros, and Heejo Keum (2006), "Examining The Influence Of Telepresence On Spectator and Player Processing Of Real And Fictitious Brands In A Computer Game," *Journal of Advertising*, 35 (Winter), 87-99.

SCALE ITEMS: [1]

1. When I left the _____ website, I felt like I came back to the "real world" after a journey.
2. The _____ website came to me and created a new world for me, and the world suddenly disappeared when I left the website.
3. While I was in the site, I felt I was in the world _____ created.
4. While I was in this site, my body was in the room, but my mind was inside the world created by _____.
5. While I was in this site, the world generated by _____ was more real or present for me compared to the "real world."

6.   While I was in the _____ site, I sometimes forgot that I was in the middle of an experiment.
7.   The world generated by _____ seemed to me only "something I saw" rather than "somewhere I visited." (r)
8.   While I was in this site, my mind was in the room, not in the world created by _____.   (r)

---

1. The name of the website should be placed in the blanks.

SCALE NAME: Television Character/Product Association

SCALE DESCRIPTION:

Three, five-point statements are used to measure the degree to which a viewer believes there is a relationship between a character on a TV program and a product appearing in the program.

SCALE ORIGIN:

The source of the scale was not described by Russell and Stern (2006) which implies it is original to them.

RELIABILITY:

An alpha of .84 was reported for the scale by Russell and Stern (2006).

VALIDITY:

No information regarding the scale's validity was provided by Russell and Stern (2006).

REFERENCES:

Russell, Cristol Antonia and Barbara B. Stern (2006), "Consumers, Characters, and Products: A Balance Model of Sitcom Product Placement Effects," *Journal of Advertising*, 35 (Spring), 7-21.

SCALE ITEMS:[1]

1. The _____ was strongly associated with this character.
2. The character interacted with _____.
3. The character expressed like/dislike for _____).

---

1. The name of the focal TV character should be given in the instructions and the name of the product should be placed in each blank. Although the anchors for the response scale were not described by the authors, they would appear to be of the Likert-type.

SCALE NAME: Temporal Orientation

SCALE DESCRIPTION:

The scale is composed of nineteen, five-point items that measure a person's chronic tendency to focus on either the present or the future.

SCALE ORIGIN:

The scale used by Martin, Gnoth, and Strong (2009) is heavily based on the Zimbardo Time Perspective Inventory (e.g., Zaimbardo and Boyd 1999). Martin, Gnoth, and Strong (2009) selected some items from the inventory related to a present orientation or a future orientation but not any related to the past orientation since it was not relevant to their study. About half of the items in scale by Martin, Gnoth, and Strong (2009) are either new or modifications of some in the Zimbardo Time Perspective Inventory.

RELIABILITY:

The scale's alpha was .76 (Martin, Gnoth, and Strong 2009).

VALIDITY:

Although Martin, Gnoth, and Strong (2009) did not discuss the scale's validity, they did provide some reasoning for treating the items as one scale rather than two. Among the evidence was the implication that a factor analysis showed the items to be unidimensional. (No details of the factor analysis were provided.)

REFERENCES:

Martin, Brett (2011), personal correspondence.

Martin, Brett, Juergen Gnoth, and Carolyn Strong (2009), "Temporal Construal in Advertising: The Moderating Role of Temporal Orientation and Attribute Importance in Consumer Evaluations," *Journal of Advertising*, 38 (3), 5-19.

Zimbardo, Philip G., and John N. Boyd (1999), "Putting Time in Perspective: A Valid, Reliable Individual-Differences Metric," *Journal of Personality and Social Psychology*, 77 (6), 1271–1288.

SCALE ITEMS:[1]

1.   I believe that a person's day should be planned ahead each morning.
2.   Thinking about the future is pleasant to me.
3.   When I want to achieve something, I set goals and consider specific means of reaching those goals.
4.   Meeting tomorrow's deadlines and doing other necessary work comes before tonight's play.
5.   It seems that my future plans are pretty well laid out.
6.   I believe working for achievement is one of life's important pleasures.
7.   It upsets me to be late for appointments.
8.   I tend to lose my temper when I'm provoked.
9.   I get irritated at people who keep me waiting when we've agreed to meet at a given time.
10.   I complete projects on time by making steady progress.
11.   I get drunk at parties.
12.   I take risks to put excitement into my life.
13.   I do things impulsively, making decisions on the spur of the moment.
14.   If I don't get done on time, I don't worry about it.
15.   I try to live one day at a time.
16.   I think that it's useless to plan too far ahead because things hardly ever come out the way you planned anyway.
17.   It's fun to gamble when I have some extra money.
18.   I feel it's more important to enjoy what you are doing than to get the work done on time.
19.   I don't do things that will be good for me if they don't feel good now.

1. The items were supplied by Martin (2011). The verbal anchors for the five-point response scale used by Martin, Gnoth, and Strong (2009) were *very true of me* and *very untrue of me*.   The first ten items (above) represent a future orientation while the last nine represent the present orientation.

SCALE NAME: Thought Focus (Family)

SCALE DESCRIPTION:

The degree to which some information or object has evoked thoughts of self and family is measured in this scale with three, seven-point items.

SCALE ORIGIN:

The scale was developed by Aaker and Lee (2001) in a pretest to a study (Experiment 1).

RELIABILITY:

As used by Aaker and Lee (2001), the scale's alpha was .92. Zhu and Meyers-Levy (2009) used it in Experiment 2 and its alpha was .85.

VALIDITY:

Neither Aaker and Lee (2001) nor Zhu and Meyers-Levy (2009) directly examined the scale's validity. However, to the extent that the former used the scale as a manipulation check and it was successful, it provides some limited evidence of the scale's concurrent validity.

REFERENCES:

Aaker, Jennifer L. and Angela Y. Lee (2001), "'I' Seek Pleasures and 'We' Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28 (June), 33–49.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (1), 37-45.

SCALE ITEMS:[1]

1. You thought about you and your family.
2. Your thoughts about the message were focused on you and your family.
3. Your thoughts were focused on you and your family.

---

1. Both sets of authors used *not at all* (1) and *a lot* (7) as the extreme verbal anchors with these items. A scale stem is needed with these items. The one used by Aaker and Lee (2001) was *"While you were reading about the product, please describe the extent to which . . . ."*

SCALE NAME: Thought Focus (Others)

SCALE DESCRIPTION:

The scale is composed of four, seven-point statements that are intended to measure the degree to which a certain stimulus has focused a person's thoughts on others more than on self.

SCALE ORIGIN:

Hamilton and Biehal (2005) adapted items in a scale by Aaker and Lee (2001). The object in Study 1 was an ad intended to prime either an independent or an interdependent self-view. In Study 2, the object was a description of an investment club that participants were asked to imagine they were part of.

RELIABILITY:

Alphas of .75 (pretest), .88 (Study 1), and Study 2 (.84) were reported for the scale by Hamilton and Biehal (2005).

VALIDITY:

Hamilton and Biehal (2005) did not address the scale's validity.

COMMENTS:

See also a variation on this scale by Shang, Reed, and Croson (2008, p. 355) where thoughts of self and others are both included.

REFERENCES:

Aaker, Jennifer L. and Angela Y. Lee (2001), "I Seek Pleasures and We Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28 (June), 33-49.

Hamilton, Rebecca W (2008), personal correspondence.

Hamilton, Rebecca W. and Gabriel J. Biehal (2005), "Achieving Your Goals or Protecting Their Future? The Effects of Self-View on Goals and Choices," *Journal of Consumer Research*, 32 (September), 277-283.

Shang, Jen, Americus Reed II, and Rachel Croson (2008), "Identity Congruency Effects on Donations," *Journal of Marketing Research*, 45 (3), 351-361.

SCALE ITEMS:[1]

1.   The ad (investment club) encouraged me to focus on others I care about (the other members of the investment club).
2.   You thought about other people you care about (the other members of the investment club).
3.   Your thoughts about the ad (investment club) were focused on other people you care about (the other members of the club).
4.   Your thoughts were focused on other people you care about (the other members of the investment club).

---

1. Hamilton (2008) provided the items. Items for Study 1 are listed below with the changes for Study 2 noted in parentheses. Responses to the items were made on a scale anchored with *not at all* (1) and *a lot* (7).

SCALE NAME: Thought Focus (Self)

SCALE DESCRIPTION:

Seven-point items are intended to measure the degree to which a certain stimulus has focused a person's thoughts on self rather than others.

SCALE ORIGIN:

The scale used by Zhu and Meyers-Levy (2009) was developed by Aaker and Lee (2001) in a pretest to a study (Experiment 1). Hamilton and Biehal (2005) adapted items from that scale. The object in Study 1 was an ad intended to prime either an independent or an interdependent self-view. In Study 2, the object was a description of an investment club that participants were asked to imagine they were part of.

RELIABILITY:

As used by Aaker and Lee (2001), the scale's alpha was .90. Zhu and Meyers-Levy (2009) used it in Experiment 2 and its alpha was .87. Alphas of .75 (pretest), .84 (Study 1), and Study 2 (.89) were reported for the version of the scale used by Hamilton and Biehal (2005).

VALIDITY:

Aaker and Lee (2001) did not directly examined the scale's validity. However, to the extent that they used the scale as a manipulation check and it was successful, it provides some limited evidence of the scale's concurrent validity. Neither Hamilton and Biehal (2005) nor and Meyers-Levy (2009) addressed the scale's validity.

COMMENTS:

See variations on this scale by Shang, Reed, and Croson (2008, p. 355) as well as Zhang and Khare (2009).

REFERENCES:

Aaker, Jennifer L. and Angela Y. Lee (2001), "I Seek Pleasures and We Avoid Pains: The Role of Self-Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28 (June), 33-49.

Hamilton, Rebecca W. (2008), personal correspondence.

Hamilton, Rebecca W. and Gabriel J. Biehal (2005), "Achieving Your Goals or Protecting Their Future? The Effects of Self-View on Goals and Choices," *Journal of Consumer Research*, 32 (September), 277-283.

Shang, Jen, Americus Reed II, and Rachel Croson (2008), "Identity Congruency Effects on Donations," *Journal of Marketing Research*, 45 (3), 351-361.

Zhang, Yinlong and Adwait Khare (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, 36 (3), 524-537.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (1), 37-45.

SCALE ITEMS:[1]

1. The _____ encouraged me to focus on myself.
2. You thought just about yourself.
3. Your thoughts about the _____ were focused on just yourself.
4. Your thoughts were focused on just you.

---

1. Hamilton (2008) provided the items. She used all four items whereas Aaker and Lee (2001) and Zhu and Meyers-Levy (2009) used #2-#4. Each set of authors used *not at all* (1) and *a lot* (7) as the extreme verbal anchors. The blanks should be filled with the name of the object to which participants attended to and which may have primed their thoughts, e.g., an ad. A scale stem is needed with these items. The one used by Aaker and Lee (2001) was *"While you were reading about the product, please describe the extent to which . . . ."*

SCALE NAME: Tie Strength

SCALE DESCRIPTION:

Four indicators are used to measure the strength of the relationship between two individuals as expressed by one of the two.

