

Marketing Scales Handbook

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

Volume 10

Gordon C. Bruner II



GCBII Productions, LLC
Fort Worth, Texas USA

TABLE OF CONTENTS

Preface.....	xvii
Acknowledgements	xviii
Introduction.....	xix
Scale Reviews	1
Ad Message Construal Level (Abstract).....	3
Ad Message Construal Level (Concrete)	4
Aesthetic Appeal.....	5
Affective Response (Negative).....	6
Affective Response to the Ad (Positive)	7
Anticipation (Affective)	8
Appreciation for Producers' Efforts	10
Approval of Unfriendliness Towards the Employee.....	11
Attachment Anxiety	13
Attachment to the Product	15
Attention to the Product Information	16
Attitude Certainty	17
Attitude Toward Corporate Philanthropy	18
Attitude Toward Following Others in Social Media	19
Attitude Toward Literacy Skills	21
Attitude Toward Pesticide Use	22
Attitude Toward Recycling.....	23
Attitude Toward the Activity (Work-Likeness).....	24
Attitude Toward the Ad (Credibility)	26
Attitude Toward the Ad (Divergence)	27
Attitude Toward the Ad (Gain/Loss Message)	29
Attitude Toward the Ad (Joyful Nostalgia)	30
Attitude Toward the Ad (Language Comprehension).....	31
Attitude Toward the Ad (Narrativeness)	32
Attitude Toward the Ad (Relevance).....	34
Attitude Toward the Ad (Supporting a Cause).....	35
Attitude Toward the Bank	37

Attitude Toward the Brand (Luxury)	38
Attitude Toward the Brand Name	39
Attitude Toward the Brand's Price	40
Attitude Toward the Color	41
Attitude Toward the Company's Charitable Contribution	42
Attitude Toward the Discussion Thread (Friendliness)	44
Attitude Toward the Experience (Affective)	45
Attitude Toward the Experience (Affective)	46
Attitude Toward the Food Product (GMO Content)	47
Attitude Toward the Food Product (Nutritiousness)	49
Attitude Toward the Food Product (Nutritiousness)	50
Attitude Toward the Food Product (Nutritiousness)	51
Attitude Toward the Logo (Agentic Animacy)	52
Attitude Toward the Logo (General)	53
Attitude Toward the Logo (Helplessness)	54
Attitude Toward the Object (General)	55
Attitude Toward the Object (Outrageous)	56
Attitude Toward the Offer	58
Attitude Toward The Organization's Repositioning	59
Attitude Toward the Product (Goal Achievement)	60
Attitude Toward the Product (Post-Purchase)	62
Attitude Toward the Product Choice set	63
Attitude Toward the Product Design	64
Attitude Toward the Retailer's Website (Customer Service)	65
Attitude Toward the Retailer's Website (Design)	66
Attitude Toward the Retailer's Website (Fulfillment)	67
Attitude Toward the Retailer's Website (Security/Privacy)	68
Attitude Toward the Slogan (General)	69
Being Watched	70
Belief in a Just World	71
Brand Affordability	72
Brand Expectations	73
Brand Imitation	75

Brand Preference	76
Brand Relationship (Partner Quality)	77
Brand Sponsorship Motive (Normative).....	78
Busyness at Work	80
Cause-Related Marketing Motive Attributions (Egoistic)	82
Cause-Related Marketing Motive Attributions (Values Driven).....	83
Choice Difficulty	84
Choice Uncertainty.....	86
Closeness of the Friend	87
Comfortableness of the Object	88
Commitment to the Company (General)	89
Company Reputation.....	91
Company Success Expectations	92
Company's Value to the Customer	93
Competence.....	94
Competitive/Collaborative Orientation	95
Confidence in Finding Product Information	97
Conformity Orientation	98
Congruence (General)	99
Congruence (Self with Object).....	100
Connectedness with Nature.....	101
Consciousness of Face (Desire to Gain Face)	102
Consciousness of Face (Fear of Losing Face)	103
Conservation Intention at the Hotel	104
Consumption Closure	105
Control Value (Customer's Interaction with The Salesperson).....	107
Conversational Value.....	109
Co-Production of the Product.....	110
Corporate Social Responsibility (Effect on Product Quality).....	111
Corporate Social Responsibility (Engagement).....	112
Corporate Social Responsibility (High Costs)	114
Corporate Social Responsibility (Personal Benefit).....	115
Corporate Social Responsibility (Price Markup)	116