SCALE ORIGIN:

The scale was developed by Frenzen and Davis (1990) based on inspiration from Granovetter (1973) as well as Marsden and Campbell (1984).

RELIABILITY:

An alpha of .93 was reported for the scale by Frenzen and Davis (1990). Those authors also reported that the temporal stability (3 week test-retest correlation) was .91 and that there was a .65 correlation between respondent and target's scale scores. The alpha was .88 for the version of the scale used by Ryu and Feick (2007; Ryu 2010).

VALIDITY:

No validity information has been reported for the scale. However, some sense of the scale's unidimensionality comes from Frenzen and Davis (1990, p. 6) who said that their factor analysis showed that the four items "loaded evenly and heavily on the first factor."

REFERENCES:

Frenzen, Jonathan K. and Harry L. Davis (1990), "Purchasing Behavior in Embedded Markets," *Journal of Consumer Research*, 17 (1) 1–12.

Granovetter, Mark S. (1973), "The Strength of Weak Ties," *American Journal of Sociology*, 78 (May), 1360-1380.

Marsden, Peter V. and Karen E. Campbell (1984), "Measuring Tie Strength," *Social Forces*, 63 (2), 483-501.

Ryu, Ganseog (2010), personal correspondence.

Ryu, Gangseog and Lawrence Feick (2007), "A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood," *Journal of Marketing*, 71 (1), 84-94.

SCALE ITEMS:[1]

1.   Please rate your relationship with _____.[2]
2.   What is the likelihood of you sharing a personal confidence with _____?[3]
3.   What is the likelihood of you extending assistance (the everyday type vs. emergency) to _____?
4.   What is the likelihood of you spending a free afternoon with _____?

---

1. The exact phrasing of the items was not provided by Frenzen and Davis (1990). The items shown here are a possible phrasing based upon the descriptions that Frenzen and Davis (1990) provided in their article. Likewise, the exact phrasing used by Ryu and Feick (2007) is not known.
2. The verbal anchors used by Frenzen and Davis (1990) with this item were *extraordinarily close* and *not close at all*.
3. The extreme anchors used by Frenzen and Davis (1990) with this item as well as #3 and #4 were *very likely* and *I don't know this person*.

SCALE NAME: Tie Strength

SCALE DESCRIPTION:

The purpose of this scale is to measure the closeness of the relationship between the receiver of a service (the one responding to the scale) and the party providing the service.

SCALE ORIGIN:

The scale is apparently original to Mittal, Huppertz, and Khare (2008) but no details were provided regarding its development.

RELIABILITY:

Mittal, Huppertz, and Khare (2008) reported the alphas for this scale to be .91 (Study 1) and .85 (Study 2).

VALIDITY:

For the version of the scale used in Study 2, Mittal, Huppertz, and Khare (2008) provided evidence in support of its unidimensionality and discriminant validity.

REFERENCES:

Mittal, Vikas, John W. Huppertz, and Adwait Khare (2008), "Customer Complaining: The Role of Tie Strength and Information Control," *Journal of Retailing*, 84 (2), 195-204.

SCALE ITEMS:[1]

1. How close, would you say, you are to _____? (1 = not close at all, 7 = very close)
2. How strong, would you say, is your tie to _____? (1 = very weak, 7 = very strong)
3. How familiar do you feel with _____? (1 = not familiar at all, 7 = very familiar)
4. This _____ gives me special treatment. (1 = disagree, 7 = agree).

---

1. Mittal, Huppertz, and Khare (2008) used all four items in Study 1 with respect to a waiter at a restaurant. In Study 2, participants were asked to think about a visit with their physician and only items #1-#3 were used.

SCALE NAME: Time Consciousness

SCALE DESCRIPTION:

The scale is composed of nine, seven-point Likert-type statements intended to measure the degree to which a person is concerned about time and engages in behaviors to manage its efficient usage.

SCALE ORIGIN:

The scale was developed by Kleijnen, de Ruyter, and Wetzels (2007). The authors generated an initial set of items on the basis of the literature and qualitative interviews. The set of items were reduced after a quantitative pretest which also included the other scales that were being refined for the main study.

RELIABILITY:

Kleijnen, de Ruyter, and Wetzels (2007) reported the scale's construct reliability to be .95.

VALIDITY:

Besides some facets of validity examined in the qualitative and quantitative pretests, Kleijnen, de Ruyter, and Wetzels (2007) provided support for the scale's convergent and discriminant validities in the main study. The scale's AVE was .69.

REFERENCES:

Kleijnen, Mirella, Ko de Ruyter, and Martin Wetzels (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83 (1), 33-46.

SCALE ITEMS:

1.   I rarely think about how I'm using my time. (r)
2.   I prefer to do things when I'm ready, not at set deadlines. (r)
3.   I prefer not thinking about how I use my time. (r)
4.   I prefer not to be late for appointments.
5.   I like to make to-do lists to help sequence my activities.
6.   I usually have a time schedule for everything.
7.   I prefer to be able to plan in advance what tasks I need to do.
8.   I often combine tasks to optimally use my time.
9.   I usually feel pressed for time.

SCALE NAME: Time Management

SCALE DESCRIPTION:

The scale has seven, seven-point Likert-type items that measure how much a person values his/her time and manages it efficiently.

SCALE ORIGIN:

The source of the scale used by Reed, Aquino, and Levy (2007) was not identified but it appears to have been developed by them for their study.

RELIABILITY:

The alpha for the scale as used by Reed, Aquino, and Levy (2007) in Study 1b was .84.

VALIDITY:

No examination of the scale's validity was reported by Reed, Aquino, and Levy (2007).

REFERENCES:

Reed II, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors," *Journal of Marketing*, 71 (1), 178-193.

SCALE ITEMS:

1. I always use my time to "get things done."
2. Only lazy people spend their time doing nonproductive things.
3. I do not squander away my time.
4. It is quite OK to spend your time doing "nothing." (r)
5. Time is my most important resource.
6. In general, I would say I'm the type of person who values my time.
7. Time is one of the most important resources that I personally have.

SCALE NAME: Transcendent Customer Experience

SCALE DESCRIPTION:

The scale is composed of eleven, five-point Likert-type statements that are intended to measure flow and/or peak experiences in a consumption context. (More description is provided in the Origin section.)

SCALE ORIGIN:

The scale was developed by Schouten, McAlexander, and Koenig (2007). They used the phrase *transcendent customer experience* to refer to experiences a customer has with a product "characterized by feelings such as self-transformation or awakening, separation from the mundane, and connectedness to larger phenomena outside the self" and it might also "be marked by emotional intensity, epiphany, singularity and newness of experience, extreme enjoyment, oneness, ineffability, extreme focus of attention, and the testing of personal limits" (p. 358). The authors collected post-event data at a Camp Jeep event and used that as a pretest for the design and execution of the pre- and post-surveys at another Camp Jeep event.

RELIABILITY:

Schouten, McAlexander, and Koenig (2007) reported that the scale had an alpha of .94 with the post-event data.

VALIDITY:

Schouten, McAlexander, and Koenig (2007) did not directly discuss the validity of the scale. They did mention that the final versions of all their scales were unidimensional and they reported this scale's AVE to be .59.

REFERENCES:

Schouten, John W., James H. McAlexander, and Harold F. Koenig (2007), "Transcendent Customer Experience and Brand Community," *Journal of the Academy of Marketing Science*, 35 (3), 357-368.

SCALE ITEMS:[1]

1. _____ caused me to feel differently about myself.
2. I felt like I was having the ideal _____ experience.
3. My actions during this experience were new.
4. I truly enjoyed this experience.
5. This experience tested my limits.
6. The experience was beyond words.
7. My _____ felt like part of me during the experience.
8. I learned new things as a result of this experience.
9. The experience was emotionally intense.
10. After the experience, I felt more positive about myself.
11. My total attention was on the event.

---

1. The name of the product/brand-related event should be placed in the blanks.

SCALE NAME: Transportation

SCALE DESCRIPTION:

The scale is intended to measure the degree to which a person is immersed in an advertising narrative such that its events and characteristics are more accessible than those in the person's real-world surroundings.

SCALE ORIGIN:

Escalas (2007) used two versions of the scale: a three item version and a five item version. Both are composed of items adapted from items in a larger instrument developed by Green and Brock (2000). Chang (2009) used 11 of Green and Brock's (2000) items *verbatim* and then adapted two others for the advertising context.

RELIABILITY:

Escalas (2007) reported alphas of .82 (Experiment 1) and .86 (Experiment 2) for the three and five item versions, respectively. The alpha for the version of the scale used by Chang (2009) was .81.

VALIDITY:

Neither Escalas (2007) nor Chang (2009) provided information regarding the validity of their respective versions of the scale.

REFERENCES:

Chang, Chingching (2009), "'Being Hooked' by Editorial Content," *Journal of Advertising*, 38 (1), 21-33.

Escalas, Jennifer Edson (2007), "Self-Referencing and Persuasion: Narrative Transportation versus Analytical Elaboration," *Journal of Consumer Research*, 33 (4), 421-429.

Green, Melanie C. and Timothy C. Brock (2000), "The Role of Transportation in the Persuasiveness of Public Narratives," *Journal of Personality and Social Psychology*, 79 (5), 701–21.

SCALE ITEMS:[1]

1. While I was reading the narrative, I could easily picture the events in it taking place.
2. While I was reading the narrative, activity going on in the room around me was on my mind. (r)
3. I could picture myself in the scene of the events described in the narrative.
4. I was mentally involved in the narrative while reading it.
5. After finishing the narrative, I found it easy to put it out of my mind. (r)
6. I wanted to learn how the narrative ended.
7. The narrative affected me emotionally.
8. I found myself thinking of ways the narrative could have turned out differently.
9. I found my mind wandering while reading the narrative. (r)
10. The events in the narrative are relevant to my everyday life.
11. The events in the narrative changed my life.
12. While reading the narrative, I had a vivid image of the _____.
13. While reading the narrative, I had a vivid image of the _____.

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1. The nature of the response scale used by Escalas (2007) is unknown. A seven-point Likert-type response format was used by Chang (2009) . All of the listed items were used by Chang (2009) while Escalas (2007) only used items similar to #1, #3, #4, #12, and #13. The blanks in items #12 and #13 should be filled with phrases that refer to places, events, or characters in the ad.

SCALE NAME: Trendiness

SCALE DESCRIPTION:

The extent to which a person views an object as being contemporary and stylish is measured in this scale with three, seven-point unipolar terms.

SCALE ORIGIN:

The scale used by Zhu and Meyers-Levy (2009) seems to have been developed by them for the reported studies.

RELIABILITY:

The scale was used by Zhu and Meyers-Levy (2009) with several objects and names and the alphas ranged from .70 to .80.

VALIDITY:

Zhu and Meyers-Levy (2009) did not report any information regarding the scale's validity.

REFERENCES:

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (1), 37-45.

SCALE ITEMS:[1]

1. trendy
2. modern
3. urban

---

1. When used with objects, the verbal anchors used by Zhu and Meyers-Levy (2009) were *not at all* (1) and *extremely* (7). When they had the respondents judge the appropriateness of names for a store, the verbal anchors were *not at all* (1) and *very much* (7).

SCALE NAME: Trust (General)

SCALE DESCRIPTION:

The scale has three, seven-point statements that measure the extent to which one states being able to depend on something. The object of trust appears like it can be a person, brand, or organization. In the case of Thomson (2006), trust was related to a "human brand" such as a celebrity.

SCALE ORIGIN:

Thomson (2006) stated that he adapted the items for his scale from items in the perceived relationship quality scale by Fletcher, Simpson, and Thomas (2000).

RELIABILITY:

The scale was used by Thomson (2006) in Study 1 and the alpha was .92.

VALIDITY:

Although Thomson (2006) did not explicitly discuss the validity of the scale, the results of an exploratory factor analysis of this scale's items and those of three related scales provide support for the scale's unidimensionality if not its discriminant validity as well.

REFERENCES:

Fletcher, Garth J.O., Jeffrey A. Simpson, and Geoff Thomas (2000), "The Measurement of Perceived Relationship Quality Components: A Confirmatory Factor Analytic Approach," *Personality and Social Psychology Bulletin*, 26 (3), 340-54.

Thomson, Matthew (2006), "Human Brands: Investigating Antecedents to Consumers' Strong Attachments to Celebrities," *Journal of Marketing*, 70 (3), 104-119.

SCALE ITEMS:[1]

1.   How much can you count on _____?
2.   How much do you trust _____?
3.   How dependable is _____?

---

1. The extreme verbal anchors used by Thomson (2006) with these scale items were *not at all* (1) and *very much* (7).

SCALE NAME: Trust (Interpersonal)

SCALE DESCRIPTION:

This six item, seven-point Likert-type scale measures the degree to which a person believes that another person who is providing information and advice is benevolent and honest. As used by Grayson, Johnson, and Chen (2008), the other person was a financial adviser.

SCALE ORIGIN:

Grayson, Johnson, and Chen (2008) developed the scale after reviewing the literature to operationalize this construct and others related to trust. For this scale in particular, they drew heavily on measures by Kumar, Scheer, and Steenkamp (1995). Two studies were conducted, one in the UK and one in Taiwan. The Chinese versions of the scales for use in Taiwan were back-translated into English to assess their appropriateness.

RELIABILITY:

The alphas reported for the scale by Grayson, Johnson, and Chen (2008) were .93 (United Kingdom) and .95 (Taiwan).

VALIDITY:

Some evidence was provided by Grayson, Johnson, and Chen (2008) from both studies they conducted in support of the scale's convergent and discriminant validities.

COMMENTS:

Grayson, Johnson, and Chen (2008) used a variation of this scale to measure a related construct they called *firm-specific trust*. Instead of referring to trust in another person, it is phrased such that the trust is in the organization the person works for.

REFERENCES:

Grayson, Kent, Devon Johnson, and Der-Fa Robert Chen (2008), "Is Firm Trust Essential in a Trusted Environment? How Trust in the Business Context Influences Customers," *Journal of Marketing Research*, 45 (2), 241-256.

Kumar, Nirmalya, Lisa K. Scheer, and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Perceived Interdependence on Dealer Attitudes," *Journal of Marketing Research*, 32 (August), 348-356.

SCALE ITEMS:[1]

1. I can count on my _____ to consider how his/her advice and actions will affect me.
2. When it comes to things that are important to me, I can depend on my _____'s support.
3. When making important decisions regarding my _____, my _____ is concerned about my welfare.
4. My _____ usually keeps his/her promises.
5. I can count on my _____ to be sincere.
6. Even if my _____ were to give me an explanation that seemed unlikely, I would be confident that he/she is telling the truth.

---

1. All but one of the blanks are to be filled with a short generic word or phrase describing the person providing the advice, e.g., financial adviser. The first blank in #3, however, should be filled with a description of what the person is giving advice about, e.g., investments.

SCALE NAME: Trust in Brand

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type statements measuring the degree of confidence a consumer has in a brand and the belief it can be counted on to do what it is supposed to do.

SCALE ORIGIN:

No information regarding the scale's origin was provided by Chaudhuri and Holbrook (2001). It seems to have been developed for use in their study.

RELIABILITY:

An alpha of .81 was reported for the scale by Chaudhuri and Holbrook (2001). Grohmann (2009) used the scale in her Study 6 and the alpha was .83.

VALIDITY:

The only information bearing on the scale's validity reported by Chaudhuri and Holbrook (2001) was that there was evidence of its discriminant validity given that its average variance extracted was much higher than its squared correlation with the three other constructs with which it was compared.

The validity of this scale was not discussed by Grohmann (2009).

REFERENCES:

Chaudhuri, Arjun and Morris B. Holbrook (2001), "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty," *Journal of Marketing*, 65 (April), 81-93.

Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*, 46 (1), 105-119.

SCALE ITEMS:

1. I trust this brand.
2. I rely on this brand.
3. This is an honest brand.
4. This brand is safe.

SCALE NAME: Trust in Company's Integrity

SCALE DESCRIPTION:

Five, five-point Likert-type items measure the degree to which a person believes that a business has professional standards that guide its activities and which the person likes.

SCALE ORIGIN:

The items used by Schlosser, White, and Lloyd (2006) as well as Okazaki, Li, and Hirose (2009) are slight modifications of five of the six items in a scale used by Mayer and Davis (1999).

RELIABILITY:

The scale was used in the first three of four studies reported by Schlosser, White, and Lloyd (2006) but the alpha was only reported for Study 1 (.71). The version of the scale used by Okazaki, Li, and Hirose (2009) had an alpha of .83 and a composite reliability of .90.

VALIDITY:

Schlosser, White, and Lloyd (2006) did not discuss the scale's validity. Okazaki, Li, and Hirose (2009) provided some limited evidence of their scale's convergent and discriminant validities. The scale's AVE was .70.

REFERENCES:

Mayer, Roger and James Davis (1999), "The Effect of the Performance Appraisal System on Trust for Management: A Field Quasi-Experiment," *Journal of Applied Psychology*, 84 (February), 123–36.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. _____ seems to have a strong sense of justice.
2. _____ appears to try hard to be fair in dealings with others.
3. _____'s actions and behaviors are not very consistent. (r)
4. I like _____'s values.
5. Sound principles seem to guide _____'s behavior.

---

1. The name of the business should be placed in the blanks. In the version by Okazaki, Li, and Hirose (2009), the phrase "mobile advertisers" was used.

SCALE NAME: Trust in Company's Benevolence

SCALE DESCRIPTION:

The scale is composed of five, five-point Likert-type items that measure the degree to which a business has the customer's best interest at heart.

SCALE ORIGIN:

The scales used by Schlosser, White, and Lloyd (2006) as well as Okazaki, Li, and Hirose (2009) are slight modifications of a scale used by Mayer and Davis (1999).

RELIABILITY:

The scale was used in the first three of four studies reported by Schlosser, White, and Lloyd (2006) but the alpha was only reported for Study 1 (.88). The version of the scale used by Okazaki, Li, and Hirose (2009) had an alpha of .93 and a composite reliability of .95.

VALIDITY:

Schlosser, White, and Lloyd (2006) did not discuss the scale's validity. Okazaki, Li, and Hirose (2009) provided some limited evidence of their scale's convergent and discriminant validities. The scale's AVE was .78.

REFERENCES:

Mayer, Roger and James Davis (1999), "The Effect of the Performance Appraisal System on Trust for Management: A Field Quasi-Experiment," *Journal of Applied Psychology*, 84 (February), 123–36.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. _____ seems very concerned about my welfare.
2. My needs and desires appear to be important to _____.
3. It doesn't seem that _____ would knowingly do anything to hurt me.
4. _____ seems to really look out for what is important to me.
5. _____ appears to go out of its way to help me.

---

1. The name of the business should be placed in the blanks. In the version by Okazaki, Li, and Hirose (2009), the phrase "mobile advertisers" was used.

SCALE NAME: Trust in Company's Website Transaction Skills

SCALE DESCRIPTION:

The scale has six, five-point Likert-type items and measures the degree to which a person believes that a website has e-commerce skills, particularly in managing online transactions. The scale was called *ability (Trusting Beliefs)* by Schlosser, White, and Lloyd (2006).

SCALE ORIGIN:

The scale used by Schlosser, White, and Lloyd (2006) is a modification of a scale used by Mayer and Davis (1999).

RELIABILITY:

The scale was used in the first three of four studies reported by Schlosser, White, and Lloyd (2006) but the alpha was only reported for Study 1 (.90).

VALIDITY:

Schlosser, White, and Lloyd (2006) did not discuss the scale's validity.

COMMENTS:

See also Okazaki, Li, and Hirose (2009) for an adaptation of this scale for use with regard to mobile advertisers.

REFERENCES:

Mayer, Roger and James Davis (1999), "The Effect of the Performance Appraisal System on Trust for Management: A Field Quasi-Experiment," *Journal of Applied Psychology*, 84 (February), 123–36.

Okazaki, Shintaro, Hairong Li, and Morikazu Hirose (2009), "Consumer Privacy Concerns and Preference for Degree of Regulatory Control," *Journal of Advertising*, 38 (4), 63-77.

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. _____ seems very capable of performing online transactions.
2. _____ appears to be successful at the things it tries to do.
3. _____ seems to have much knowledge about what needs to be done to fulfill online transactions.
4. I feel very confident about _____ online skills.
5. _____ appears to have specialized capabilities that can increase its performance with online transactions.
6. _____ appears to be well qualified in the area of e-commerce.

---

1. The name of the website should be placed in the blanks.

SCALE NAME: Trust in Regulation

SCALE DESCRIPTION:

Six, seven-point Likert-type items are used in this scale to measure the degree to which a person believes that government agencies and officials are benevolent and honest with respect to the way a specified activity is regulated. Grayson, Johnson, and Chen (2008) referred to this measure as *system trust-government.*

SCALE ORIGIN:

Grayson, Johnson, and Chen (2008) developed their scales after reviewing the literature to operationalize this construct and others related to trust. For this scale they drew heavily on measures by Kumar, Scheer, and Steenkamp (1995). Two studies were conducted, one in the UK and one in Taiwan. The Chinese versions of the scales for use in Taiwan were back-translated into English to assess their appropriateness.

RELIABILITY:

The alphas reported for the scale by Grayson, Johnson, and Chen (2008) were .78 (United Kingdom) and .95 (Taiwan).

VALIDITY:

Some evidence was provided by Grayson, Johnson, and Chen (2008) from both studies they conducted in support of the scale's convergent and discriminant validities.

COMMENTS:

Grayson, Johnson, and Chen (2008) used a variation of this scale to measure a related construct they called *system trust-professional association*. Instead of referring to trust in the government's ability to regulate an activity, the items are phrased such that the trust is in a professional association which the professionals with whom the consumers interact are members.

REFERENCES:

Grayson, Kent, Devon Johnson, and Der-Fa Robert Chen (2008), "Is Firm Trust Essential in a Trusted Environment? How Trust in the Business Context Influences Customers," *Journal of Marketing Research*, 45 (2), 241-256.

Kumar, Nirmalya, Lisa K. Scheer, and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Perceived Interdependence on Dealer Attitudes," *Journal of Marketing Research*, 32 (August), 348-356.