Corporate Social Responsibility (Sales-Contingent Engagement)	117
Corporate Social Responsibility (Self-Serving Expenditures)	118
Creative Authenticity	120
Creativity of the Sponsorship Promotion	121
Credibility of the News Story	122
Crowding (General).....	124
Crowding in the Store	126
Cultural Distinctiveness	127
Customer Engagement (Influence).....	128
Customer Engagement (Knowledge)	129
Customer Engagement (Purchases)	131
Customer Engagement (Reference).....	132
Customer Inspiration (Activation)	134
Customer Inspiration (Intention)	135
Customer’s Status with a Company	137
Customer’s Unfair Treatment by a Company	138
Dangerous World	140
Decision Comfort	141
Decision Confidence (Comparative).....	143
Decision Conflict.....	144
Decision Goal (Gratification–Seeking).....	145
Delight	146
Desirability of Scoring Points.....	148
Desire to Connect with Home	149
Discount Size	150
Disposal Guilt.....	151
Dispute Likelihood	152
Distraction During the Task.....	153
Donation Likelihood	154
Durability of the Object	155
Ease of Being Persuaded.....	156
Ease of Using the Shopping Technology	157
Eating Behavior (External Stimuli Motivation).....	158

Effectiveness of the Smoking Warning 160

Efficacy of Joining the Fitness Club..... 161

Embarrassment (Product Purchase) 162

Emergency Expenditure (Ease of Paying) 163

Employee Unfriendliness..... 164

Environmental Concern of the Company 165

Environmental Concern of the Company 167

Environmentalism (Activism)..... 168

Environmentalism (Crisis Concern) 169

Environmentalism (Purchasing Behavior) 170

E-Service Quality (Contact Availability)..... 172

E-Service Quality (Delivery Condition)..... 173

E-Service Quality (Delivery Timeliness) 174

E-Service Quality (Order Accuracy) 175

E-Service Quality (Privacy) 176

E-Service Quality (Return Policies)..... 178

E-Service Quality (Security)..... 179

Exchange Equity (Customer with Company) 181

Face Enhancement in Idea Sharing 182

Face Threat in Idea Sharing 183

Fairness 185

Femininity 186

Financial Comfort..... 187

Financial Sufficiency (Childhood) 188

Financial Sufficiency (Current)..... 189

Financial Wellness..... 190

Fit (Brand With Charity) 192

Fluency of the Ad..... 193

Fluency of the Package’s Health-related Information 194

Fluency of the Products’ Health-related Information 195

Fluency of the Written Information..... 196

Food Healthiness Effects 197

Food Healthiness Expense..... 198

Friendliness	199
Friendliness Towards Employees (Social Norms)	200
Gamification Effectiveness	201
Gender Identity	202
Global Self-Identity	204
Goal Reengagement in the Store	206
Grandiosity of Another Person	208
Greed of the Organization	210
Guilt from Eating the Meal (Expected)	212
Health Condition Severity	214
Health Treatment Effectiveness	215
Hostility Toward the Brand	217
House Fire Risk	218
Human Capital	219
Hunger Satiation Expectation	221
Identification with the Organization (Affective)	222
Identification with the Organization (Cognitive)	224
Implicit Body Theory	226
Information Sharing Benefits	228
Information Sharing Motivation (Protect Others)	229
Information Sharing Motivation (Self-Enhancement)	230
Innovativeness (Packaging)	231
Inspiration Felt (State)	232
Interaction Orientation of the Brand	234
Interdependent Ideation Style	235
Interestingness of the Ad	236
Internet Usage (Escape Motivation)	237
Involvement (Cognitive)	238
Involvement in the Task	239
Involvement with Shopping	240
Involvement with the Celebrity	241
Involvement with the Reading Task	243
Knowledge of the Product Class	244

Knowledge of the Product Class (Expert)	246
Lightness of the Object.....	247
Local Self-Identity	248
Locus of Control	250
Loneliness (State).....	251
Looking for Possessions to Donate	252
Loyalty (Cognitive)	253
Loyalty to the Brand (Conative).....	254
Loyalty to the Service Provider	255
Loyalty to the Store	256
Loyalty to the Team (Behavioral).....	257
Masculinity.....	258
Meaningfulness of Self.....	259
Mindfulness (Acting With Awareness)	260
Mindfulness (Acting Without Judgment)	262
Mindfulness (Attention to One’s Body)	264
Mindfulness (Attention to One’s Environment)	266
Mindfulness (Attention to One’s Feelings)	267
Mindfulness (Describing)	268
Mindfulness (Observing)	270
Moral Violation of the Employee(s).....	272
Morality of the Employee	273
Morality of the Object.....	274
Multi-Media Usage in a Task.....	275
Narcissism (State)	276
Need for Status	278
Normalcy of Unfriendly Behavior.....	279
Optimism (General)	281
Optimism (Personal Economic Situation).....	282
Outdoors Lifestyle.....	283
Parental Media Mediation (Autonomy-Supportive Active)	284
Parental Media Mediation (Autonomy-Supportive Restrictive)	286
Parental Media Mediation (Controlling Restrictive).....	288

Parental Media Mediation (Inconsistent Restrictive).....	290
Parental Style (Authoritarian).....	292
Parental Style (Authoritative).....	294
Parental Style (Permissive).....	296
Participation (Active).....	298
Patronage Likelihood (Restaurant).....	299
Performance Improvement Expectancy.....	300
Personal Savings Orientation.....	302
Persuasiveness of the Ad.....	304
Playfulness of The Object.....	305
Polychronicity.....	307
Power Felt (State).....	309
Power Felt (State).....	310
Powerlessness with the Brand.....	311
Preference For the Familiar Food Brand.....	312
Prestige of Consuming the Product.....	314
Price Fairness.....	315
Price familiarity With a Product Category.....	316
Price Format Comprehension.....	317
Pride in Task Accomplishment.....	318
Privacy Concerns (Control of Information).....	319
Privacy Concerns (Data Use Transparency).....	320
Privacy Concerns (Fairness).....	321
Privacy Concerns (Falsifying Personal Information).....	322
Privacy Concerns (Trust in the Company).....	323
Privacy Concerns (Violated).....	324
Privacy Concerns (Vulnerability).....	326
Privacy Control.....	327
Privacy Importance.....	328
Procrastination (Online).....	329
Procrastination (Trait Decisional).....	331
Product Choice Overload in the Store.....	333
Product Contamination.....	334

Product Contamination	335
Product Design (Aesthetic).....	336
Product Development Process (Innovative)	337
Product Evaluation (Food).....	339
Product Evaluation (General)	340
Product Preference Heterogeneity	341
Product Scarcity	342
Product Usage Automaticity	343
Program Engagement.....	345
Program Information Value	346
Psychological Distance (Consumer-Retailer)	347
Purchase Abandonment (Store)	349
Purchase Abandonment (Store)	350
Purchase Likelihood (Current Price).....	352
Purchase Likelihood (Product From The Retailer)	354
Quality of the Brand.....	355
Quality of the Company's Products.....	357
Quality of the Product Application	358
Quality of the Retailer's Products	359
Realism of the Ad Scenario	360
Reciprocity Motivation (Mutual Interest)	361
Reciprocity Motivation (Self-Interest)	363
Reflection on the Story	365
Regret (Decision).....	366
Relational Benefits with the Salesperson (Functional)	367
Relationship Equity (Customer With Company).....	369
Relationship Feedback	371
Relationship Orientation of the Brand	372
Relationship Strength (Due to Gift)	373
Relationship Termination Responsibility (Company)	374
Relationship Type (Economic Exchange)	375
Relationship Type (Social Exchange)	377
Religiosity.....	379