SCALE ITEMS:[1]

1. When making important decisions about _____ regulation, the government is concerned about the welfare of people like me.
2. If I were to have problems with _____, government agencies are available to offer me assistance and support.
3. Those who make decisions about _____ regulation in this country seem to understand the needs of people like me.
4. Most elected officials are sincere in their campaign promises.
5. I can count on _____ regulators to be sincere.
6. The government usually keeps its promises in terms of _____ regulation.

---

1. All but one of the blanks are to be filled with a short generic word or phrase describing the focal activity being regulated, e.g., financial. The exception is #2 where the phrase is more complicated and idiosyncratic to each situation with which the scale is used. The phrase used in that blank by Grayson, Johnson, and Chen (2008) was "my financial advisor."

SCALE NAME: Trust in the Company

SCALE DESCRIPTION:

Four, ten-point semantic differentials are used to assess the degree to which a customer believes a business is reliable and capable.

SCALE ORIGIN:

Sirdeshmukh, Singh, and Sabol (2002) stated that the scale was adapted from previous measures of trust, however, examination shows very little similarity in those items and the ones used by the authors. Given this, it is probably most accurate to consider the scale to be original to Sirdeshmukh, Singh, and Sabol (2002).

RELIABILITY:

An alpha of .96 was reported for the scale by Sirdeshmukh, Singh, and Sabol (2002) for both the retail store and the airline that were studied. In the study by Vlachos et al. (2009), the scale's construct reliability was .94.

VALIDITY:

The validity of the scale was not addressed by Sirdeshmukh, Singh, and Sabol (2002). Not all of the details were provided by Vlachos et al. (2009) but they implied that support was found for the scale's unidimensionality as well as its convergent and discriminant validities. Its AVE was .79.

COMMENTS:

See also Nijssen et al. (2003) for combining the items in this scale with those of another scale (trust in the employees) to measure "overall trust in the service provider." Although both sets of items are the same, they are directed at different objects. The constructs may be highly related in most situations but they are not the same. They should not be treated as if they are unidimensional unless support is provided across a variety of situations or if it is shown that they are dimensions of a higher order factor. A similar combination of items from two different scales was used to by Agustin and Singh (2005) to produce a six-item measure they referred to as relational trust.

REFERENCES:

Agustin, Clara and Jagdip Singh (2005), "Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges," *Journal of Marketing Research*, 42 (February), 96-108.

Nijssen, Edwin, Jagdip Singh, Deepak Sirdeshmukh, and Hartmut Holzmüeller (2003), "Investigating Industry Context Effects in Consumer-Firm Relationships: Preliminary Results from a Dispositional Approach," *Journal of the Academy of Marketing Science*, 31 (1), 46-60.

Sirdeshmukh, Deepak, Jagdip Singh, and Barry Sabol (2002), "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing*, 66 (January), 15-37.

Vlachos, Pavlos A., Argiris Tsamakos, Adam P. Vrechopoulos, and Panagiotis K. Avramidis (2009), "Corporate Social Responsibility: Attributions, Loyalty, and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, 37 (2), 170-180.

SCALE ITEMS:[1]

I feel that this _____ is:

1. very undependable / very dependable
2. very incompetent / very competent
3. of very low integrity / of very high integrity
4. very unresponsive to customers / very responsive to customers

---

1. The name of the type of business can be placed in the blank. Sirdeshmukh, Singh, and Sabol (2002) used "store" and "airline."

SCALE NAME: Trusting Disposition

SCALE DESCRIPTION:

The six, seven-point Likert-type items in this scale are used to measure the degree to which a person has a tendency to trust other people, particularly the ones already known, until/unless there is reason to do otherwise. Grayson, Johnson, and Chen (2008) referred to this measure as *generalized trust*.

SCALE ORIGIN:

The items used by Grayson, Johnson, and Chen (2008) were taken from a larger scale by Couch, Adams, and Jones (1996). That long version had 20 items. The basis on which Grayson, Johnson, and Chen (2008) selected the six items to compose their scale was not stated. They did explain, however, that they conducted two studies, one in the UK and one in Taiwan. The Chinese version of the scale for use in Taiwan was back-translated into English to assess its appropriateness. It seems a bit strange that the translated version had a much higher internal consistency than the one in English, the language in which the scale had been originally constructed and tested. Perhaps it is something to do with half of the selected items being stated in the reverse which can potentially degrade unidimensionality (e.g., Netemeyer, Bearden, and Sharma 2003; Swain, Weathers, and Niedrich 2008).

RELIABILITY:

The alphas reported for the scale by Grayson, Johnson, and Chen (2008) were .60 (United Kingdom) and .82 (Taiwan).

VALIDITY:

Some evidence was provided by Grayson, Johnson, and Chen (2008) from both studies they conducted in support of the scale's convergent and discriminant validities.

REFERENCES:

Couch, Laurie L., Jeffrey M. Adams, and Warren H. Jones (1996), "The Assessment of Trust Orientation," *Journal of Personality Assessment*, 67 (2), 305–323.

Grayson, Kent, Devon Johnson, and Der-Fa Robert Chen (2008), "Is Firm Trust Essential in a Trusted Environment? How Trust in the Business Context Influences Customers," *Journal of Marketing Research*, 45 (2), 241-256.

Netemeyer, Richard G., William O. Bearden, and Subhash Sharma (2003), *Scaling Procedures: Issues and Applications*, Newbury Park, CA: Sage Publications, Inc.

Swain, Scott D, Danny Weathers, and Ronald W. Niedrich (2008), "Assessing Three Sources of Misresponse to Reversed Likert Items," *Journal of Marketing Research*, 45 (1), 116-131.

SCALE ITEMS:

1. I have a lot of faith in the people I know.
2. My relationships with others are characterized by trust and acceptance.
3. Basically, I am a trusting person.
4. Experience has taught me to be doubtful of others until I know they can be trusted. (r)
5. It is better to be suspicious of people you have just met until you know them better. (r)
6. Only a fool would trust most people. (r)

SCALE NAME: Typicality of Event

SCALE DESCRIPTION:

The scale has three, seven-point semantic-differentials that measure the degree to which a person describes an experience as being common and occurring frequently or as atypical and rarely happening. Although used by Hess, Ganesan, and Klein (2007) with regard to a service failure, the items themselves are general enough to apply to a wide variety of events one might experience.

SCALE ORIGIN:

The scale was constructed by Hess, Ganesan, and Klein (2007). Although no explicit details were provided for this scale, the authors mentioned that all of their scales were pretested and refined. The scale was used in two studies, one having to do with an airline service failure and the other relating to a hotel service failure.

RELIABILITY:

Hess, Ganesan, and Klein (2007) reported that the scale's alpha was .75 with regard to service failures with both an airline and a hotel.

VALIDITY:

Hess, Ganesan, and Klein (2007) provided some general evidence of convergent and discriminant validity for all of their scales. Details regarding this scale in particular were not provided.

REFERENCES:

Hess Jr., Ronald L., Shankar Ganesan, and Noreen M. Klein (2007), "Interactional Service Failures in a Pseudorelationship: The Role of Organizational Attributions," *Journal of Retailing*, 83 (1), 79-95.

SCALE ITEMS:

1. not at all characteristic of my experiences / characteristic of my experiences
2. not at all typical / extremely typical
3. occurs infrequently / occurs frequently

SCALE NAME: Uncertainty about the Brand

SCALE DESCRIPTION:

This scale is composed of nine-point Likert-type items intended to measure the degree to which a person desires more information about a brand because of a lack of knowledge about what it is like. The scale was referred to as *perceived risk* by Erdem and Swait (2004) and Erdem, Swait, and Valenzuela (2006).

SCALE ORIGIN:

The items used by Erdem and Swait (2004; Erdem, Swait, and Valenzuela 2006) were used originally by Erdem and Swait (1998).

RELIABILITY:

Erdem and Swait (2004) reported an alpha of .64 for their two-item version of the scale. No reliability was reported by Erdem, Swait, and Valenzuela (2006) for the version of the scale they used.

VALIDITY:

No information regarding the scale's validity was provided by Erdem and Swait (2004). Erdem, Swait, and Valenzuela (2006) provided support for the convergent and discriminant validities of the scale using data pooled across several countries and two product categories.

REFERENCES:

Erdem, Tulin and Joffre Swait (1998), "Brand Equity as a Signaling Phenomenon," *Journal of Consumer Psychology*, 7 (April), 131-157.

Erdem, Tulin and Joffre Swait (2004), "Brand Credibility, Brand Consideration and Choice," *Journal of Consumer Research*, 31 (June), 191-198.

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.

SCALE ITEMS:[1]

1. I need lots more information about this brand before I'd buy it.
2. To figure out what this brand is like, I'd have to try it several times.
3. I never know how good this brand will be before I buy it.

---

1. Erdem and Swait (2004) used #3 and a statement similar to #2; #1 was part of a different scale in their study. Erdem, Swait, and Valenzuela (2006) used all three items.

SCALE NAME: Uncertainty Avoidance

SCALE DESCRIPTION:

This scale is composed of three, nine-point Likert-type items intended to measure the degree to which a person desires certainty and the familiar in life as opposed to the unknown and taking risks.

SCALE ORIGIN:

The items used by Erdem, Swait, and Valenzuela (2006) were developed based on measures used by Hofstede (1980). The latter proposed that there are dimensions of cultural values, one of which is related to the way a society deals with uncertainty. The scale is intended to be a measure of that same construct at the individual level.

RELIABILITY:

Erdem, Swait, and Valenzuela (2006) reported an alpha of .692 for their scale.

VALIDITY:

Although Erdem, Swait, and Valenzuela (2006) referred to their use of factor analysis to identify scale items that performed well in each of the seven countries they studied, no direct evidence for the convergent and discriminant validities of the scale was reported.

REFERENCES:

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.

Hofstede, Geert (1980), Culture's Consequences: International Differences in Work-Related Values. Beverly Hills, CA: Sage Publications.

SCALE ITEMS:

1.   Security is an important concern in my life.
2.   Life is so uncertain that one must continuously be on the alert so as not to be caught at a disadvantage.
3.   It is important to consider dissenting views when making personal and social decisions.

SCALE NAME: Uncertainty of Others' Product Attitudes

SCALE DESCRIPTION:

The six item, nine-point Likert-type scale measures the difficulty a consumer had in knowing what people from various references groups thought about products and what their recommendations would have been. The scale was called *ambiguous social reaction* by Heitmann, Lehmann, and Herrmann (2007).

SCALE ORIGIN:

The scale used by Heitmann, Lehmann, and Herrmann (2007) appears to have been developed by them for their study. They drew inspiration for their items from work by Park and Lessig (1977).

RELIABILITY:

The alpha for the scale used by Heitmann, Lehmann, and Herrmann (2007) was .92 (Heitmann 2010).

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .64.

REFERENCES:

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

Park, C. Whan and Parker V. Lessig (1977), "Students and Housewives: Differences in Susceptibility to Reference Group Influence," *Journal of Consumer Research*, 4 (2), 102–110.

SCALE ITEMS:[1]

I found it difficult to judge:

1.   which products friends, neighbors, relatives or work associates with reliable information would recommend me to buy.
2.   which products an association of professionals or independent group of experts would find superior.
3.   the product related preferences of people with whom I interact.
4.   with which product I would satisfy the expectations others have of myself.
5.   with which product I could show others who I am and who I would like to be.
6.   the characteristics of typical customers of the different brands being offered.

SCALE NAME: Uncertainty of the Decision

SCALE DESCRIPTION:

Six statements with seven-point response formats are used to measure the extent to which a consumer had relevant information when making a decision. The items seem to be especially appropriate when referring to the level of information one had prior to external search activity. This is why Urbany, Dickson, Wilkie (1989) referred to the scale as *pre-search uncertainty*.

SCALE ORIGIN:

The scale was developed by Urbany, Dickson, Wilkie (1989). Their analysis indicated that the six items represented two factors, one they called "knowledge uncertainty" (items #1-#3, below) and the other "choice uncertainty" (items #4-#6, below). The alphas for those scales were .72 and .77, respectively.

RELIABILITY:

The alpha for the six item scale used by Harris and Blair (2006) was .89.

VALIDITY:

No explicit examination of the scale's validity was reported by Harris and Blair (2006). They acknowledged that the items could represent distinct constructs but that they were strongly related. In defense of the items composing one scale, the authors reported that their factor analysis showed the items had strong loadings on the same factor.

REFERENCES:

Harris, Judy and Edward A. Blair (2006), "Functional Compatibility Risk and Consumer Preference for Product Bundles," *Journal of the Academy of Marketing Science*, 34 (1), 19-26.

Urbany, Joel E., Peter R. Dickson, William L. Wilkie (1989), "Buyer Uncertainty and Information Search," *Journal of Consumer Research*, 16 (2), 208-215.

SCALE ITEMS:[1]

1. The features that were available.
2. The performance of the different brands and models.
3. The most important considerations to be used in making the purchase choice.
4. Which brand to choose.
5. Which model to choose.
6. Which store to shop.

---

1. The seven-point response scale used by Harris and Blair (2006) had *very unsure* and *very sure* as verbal anchors.

SCALE NAME: Usage Clarity

SCALE DESCRIPTION:

Five, seven-point Likert-type statements are used to measure a consumer's certainty about how to properly use an object. The objects examined by Meuter et al. (2005) were two kinds of self-service technologies. In the context of co-production, the scale has been viewed as a measure of role clarity (Meuter et al. 2005; Dong, Evans, and Zou 2008).

SCALE ORIGIN:

The scale is original to Meuter et al. (2005) but they drew phrases and concepts from the work of Rizzo, House, and Lirtzman (1970).

RELIABILITY:

Alphas of .96 and .94 were reported by Meuter et al. (2005) for use of the scale in Studies 1 and 2, respectively. The alpha for the version used by Dong, Evans, and Zou (2008) was .826.

VALIDITY:

At a general level, Meuter et al. (2005) tested a measurement model containing all of their constructs and indicators. Its fit was acceptable. The factor loadings were reported to be significant and evidence of discriminant validity was provided for each construct using two different tests (confidence interval, variance extracted). Similar procedures were used by Dong, Evans, and Zou (2008) from which, in particular evidence was found in support of the scale's convergent and discriminant validities.

REFERENCES:

Dong, Beibei, Kenneth R. Evans, and Shaoming Zou (2008), "The Effects of Customer Participation in Co-Created Service Recovery, *Journal of the Academy of Marketing Science*, 36 (1), 123-137.

Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom, and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing*, 69 (April), 61-83.

Rizzo, John R., Robert J. House, and Sidney I. Lirtzman (1970), "Role Conflict and Ambiguity in Complex Organizations," *Administrative Science Quarterly*, 15 (June), 150–163.

SCALE ITEMS:[1]

1. I feel certain about how to effectively use the _____.
2. I am NOT sure how to use the _____ properly. (r)
3. I know what is expected of me if I use the _____.
4. The steps in the process of using the _____ are clear to me.
5. I believe there are only vague directions regarding how to use the _____.[2]

---

1. The name of the good or service should be placed in the blanks.
2. The phrasing used by Dong, Evans, and Zou (2008) for this items was "Directions are vague regarding how to use this _____."

SCALE NAME: Usefulness (General)

SCALE DESCRIPTION:

The scale uses three semantic differentials to measure the degree to which a stimulus is perceived to be efficient and informative. Bosmans (2006) did not describe the number of points on the response scale.

SCALE ORIGIN:

The source of the scale was not stated by Bosmans (2006).

RELIABILITY:

An alpha of .76 was reported for the scale by Bosmans (2006).

VALIDITY:

No information regarding the scale's validity was provided by Bosmans (2006).

REFERENCES:

Bosmans, Anick (2006), "Scents and Sensibility: When Do (In)Congruent Ambient Scents Influence Product Evaluations?" *Journal of Marketing*, 70 (3), 32-43.

SCALE ITEMS:

1. not useful / useful
2. not efficient / efficient
3. not informative / informative

SCALE NAME: Usefulness (General)

SCALE DESCRIPTION:

Eight, seven-point semantic-differentials are used to measure the degree of functional value a person's believes a particular object (product, process, etc.) to have.

SCALE ORIGIN:

The scale was developed by Kleijnen, de Ruyter, and Wetzels (2007) who built upon a scale by Voss, Spangenberg, and Grohmann (2003). Kleijnen, de Ruyter, and Wetzels (2007) pretested the scale along with others in preparation for their main study.

RELIABILITY:

Kleijnen, de Ruyter, and Wetzels (2007) used the scale with respect to three "channels" in which financial transactions could take place. The alphas were .95 (mobile), .97 (non-mobile electronic), and .95 (retail).

VALIDITY:

Besides some facets of validity examined in their pretest, Kleijnen, de Ruyter, and Wetzels (2007) provided support for the scale's convergent and discriminant validities in the main study. The scale's AVEs were .69 (mobile), .81 (non-mobile electronic), and .72 (retail).

REFERENCES:

Kleijnen, Mirella, Ko de Ruyter, and Martin Wetzels (2007), "An Assessment of Value Creation in Mobile Service Delivery and the Moderating Role of Time Consciousness," *Journal of Retailing*, 83 (1), 33-46.

Voss, K.E., E.R. Spangenberg and B. Grohmann (2003), "Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude," *Journal of Marketing Research*, 40 (August) 310–320.

SCALE ITEMS:

1. Ineffective / effective
2. Not functional / functional
3. Impractical / practical
4. Useless / useful
5. Not sensible / sensible
6. Inefficient / efficient
7. Unproductive / productive
8. Bad / good

SCALE NAME: Value from Product Possession

SCALE DESCRIPTION:

Three, seven-point items are used to measure the degree to which a person consumes a product because of the value derived from owning it.

SCALE ORIGIN:

The source of the scale used by Mogilner and Aaker (2009) was not identified but appears to have been developed by them for their study (Experiment 5).

RELIABILITY:

The alpha for the scale was .81 (Mogilner and Aaker 2009).

VALIDITY:

No examination of the scale's validity was reported by Mogilner and Aaker (2009).

REFERENCES:

Mogilner, Cassie and Jennifer Aaker (2009), "The Time vs. Money Effect": Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (2), 277-91.

SCALE ITEMS:

How would you rate your _____ on the following aspects?[1]

1. Proud to own it
2. Prestigious
3. Financial investment

---

1. The generic name of the focal product should be placed in the blank, e.g., car. The verbal anchors used by Mogilner and Aaker (2009) were *negative* (-3), *neutral* (0), and *positive* (3).

SCALE NAME: Value from Product Usage

SCALE DESCRIPTION:

The degree to which a person buys a product because of the value derived from using it is measured with three, seven-point items. This seems to be tapping into a utilitarian-type of consumption motivation.

SCALE ORIGIN:

The source of the scale used by Mogilner and Aaker (2009) was not identified but appears to have been developed by them for their study (Experiment 5).

RELIABILITY:

The alpha for the scale was .79 (Mogilner and Aaker 2009).

VALIDITY:

No examination of the scale's validity was reported by Mogilner and Aaker (2009).

REFERENCES:

Mogilner, Cassie and Jennifer Aaker (2009), "The Time vs. Money Effect": Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (2), 277-91.

SCALE ITEMS:

How would you rate your _____ on the following aspects?[1]

1. Useful
2. Drives well[2]
3. Comfortable[3]

---

1. The generic name of the focal product should be placed in the blank, e.g., car. The verbal anchors used by Mogilner and Aaker (2009) were *negative* (-3), *neutral* (0), and *positive* (3).
2. Because this attribute will only be appropriate for a couple of product categories, another utilitarian attribute should replace it when the scale is used with other products.
3. Although this attribute will fit several product categories (cars, clothes, chairs), another utilitarian characteristic will need to be substituted for other categories.

SCALE NAME: Value of the Transaction

SCALE DESCRIPTION:

Four, ten-point items are used to assess a customer's evaluation of his/her business transactions with a specified store or company in terms of their perceived value (money, time, and effort).

SCALE ORIGIN:

Nijssen et al. (2003) and Sirdeshmukh, Singh, and Sabol (2002) stated that the scale was "adapted" from previous measures of value, particularly Grisaffe and Kumar (1998). Although they may have received some inspiration from that study, it is probably best to think of their scale as original to their work.

RELIABILITY:

Alphas of .88 and .92 were reported for the scales by Nijssen et al. (2003) and Sirdeshmukh, Singh, and Sabol (2002), respectively.

VALIDITY:

The confirmatory factor analysis by Nijssen et al. (2003) showed a good fit and evidence was provided in support of their scales' convergent and discriminant validities. The average variance extracted for this scale was .79. The validity of the scale was not addressed by Sirdeshmukh, Singh, and Sabol (2002).

COMMENTS:

Based on the material provided in the respective articles, there were very slight wording differences between the items used by Nijssen et al. (2003) and Sirdeshmukh, Singh, and Sabol (2002). It is not clear if these were true differences or if they have more to do with the way they were paraphrased for the articles, especially since the studies seem to have used the same database. The items varied a little based upon the two contexts that were examined. (Both articles reported use of the scales in a retail clothing context as well as in an airline context. See Agustin and Singh [2005] for a three item version of the scale, possibly drawn from the same database.)

See also Vogel, Evanschitzky, and Ramaseshan (2008) for a six-item adaptation of this scale that subsumes three of this scale's items and is called *value equity*.

REFERENCES:

Agustin, Clara and Jagdip Singh (2005), "Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges," *Journal of Marketing Research*, 42 (February), 96-108.

Grisaffe, Douglas P. and Anand Kumar (1998), *Antecedents and Consequences of Customer Value: Testing an Expanded Framework*, Working Paper 98-107. Cambridge, MA: Marketing Science Institute.

Nijssen, Edwin, Jagdip Singh, Deepak Sirdeshmukh, and Hartmut Holzmüeller (2003), "Investigating Industry Context Effects in Consumer-Firm Relationships: Preliminary Results from a Dispositional Approach," *Journal of the Academy of Marketing Science*, 31 (1), 46-60.