Reminiscing Enjoyment	380
Repatronage Intention	381
Reviewer's Effort	382
Reviewing Motive (Altruistic).....	384
Riskiness of Reviewing the Product (Social).....	385
Riskiness of the Purchase (Product/Website)	386
Rumination of Brand-Related Mistreatment	387
Sacrifice for a Cause	388
Salesperson's Customer Orientation	390
Salesperson's Pressure (Aggressive)	391
Salesperson's Pressure (Directive)	393
Satisfaction (Cognitive)	395
Satisfaction with the Brand	396
Satisfaction with The Co-Produced Product	398
Satisfaction with the Resort	399
Satisfaction with the Service Agent	400
Scarcity in the Job Market.....	401
Self-Congruence (Uniqueness)	403
Self-Efficacy	404
Self-Efficacy (Financial)	405
Self-Efficacy (Financial)	406
Self-Efficacy (Health)	407
Self-Enhancement When Talking to Someone.....	408
Self-Regulatory Orientation (Assessment).....	409
Self-Regulatory Orientation (Locomotion)	411
Self-Worth (Competence)	413
Self-Worth (Overall).....	414
Sense of Completion with Negotiated Price	415
Sense of Control	416
Sensory Pleasure Expectation (Food Portion).....	418
Severity of the Event	419
Shopping for New Ideas	420
Shopping Stress	421

Side Effects Severity (Drug)	422
Similarity to Another Person (Expressiveness)	423
Similarity to Another Person (Overall)	424
Similarity to Other Customers	425
Skepticism of Negative Information About the Company	426
Social Acceptance Concern (Posting)	427
Social Attraction	428
Social Avoidance (Place Specific)	429
Social Exclusion	431
Social Group Identity	432
Social Media Usage	433
Social Media Usage	434
Social Mobility	435
Socioeconomic Status	436
Softness of the Seat.....	438
Sophisticated Consumption	439
Spatial Presence (Product)	440
Spending Freedom.....	442
Sponsor/Sponsee Congruence	443
Store Design (Confusing Interior Layout)	444
Store Design (Cramped)	445
Stress Mindset	446
Submitting Ideas to the Company.....	447
Sunscreen Use Intention.....	448
Susceptibility to Persuasion.....	449
Suspicious of Other People.....	451
Taking Money From Savings (Future-Mindedness)	452
Taking Money From Savings (Irresponsibility)	453
Targetedness of the Ad	455
Task Difficulty	457
Task Enjoyment	458
Task Enjoyment	459
Team Preference	460

Team Rivalry (Game Induced)	462
Temporal Proximity to the Health Problem	463
Threat to Social Order	465
Tie Strength.....	466
Transferred Essence.....	467
Trust in the Retailer	468
Trust in the Salesperson	469
Trustworthiness (General)	471
Unfriendliness Towards Employees (Other Customers)	473
Uniqueness of the Object.....	474
Uniqueness of the Object.....	475
Usefulness of the Online Shopping App.....	476
Usefulness of the Shopping Technology	478
Value Equity of the Product.....	479
Value of the Company's Products.....	481
Value of the Object	482
Value of the Objects (Comparison).....	483
Value of the Product.....	484
Value of the Reward.....	486
Value-in-Use (Product)	488
Variety Among the Activities	490
Variety-Seeking Tendency	491
Versatility of the Product	493
Visual Appeal of the Product.....	494
Visual Processing Fluency (General)	495
Vulnerability.....	496
Wait Time in the Store	497
Warm Glow	498
Warmth of the Person	499
Warmth of the Person	500
Website Design (Aesthetics).....	501
Website Design (Information Quality).....	502
Website Design (Interactivity)	503

Website Design (Low Prices)	504
Website Design (Product Selection).....	505
Website Design (Purchasing Process)	507
Website Design (Readability)	509
Willingness of The Business to Accommodate a Special Request	511
Willingness to Pay More	513
Willingness to Purchase	515
Willingness to Purchase	517
Willingness to Purchase a Product as a Gift	518
Willingness to Switch Companies	519
Word-of-Mouth (Negative)	521
Word-of-Mouth Intention Toward the Resort	522
Subject Index	523
About the Author.....	529