Sirdeshmukh, Deepak, Jagdip Singh, and Barry Sabol (2002), "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing*, 66 (January), 15-37.

Vogel, Verena, Heiner Evanschitzky, and B. Ramaseshan (2008), "Customer Equity Drivers and Future Sales," *Journal of Marketing*, 72 (6), 98-108.

SCALE ITEMS:[1]

Please evaluate the _____ on the following factors:

1. For the prices you pay for _____, would you say it is a: *very poor deal / very good deal*?

2. For the time you spent in order to _____, would you say it is: *highly unreasonable / highly reasonable*?
3. For the effort involved in _____, would you say it is: *not at all worthwhile / very worthwhile*?
4. How would you rate your overall experience? *extremely poor value / extremely good value*

---

1. The name of the type of business can be placed in the blank of the scale stem. Nijssen et al. (2003) as well as Sirdeshmukh, Singh, and Sabol (2002) used "store" and "airline." The blanks in the items were filled with phrases appropriate for the business being evaluated.

SCALE NAME: Value of Win-Back Offer

SCALE DESCRIPTION:

These ten, five-point Likert-type items are intended to measure the degree of value a consumer places on the offer extended to him/her by a former service provider in an effort to reacquire his/her business after having defected. The scale was called *win-back offer worth* (WOW) by Tokman, Davis, and Lemon (2007).

SCALE ORIGIN:

The scale used by Tokman, Davis, and Lemon (2007) is derived from a scale by Grewal, Monroe, and Krishnan (1998).

RELIABILITY:

Tokman, Davis, and Lemon (2007) reported that the scale's alpha was .95.

VALIDITY:

Information regarding the scale's validity was not discussed by Tokman, Davis, and Lemon (2007). They did, however, state that the items loaded together in an exploratory factor analysis.

REFERENCES:

Grewal, Dhruv, Kent B. Monroe and R. Krishnan (1998), "The Effects of Price-Comparison Advertising on Buyer's Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions," *Journal of Marketing*, 62 (April), 46-59.

Tokman, Mert, Lenita M. Davis, and Katherine N. Lemon (2007), "The WOW Factor: Creating Value Through Win-back Offers to Reacquire Lost Customers," *Journal of Retailing*, 83 (1), 47-64.

SCALE ITEMS:[1]

Directions: Keeping the win-back offer you just read in mind, please answer the following questions:

1. My former service provider's offerings meet my quality standards.
2. I think that, given my former service provider's features/services, it is a good value for the money.
3. The offer made by my former service provider meets my price requirements.
4. Compared to the maximum price I would be willing to pay for _____, my former service provider's offer conveys good value.
5. I would value my former service provider's offer as it would meet my needs for a reasonable price.
6. The offer from my former service provider would be a worthwhile consideration.
7. After evaluating the offer made by my former service provider, I am confident that I am getting quality features/services for the price.
8. If l go back to my former service provider I think I would be getting good value for the money I spend.
9. If I go back to my former service provider I feel I would be getting my money's worth.
10. I feel that I am getting a good quality _____ service for a reasonable price at my former service provider.

---

1. Before completing the scale, participants read a scenario asking them to imagine that a former service provider made an offer to win back their business. See the article by Tokman, Davis, and Lemon (2007) for the exact phrasing of the scenario. The blanks in #4 and #10 should be filled with a short description of the service, e.g., auto maintenance.

SCALE NAME: Venturesome Consumption

SCALE DESCRIPTION:

This seven-point Likert-type scale measures the degree to which a person reports being willing, even eager, to try new and/or unfamiliar stores and products.

SCALE ORIGIN:

Though some of the items may be similar to ones used in other scales, nine of the items (below) were assembled as a scale along six other scales by Raju (1980). An initial pool of 90 items related to exploratory behavior and lifestyle were compiled and then tested for low social desirability bias and high item-total correlations. Thirty-nine items were found to meet the criteria and were common to two separate samples. Items were grouped into seven categories on the basis of inter-item correlations and subjective judgment.

Harris (2008) used four of the items in Raju's (1980) scale and added two of his own that were developed during a pretest.

RELIABILITY:

The scale was reported by Raju (1980) to have reliabilities (Spearman-Brown) of .808 and .831 for the homemaker and student samples, respectively. An alpha of .89 was reported by Harris (2008) for his version of the scale.

VALIDITY:

Though Raju (1980) notes that a factor analysis was performed, the grouping of items for scale purposes was based more on inter-item correlations and a subjective classification process. Confirmatory Factor Analysis was used by Harris (2008) to examine this scale along with two others. The measurement model was judged to have a good fit and evidence for the scale's discriminant and convergent was found. The scale's AVE was .81.

REFERENCES:

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (4), 461-476.

Raju, P. S. (1980), "Optimum Stimulation Level: Its Relationship to Personality, Demographics, and Exploratory Behavior," *Journal of Consumer Research*, 7 (December), 272-282.

SCALE ITEMS:[1]

1. When I eat out, I like to try the most unusual items the restaurant serves, even if I am not sure I would like them.
2. I am the kind of person who would try any new product once.
3. When I go to a restaurant, I feel it is safer to order dishes I am familiar with. (r)
4. I am cautious in trying new/different products. (r)
5. Even for an important date or dinner, I wouldn't be wary of trying a new or unfamiliar restaurant.
6. I would rather stick with a brand I usually buy than try something I am not very sure of. (r)
7. I never buy something I don't know about at the risk of making a mistake. (r)
8. If I buy appliances, I will buy only well-established brands. (r)
9. I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases.
10. Trying out new products is an adventure, not a risk.
11. I like my shopping trips to be exciting.

---

1. The first nine items composed the version of the scale developed by Raju (1980). The version used by Harris (2008) had #1, #2, #4, #6, #10, and #11.

SCALE NAME: Visual Processing Fluency

SCALE DESCRIPTION:

Three, seven-point semantic differentials are used in this scale to measure the ease with which a person is able to process a visual stimulus. It is a combination of perceptual fluency (items #1 and #2) and conceptual fluency (item #3). Labroo, Dhar, and Schwarz (2008) referred to the scale both as *ease of processing* and a *fluency index*.

SCALE ORIGIN:

The scale was used in Study 3 of those discussed by Labroo, Dhar, and Schwarz (2008). No information regarding the scale's source was provided; it appears to be original to them.

RELIABILITY:

Alphas of .86 and .70 were reported for the scale by Labroo, Dhar, and Schwarz (2008) when used with a filler product and the target product, respectively. It is somewhat unusual for alphas to be so different when used with the same subjects in a study. Upon questioning about this, the lead author noted that the filler product was probably more familiar than the target product and that this may have affected the internal consistency of the scale items (Labroo 2010). Given this possibility, the scale may be more reliable when used with familiar vs. unfamiliar stimuli.

VALIDITY:

No examination of the scale's validity was reported by Labroo, Dhar, and Schwarz (2008).

REFERENCES:

Labroo, Aparna A. (2010), personal correspondence.

Labroo, Aparna A., Ravi Dhar, and Norbert Schwarz (2008), "Of Frog Wines and Frowning Watches: Semantic Priming, Perceptual Fluency, and Brand Evaluation," *Journal of Consumer Research*, 34 (6), 819-831.

SCALE ITEMS:

1. *not at all attractive / very attractive*
2. *not at all eye-catching / very eye-catching*
3. *difficult to process / easy to process*

SCALE NAME: Vividness

SCALE DESCRIPTION:

The items in this scale are purported to measure the degree to which a stimulus has evoked clear and relevant images in a person.

SCALE ORIGIN:

Although not explicitly described as such, the six-item scale was apparently developed for use in an experiment by Keller and Block (1997). Kidwell, Hardesty, and Childers (2008) used five of the items in their second study as well as its pre-test.

RELIABILITY:

Keller and Block (1997) reported an alpha of .89 for the scale. Alphas of .89 and .91 were reported by Kidwell, Hardesty, and Childers (2008) for the version of the scale used in their Study 2 and its pre-test.

VALIDITY:

No examination of the scale's validity was reported in the research by either Keller and Block (1997) or Kidwell, Hardesty, and Childers (2008).

REFERENCES:

Keller, Punam Anand and Lauren G. Block (1997), "Vividness Effects: A Resource-Matching Perspective," *Journal of Consumer Research*, 24 (December), 295–304.

Kidwell, Blair (2010), personal correspondence.

Kidwell, Blair, David M. Hardesty, and Terry L. Childers (2008), "Emotional Calibration Effects on Consumer Choice," *Journal of Consumer Research*, 35 (4), 611-621.

SCALE ITEMS:[1]

1. Not vivid / Vivid
2. Not personal / Personal
3. Not concrete / Concrete
4. Not easy to imagine / Easy to imagine
5. Not easy to relate to / Easy to relate to
6. Not easy to picture / Easy to picture

---

1. Keller and Block (1997) used all of the items and a seven-point response format. Kidwell, Hardesty, and Childers (2008; Kidwell 2010) used all of the items except #2 and a five-point scale.

SCALE NAME: Volunteer Intention

SCALE DESCRIPTION:

A person's expressed likelihood of donating time and effort to a charity is measured in this scale using three, seven-point items.

SCALE ORIGIN:

The source of the scale used by White and Peloza (2009) was not specified but it appears to have been developed by them for use in Study 1 and Study 2 of the five they reported.

RELIABILITY:

The alphas for the scale was reported by White and Peloza (2009) to be .91 in Study 1 (n = 144 undergraduate students) and .92 in Study 2 (n = 96 undergraduate students).

VALIDITY:

White and Peloza (2009) did not discuss the scale's validity.

REFERENCES:

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-24.

SCALE ITEMS:[1]

1. How likely would you be to make a donation of time (i.e., volunteer) to _____?[2]
2. How inclined are you to volunteer with _____?[3]
3. How willing are you to volunteer with _____?[4]

---

1. The name of the charity or cause should be placed in the blanks.
2. The extreme verbal anchors for the response scale were not stated by White and Peloza (2009) but were probably something like *very unlikely* (1) and *very likely* (7).
3. The extreme verbal anchors for the response scale were not stated by White and Peloza (2009) but were probably something like *not inclined at all* (1) and *very inclined* (7).
4. The extreme verbal anchors for the response scale were not stated by White and Peloza (2009) but were probably something like *not willing at all* (1) and *very willing* (7).

SCALE NAME: Warning Prominence in Print Ads

SCALE DESCRIPTION:

The scale is composed of four, seven-point Likert-type items that are intended to measure the degree to which a person believes that companies should noticeably position warning-related information in print ads rather than burying it where it is less likely to be seen. The scale was referred to as *responsible advertising* by Torres, Sierra, and Heiser (2007).

SCALE ORIGIN:

The scale is original to Torres, Sierra, and Heiser (2007). Data were gathered for seven items but exploratory factor analysis indicated that only four of the items had high loadings on the same factor.

RELIABILITY:

Torres, Sierra, and Heiser (2007) reported an alpha of .809 for the scale.

VALIDITY:

No information regarding the scale's validity was provided by Torres, Sierra, and Heiser (2007) beyond that noted above regarding the factor analysis.

REFERENCES:

Torres, Ivonne M., Jeremy J. Sierra, and Robert S. Heiser (2007), "The Effects of Warning-Label Placement in Print Ads: A Social Contract Perspective," *Journal of Advertising*, 36 (2), 49-62.

SCALE ITEMS:

1. I'd be wary of companies that hide warning labels in print ads.
2. It doesn't matter to me where a warning label is positioned in a print ad. (r)
3. Companies have an obligation to noticeably warn consumers of potential product side effects in print ads.
4. When companies openly place warnings in print ads about potential product side effects, my trust in them increases.

SCALE NAME: Website Controllability

SCALE DESCRIPTION:

This scale has three, seven-point Likert-type items that measure the degree of control a person reports having over his/her interaction with a particular website. The scale was referred to as the *control* subfactor of a second-order construct that Wang et al. (2007) called *flow*. While this factor and the others measured by Wang et al. (2007) might as a set be viewed as composing flow, they do not individually appear to measure flow, thus, are not referred to here as such.

SCALE ORIGIN:

Wang et al. (2007) developed the scale based on inspiration received from items developed by Trevino and Webster (1992; Webster, Trevino, and Ryan 1993).

RELIABILITY:

Alphas of .72 (convenience sample of 337 college students) and .97 (250 randomly selected people from a national online panel) were reported for the scale as used in Study 1 and Study 2, respectively (Wang et al. 2007).

VALIDITY:

Although the validity of this scale was not specifically discussed by Wang et al. (2007), the authors examined it using confirmatory factor analysis in both studies. The implication was that there was support for the scale's convergent and discriminant validities.

REFERENCES:

Trevino, L.K. and J. Webster (1992), "Flow in Computer-Mediated Communication: Electronic Mail and Voice Mail Evaluation and Impacts," *Communication Research*, 19 (5), 539–73.

Wang, Liz C., Julie Baker, Judy A. Wagner, and Kirk Wakefield (2007), "Can a Retail Web Site Be Social?" *Journal of Marketing*, 71 (3), 143-157.

Webster, Jane, Linda Klebe Trevino, and Lisa Ryan (1993), "The Dimensionality and Correlates of Flow in Human-Computer Interactions," *Computers in Human Behavior*, 9 (4), 411–26.

SCALE ITEMS:

1. I felt that I had no control over my interaction with this website. (r)
2. This website allowed me to control the computer interaction.
3. When navigating on this website, I felt in control.

SCALE NAME: Website Development (Investment Level)

SCALE DESCRIPTION:

Three, seven-point statements are used to measure the relative amount of time, effort, and money that appear to have been spent on the development of a website.

SCALE ORIGIN:

The scale was developed by Schlosser, White, and Lloyd (2006).

RELIABILITY:

An alpha of .95 was reported for the scale (Schlosser, White, and Lloyd 2006).

VALIDITY:

Schlosser, White, and Lloyd (2006) did not discuss the scale's validity. However, its successful use as a manipulation check provides some limited evidence of its concurrent validity.

REFERENCES:

Schlosser, Ann E., Tiffany Barnett White, and Susan M. Lloyd (2006), "Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," *Journal of Marketing*, 70 (2), 133-148.

SCALE ITEMS:[1]

1. The amount of time invested into developing this website seems to be . . .
2. The amount of effort devoted to developing this website seems to be . . .
3. The amount of money invested into developing this website seems to be . . .

---

1. The verbal anchors for the items were *very little* and *a great deal*.

SCALE NAME: Website Interactivity (Communication)

SCALE DESCRIPTION:

Six, seven-point items are used in the scale to measure the degree to which a person believes a website allows a free flow of information <u>from</u> the user as well as <u>to</u> the user (two-way).

SCALE ORIGIN:

Based upon previous research (Liu 2003; McMillan and Hwang 2002), Song and Zinkhan (2008) believed that the perceived interactivity of a website has three primary dimensions: communication, control, and responsiveness. They drew upon items used in previous studies (Liu 2003; McMillan and Hwang 2002; Wu 1999) to measure these three constructs. The details of developing and purifying the scales were not provided.

RELIABILITY:

An alpha of .934 was reported for the scale by Song and Zinkhan (2008).

VALIDITY:

No information regarding the scale's validity was provided by Song and Zinkhan (2008).

REFERENCES:

Liu, Yuping (2003), "Developing a Scale to Measure the Interactivity of Websites," *Journal of Advertising Research*, 43 (2), 207–16.

McMillan, Sally J. and Jang-Sun Hwang (2002), "Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity," *Journal of Advertising*, 31 (3), 29–41.

Song, Ji Hee and George M. Zinkhan (2008), "Determinants of Perceived Web Site Interactivity," *Journal of Marketing*, 72 (2), 99-113.

Wu, Guohua (1999), "Perceived Interactivity and Attitude Toward Websites," in *Proceedings of the American Academy of Advertising*, M.S. Roberts, ed. Gainesville: University of Florida, 254–62.

SCALE ITEMS:[1]

1.   This website facilitates two-way communication.
2.   The website gives me the opportunity to talk back.
3.   The website facilitates concurrent communication.
4.   The website enables conversation.
5.   The website does not encourage visitors to talk back. (r)
6.   The site is effective in gathering visitors' feedback.

---

1. Song and Zinkhan (2008) did not describe the verbal anchors used with their response scale. The typical *agree/disagree* type anchors would appear to be appropriate.

SCALE NAME: Website Interactivity (Control)

SCALE DESCRIPTION:

The scale has nine, seven-point items that are used to measure the degree to which a person believes that a website enables the user to know where he/she is, go where he/she wants to go, and do what he/she wants to accomplish at the site.

SCALE ORIGIN:

Based upon previous research (Liu 2003; McMillan and Hwang 2002), Song and Zinkhan (2008) believed that the perceived interactivity of a website has three primary dimensions: communication, control, and responsiveness. They drew upon items used in previous studies (Liu 2003; McMillan and Hwang 2002; Wu 1999) to measure these three constructs. The details of developing and purifying the scales were not provided.

RELIABILITY:

An alpha of .901 was reported for the scale by Song and Zinkhan (2008).

VALIDITY:

No information regarding the scale's validity was provided by Song and Zinkhan (2008).

REFERENCES:

Liu, Yuping (2003), "Developing a Scale to Measure the Interactivity of Websites," *Journal of Advertising Research*, 43 (2), 207–16.

McMillan, Sally J. and Jang-Sun Hwang (2002), "Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity," *Journal of Advertising*, 31 (3), 29–41.

Song, Ji Hee and George M. Zinkhan (2008), "Determinants of Perceived Web Site Interactivity," *Journal of Marketing*, 72 (2), 99-113.

Wu, Guohua (1999), "Perceived Interactivity and Attitude Toward Websites," in *Proceedings of the American Academy of Advertising*, M.S. Roberts, ed. Gainesville: University of Florida, 254–62.

SCALE ITEMS:[1]

1. While I was on the site, I was always aware where I was.
2. While I was on the site, I always knew where I was going.
3. While I was on the site, I was always able to go where I thought I was going.
4. I was delighted to be able to choose which link and when to click.
5. I feel that I have a great deal of control over my visiting experience at this site.
6. The Web site is not manageable. (r)
7. While I was on the site, I could choose freely what I wanted to see.
8. While surfing the site, I had absolutely no control over what I could do on the site. (r)
9. While surfing the site, my actions decided the kind of experiences I got.

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1. Song and Zinkhan (2008) did not describe the verbal anchors used with their response scale. The typical *agree/disagree* type anchors would appear to be appropriate.

SCALE NAME: Website Interactivity (Nonverbal)

SCALE DESCRIPTION:

The scale has four, seven-point items that are used to measure the extent to which a communication event at a website is characterized by information other than in verbal form.

SCALE ORIGIN:

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

RELIABILITY:

The construct reliability was reported to be .86 (Johnson, Bruner, and Kumar 2006).

VALIDITY:

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

REFERENCES:

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

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

SCALE ITEMS:[1]

1. Many websites contain pictures, icons, graphics, animation, and colors to enhance your understanding of the material presented. Please rate the extent to which these features were used to describe the brands.
2. In your opinion, to what extent did the brand descriptions contain nontext information? "Nontext" refers to the use of anything other than words and numbers (e.g., pictures) to convey information.
3. Did you think the brand descriptions had more text-type information (words and numbers) or more graphics-type (pictures, colors, animation, etc.) information?
4. To what extent were pictures and graphics used to enhance your understanding of the brand descriptions?

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1. The seven-point response scale used with items #1, #2, and #4 was anchored by *not at all* and *a great deal*; the anchors for #3 were *more text-type information and more graphics-type information* (Johnson 2002).

SCALE NAME: Website Interactivity (Reciprocity)

SCALE DESCRIPTION:

Four, seven-point items are used to measure the extent to which communication with a website is perceived to be reciprocal or to allow mutual action.

SCALE ORIGIN:

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

RELIABILITY:

The construct reliability was reported to be .77 (Johnson, Bruner, and Kumar 2006).

VALIDITY:

As noted above, support was provided in the study for interactivity being modeled as a formative construct, with reciprocity being one of its facets. Evidence of the reciprocity scale's convergent and discriminant validity was provided. One note of concern about this scale was that its AVE was below .50.

REFERENCES:

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

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

SCALE ITEMS:[1]

1. What is your impression of the number of exchanges you had with the webpages for this task?
2. Did the webpage require you to perform a low or high number of actions?
3. To what extent did you participate in the interaction with the website?
4. Did you feel that the number of times the website responded to your commands was low or high?

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

SCALE NAME: Website Interactivity (Responsiveness)

SCALE DESCRIPTION:

The scale is composed of five, seven-point items that are used to measure the degree to which the information provided in an interaction event (clicking on something) at a website is perceived to be appropriate and relevant.

SCALE ORIGIN:

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

RELIABILITY:

The construct reliability was reported to be .91 (Johnson, Bruner, and Kumar 2006).

VALIDITY:

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

REFERENCES:

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

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

SCALE ITEMS:[1]

1.   Please rate the relevance of the information you were shown when you clicked on the _____ .
2.   Please rate the appropriateness of the information you were shown when you clicked on the _____ .
3.   When you clicked on the _____ , you expected to get some information. Please rate the extent to which the information met your expectations.
4.   How suitable was the information you received when you clicked on the _____ for the task at hand?
5.   When you clicked on the _____ , you wanted to get some information that would be useful to you. Please rate the usefulness of the information you received.

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1. The seven-point response scale was anchored by *very low* and *very high*. The blank should be filled with a name or description of what users clicked on in order to get information, e.g., link, button, graphic.

SCALE NAME: Website Interactivity (Responsiveness)

SCALE DESCRIPTION:

This scale is composed of six, seven-point items that are intended to measure the degree to which a person believes that the speed with which a website reacts to user actions is fast.

SCALE ORIGIN:

Based upon previous research (Liu 2003; McMillan and Hwang 2002), Song and Zinkhan (2008) believed that the perceived interactivity of a website has three primary dimensions: communication, control, and responsiveness. They drew upon items used in previous studies (Liu 2003; McMillan and Hwang 2002; Wu 1999) to measure these three constructs. The details of developing and purifying the scales were not provided.

RELIABILITY:

An alpha of .922 was reported for the scale by Song and Zinkhan (2008).

VALIDITY:

No information regarding the scale's validity was provided by Song and Zinkhan (2008).

REFERENCES:

Liu, Yuping (2003), "Developing a Scale to Measure the Interactivity of Websites," *Journal of Advertising Research*, 43 (2), 207–16.

McMillan, Sally J. and Jang-Sun Hwang (2002), "Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity," *Journal of Advertising*, 31 (3), 29–41.

Song, Ji Hee and George M. Zinkhan (2008), "Determinants of Perceived Web Site Interactivity," *Journal of Marketing*, 72 (2), 99-113.

Wu, Guohua (1999), "Perceived Interactivity and Attitude Toward Websites," in *Proceedings of the American Academy of Advertising*, M.S. Roberts, ed. Gainesville: University of Florida, 254–62.

SCALE ITEMS:[1]

1. The website processed my input very quickly.
2. Getting information from the website is very fast.
3. I was able to obtain the information I want without any delay.
4. When I clicked on the links, I felt I was getting instantaneous information.
5. The website was very slow in responding to my request. (r)
6. The website answers my question immediately.

1. Song and Zinkhan (2008) did not describe the verbal anchors used with their response scale. The typical *agree/disagree* type anchors would appear to be appropriate.

SCALE NAME: Website Interactivity (Speed of Response)

SCALE DESCRIPTION:

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

SCALE ORIGIN:

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

RELIABILITY:

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

VALIDITY:

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

REFERENCES:

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

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

SCALE ITEMS:[1]

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

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

SCALE NAME: Weight (Subjective)

SCALE DESCRIPTION:

The perceived heaviness of an object is measured in this scale using three, nine-point bi-polar adjectives.

SCALE ORIGIN:

The source of the scale used by Deng and Kahn (2009) was not identified. It was probably developed by them for the series of studies in which the scale was used.

RELIABILITY:

Deng and Kahn (2009) used the scale several times in the set of four studies they discussed. The alpha for the scale ranged from .82 to .87.

VALIDITY:

No information regarding the scale's validity was provided by Deng and Kahn (2009).

REFERENCES:

Deng, Xiaoyan and Barbara E. Kahn (2009), "Is Your Product on the Right Side? The 'Location Effect' on Perceived Product
Heaviness and Package Evaluation," *Journal of Marketing Research*, 46 (6), 725-738.

SCALE ITEMS:[1]

1. unsubstantial / substantial

2. weightless / weighty

3. feathery / hefty

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1. The instructions used with these items were not stated by Deng and Kahn (2009). They might have been something like this: Using the words below, please indicate how heavy you believe the object to be.

SCALE NAME: Word-of-Mouth (Negative)

SCALE DESCRIPTION:

Three, seven-point Likert-type items are used to measure a consumer's expressed likelihood of discouraging others about doing business with a particular service provider but rather to take their business elsewhere.

SCALE ORIGIN:

Although Voorhees, Brady, and Horowitz (2006) seem to have drawn inspiration from several previous scales, the items in this scale are most similar to some in a scale developed by Zeithaml, Berry, and Parasuraman (1996), with the main modification being that the items were stated so as to measure negative word-of-mouth rather than positive.

RELIABILITY:

The construct reliability for the scale was .92 (Voorhees, Brady, and Horowitz 2006).

VALIDITY:

Evidence in support of the scale's convergent and discriminant validities was provided by Voorhees, Brady, and Horowitz (2006). The AVE of the scale was .79. A measurement model of all of the study's many constructs fit the data well.

REFERENCES:

Voorhees, Clay M. (2009), personal correspondence.

Voorhees, Clay M., Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

Zeithaml, Valerie A., Leonard L. Berry, and A. Parasuraman (1996), "The Behavioral Consequences of Service Quality," *Journal of Marketing*, 60 (April), 31-46.

SCALE ITEMS:

1. I will recommend friends to <u>not</u> visit this service provider.
2. I will say bad things about this service provider to others.
3. I will encourage friends and relatives to visit other service providers.

1. The items were provided by Voorhees (2009).

SCALE NAME: Word-of-Mouth (Negative)

SCALE DESCRIPTION:

The scale is composed of three, seven-point Likert-type items that measure the degree to which a customer has expressed dissatisfaction with a company to other people.

SCALE ORIGIN:

Grégoire and Fisher (2008) developed the scale based on inspiration received from the work of Wangenheim (2005).

RELIABILITY:

Alphas of .91 and .85 were reported for the scale by Grégoire and Fisher (2008) and Grégoire, Tripp, and Legoux (2009), respectively.

VALIDITY:

Using CFA, Grégoire and Fisher (2008) provided evidence of the scale's discriminant and convergent validities. The scale's AVE was .79.

Grégoire, Tripp, and Legoux (2009) did not discuss the scale's validity. They did, however, use it to help establish the nomological validity of some measures of retaliatory behavior.

REFERENCES:

Grégoire, Yany and Robert J. Fisher (2008), "Customer Betrayal and Retaliation: When Your Best Customers Become Your Worst Enemies," *Journal of the Academy of Marketing Science*, 36 (2), 247-261.

Grégoire, Yany, Thomas M. Tripp, and Renaud Legoux (2009), "When Customer Love Turns into Lasting Hate:The Effects of Relationship Strength and Time on Customer Revenge and Avoidance," *Journal of Marketing*, 73 (6), 18-32.

Wangenheim, Florian v. (2005), "Postswitching Negative Word-of-Mouth," *Journal of Service Research*, 8 (1), 67–78.

SCALE ITEMS:[1]

1. I spread negative word-of-mouth about _____.
2. I denigrated _____ to my friends.[2]
3. When my friends were looking for a _____, I told them not to buy from _____.

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1. The name of the company about which the customer is bad-mouthing should be placed in the blanks of these items except for the first blank of #3 which should have the name of a product sold by the company.
2. Grégoire, Tripp, and Legoux (2009) phrased this item a little differently: I bad-mouthed against _____ to my friends.

SCALE NAME: Word-of-Mouth (Social Benefits)

SCALE DESCRIPTION:

Three, eleven-point items are used to measure a person's beliefs regarding the potential consequences of recommending a certain product to a specific individual. The consequences have to do with the other person making a better decision and/or realizing that the recommender is concerned about him/her.

SCALE ORIGIN:

The scale was apparently developed by Ryu and Feick (2007). As described in the footnote (below), there were several versions of the scale that varied on the manipulation of tie strength (strong vs. weak) and verbal anchors used to measure likelihood of consequences. Two of these versions were mentioned in the article and two were not (Ryu 2010).

RELIABILITY:

An alpha of .89 was reported for the version of the scale reported in the article by Ryu and Feick (2007). The unreported version of the scale that used the alternative set of verbal anchors had an alpha of .84 (Ryu 2010).

VALIDITY:

Ryu and Feick (2007) did not describe any support for the scale's validity.

REFERENCES:

Ryu, Ganseog (2010), personal correspondence.

Ryu, Gangseog and Lawrence Feick (2007), "A Penny for Your Thoughts: Referral Reward Programs and Referral Likelihood," *Journal of Marketing*, 71 (1), 84-94.

SCALE ITEMS:[1]

Directions: Your recommending the _____ that you have bought to your friend/acquaintance might lead to a number of consequences. Please indicate how you perceive each of the potential consequences on the scales provided.[2]

1.   My recommendation will lead my friend/acquaintance to feel that I have genuine concern for her/him.
2.   My recommendation will help my friend/acquaintance choose the best product.
3.   My recommendation will lead to maintaining/developing a good relationship with my friend/acquaintance.

1. The response scale used the following statement: The likelihood that this outcome will occur is . . . . The verbal anchors for the version of the scale reported in the article were *very bad* (-5) and *very good* (+5). Although unreported (Ryu 2010), the authors also used the same items and with these verbal anchors: *very low* (-5) and *very high* (+5).
2. The name of the product should be placed in the blank. Ryu and Feick (2007) used the phrase "friend" with in the strong tie manipulation and the term "acquaintance" in the weak tie manipulation.

SCALE NAME: Word-of-Mouth Intensity

SCALE DESCRIPTION:

This three item, nine-point Likert-type scale measures the degree to which a person has actively spoken with other people about a particular product he/she has purchased.

SCALE ORIGIN:

Heitmann, Lehmann, and Herrmann (2007) borrowed some items from a scale that Harrison-Walker (2001) had developed for use with a service organization. In the process of adjusting the items for use with a product (a good), translating the items into German, and then translating them back into English, the items ended up being slightly different than they were as used by Harrison-Walker (2001).

RELIABILITY:

The alpha for the scale was .78 (Heitmann, Lehmann, and Herrmann 2007; Heitmann 2010)

VALIDITY:

Using confirmatory factor analysis, Heitmann, Lehmann, and Herrmann (2007) provided evidence of convergent and discriminant validity for all of their scales. This scale's AVE was .58.

REFERENCES:

Harrison-Walker, L. Jean (2001), "The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents," *Journal of Service Research*, 4 (1), 60–75.

Heitmann, Mark, Donald R. Lehmann, and Andreas Herrmann (2007), "Choice Goal Attainment and Decision and Consumption Satisfaction," *Journal of Marketing Research*, 44 (2), 234-250.

Heitmann, Mark (2010), personal correspondence.

SCALE ITEMS:

1.   I've told more people about this product than I usually tell people about my possessions.
2.   I seldom missed an opportunity to talk about this product.
3.   When I conversed about this product, I talked about it in great detail.

SCALE NAME: Worry

SCALE DESCRIPTION:

Three uni-polar items are used in this scale to capture a person's negative emotional concern and uneasiness.

SCALE ORIGIN:

Richins (1997) drew on terms found in previous measures, as well as her own series of studies, to develop and refine several emotion-related scales into the CES (Consumption Emotion Set). Although Castaño et al. (2008) did not cite Richins (1997) as the source of the scale they used, it seems unlikely they would have independently developed exactly the same scale.

RELIABILITY:

Reliability was reported by Richins (1997) only for Studies 4 and 5; in both, the scale had an alpha of .77. The alpha reported by Castaño et al. (2008) was .88 (Study 1). (They used the scale in Study 2 as well but merely described a set of four scales as all having alphas above .78.)

VALIDITY:

Richins (1997) did not directly examine the validity of the scale. A great deal of effort was expended, however, in a creative use of multidimensional scaling to note whether the items that composed each scale clustered together. No evidence of the scale's validity was provided by Castaño et al. (2008).

REFERENCES:

Castaño, Raquel, Mita Sujan, Manish Kacker, and Harish Sujan (2008), "Managing Consumer Uncertainty in the Adoption of New Products: Temporal Distance and Mental Simulation," *Journal of Marketing Research*, 45 (3), 320-336.

Richins, Marsha L. (1997), "Measuring Emotions in the Consumption Experience," *Journal of Consumer Research*, 24 (September), 127–46.

SCALE ITEMS:[1]

1. nervous
2. worried
3. tense

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1. Richins (1997) used a four-point response format with *Not at all* (1) and *Strongly* (4) as the extreme verbal anchors. Castaño et al. (2008) used a nine-point scale but the verbal anchors were not described.