Detailed Contents

Preface xiii

1. Introduction 1
   Criteria for Scale Deletions/Additions 1
   Criteria for Deleting Scales 2
   Criteria for Adding New Scales 2

Search Procedures 3
   Marketing 3
   Social Psychology, Applied Psychology, Management, and Organizational Behavior 3

Format of the Book and Presentation of Measures 4

Caveats and Cautions 5

Evaluation of Measures 5
   Construct Definition and Domain 5
   Content Validity 5
   Scale Dimensionality 6

Reliability 6
   Test-Retest 7
   Internal Consistency 7

Construct Validity 8
   Convergent, Discriminant, and Nomological Validity 8
   Known Group Validity 9

Other Issues to Consider 9
   Representative Sampling 9
   Psychometric Properties Cross-Nationally 9
   Normative Information 9
   Response Set Bias 10

Summary 10

References 11

2. Traits and Individual Difference Variables 15
   Scales Related to Interpersonal Orientation, Needs/Preferences, and Self-Concept 15
   Ten-Item and Five-Item Personality Inventories (Gosling, Rentfrow, and Swann 2003) 15
   Consumer Self-Confidence: CSC (Bearden, Hardesty, and Rose 2001) 18
   Interpersonal Orientation: CAD Scale (Cohen 1967) 22
   Long-Term Orientation: LTO (Bearden, Money, and Nevins 2006) 26
   Maximization (Schwartz et al. 2002; Nenkov et al. 2008) 29
   Need for Cognition: NFC (Cacioppo and Petty 1982) 32
   Need to Evaluate: NES (Jarvis and Petty 1996) 36
   Need for Touch: NFT (Peck and Childers 2003) 39
Consumer’s Need for Uniqueness: CNFU (Tian, Bearden, and Hunter 2001) 42
Preference for Consistency: PFC (Cialdini, Trost, and Newsom 1995) 46
Independent and Interdependent Self-Construals (Singelis 1994) 49
Horizontal and Vertical Individualism and Collectivism (Singelis et al. 1995; Triandis and Gelfand 1998) 52
Self-Concept Clarity: SCC (Campbell et al. 1996) 56
Scales Related to Consumer Compulsiveness and Impulsiveness 65
Compulsive Buying Index (CBI): An Expanded Measure (Ridgway, Kukar-Kinney, and Monroe 2008) 67
Compulsive Consumption: A Diagnostic Tool/Clinical Screener for Classifying Compulsive Consumers (Faber and O’Guinn 1989, 1992) 68
Hyperopia (Haws and Poynor 2008) 71
Impulsiveness: Buying Impulsiveness Scale (Rook and Fisher 1995) 73
Impulsiveness: Consumer Impulsiveness Scale: CIS (Puri 1996) 75
General Self-Control (Tangney, Baumeister, and Boone 2004) 78
Consumer Spending Self-Control: CSSC (Haws and Bearden 2010) 80
Scales Related to Country Image and Affiliation 82
Country Image Scale (Martin and Eroglu 1993) 84
Country-of-Origin Scale (Parameswaran and Pisharodi 1994; Pisharodi and Parameswaran 1992) 85
Ethnocentrism: Consumer Ethnocentrism: CETSCALE (Shimp and Sharma 1987) 90
Scales Related to Consumer Opinion Leadership and Opinion Seeking 93
Market Maven: Propensity to Provide Marketplace and Shopping Information (Feick and Price 1987) 93
Opinion Leadership (Childers 1986; King and Summers 1970) 96
Opinion Leadership and Information Seeking (Reynolds and Darden 1971) 101
Opinion Leaders and Opinion Seekers: OL and OS (Flynn, Goldsmith, and Eastman 1996) 103
Scales Related to Innovativeness 106
Cognitive and Sensory Innovativeness (Venkatraman and Price 1990) 106
Domain Specific Innovativeness: DSI (Goldsmith and Hofacker 1991) 109
High in Emergent Nature Consumers (Hoffman, Kopalle, and Novak 2010) 112
Innovativeness: Consumer Innovativeness (Manning, Bearden, and Madden 1995) 115
Innovativeness: Use Innovativeness (Price and Ridgway 1983) 118
The Technology Readiness Index (or Techqual™) (Parasuraman 2000) 121
Uniqueness: Desire for Unique Consumer Products: DUCP (Lynn and Harris 1997) 124
Scales Related to Consumer Social Influence 127
Attention to Social Comparison Information: ATSCI (Lennox and Wolfe 1984) 127
Balanced Inventory of Desirable Responding: BIDR (Paulhus 1993) 129
Intergenerational Communication and Influence on Consumption: IGEN Scales (Viswanathan, Childers, and Moore 2000) 133
Interpersonal Influence: Consumer Susceptibility to Interpersonal Influence (Bearden, Netemeyer, and Teel 1989) 136
Reference Group Influence: Consumer Susceptibility to Reference Group Influence (Park and Lessig 1977) 140
3. **Values and Goals**

   **General Values**
   - List of Values: LOV (Kahle 1983) 151
   - The Rokeach Value Survey: RVS (Rokeach 1968, 1973) 155
   
   **Appendix to General Values**
   - Moral Identity (Aquino and Reed 2002) 162

   **Values Related to Environmentalism and Socially Responsible Consumption**
   - Attitudes Influencing Monetary Donations to Charitable Organizations (Webb, Green, and Brashear 2000) 165
   - Environmentally Responsible Consumers: ECOSCALE (Stone, Barnes, and Montgomery 1995) 168
   - GREEN Consumer Values (Haws, Winterich, and Naylor 2010) 172
   - Health Consciousness Scale: HCS (Gould 1988) 174
   - Socially Responsible Consumption Behavior: SRCB (Antil 1984; Antil and Bennett 1979) 179
   - Voluntary Simplicity Scale: VSS (Cowles and Crosby 1986; Leonard-Barton 1981) 183

   **Values Related to Materialism and Possessions/Objects**
   - Consumer Attitudes to Debt (Lea, Webley, and Walker 1995) 188
   - Frugality Scale (Lastovicka et al. 1999) 190
   - Materialism Measure (Richins 1987) 192
   - Material Values (MVS): Short Forms (Richins 2004) 194
   - Materialism Scales (Belk 1984, 1985) 197
   - Materialistic Attitudes: MMA (Moschis and Churchill 1978) 201
   - Material Values (Richins and Dawson 1992) 203
   - Nostalgia Scale (Holbrook 1993) 207
   - Possessions: Attachment to Possessions (Ball and Tasaki 1992) 210
   
   **Appendix to Materialism and Possessions/Objects**
   - Product Retention Tendency: PRT (Haws et al. 2010) 212
   - Money Attitude Scale: MAS (Yamauchi and Templer 1982) 214
   - The Spendthrift-Tightwad Scale: ST-TW (Rick, Cryder, and Loewenstein 2008) 216

   **Values Related to Goal Orientations and Planning**
   - Behavioral Inhibition and Behavioral Activation Systems: BIS/BAS Scales (Carver and White 1994) 219
   - Elaboration on Potential Outcomes: EPO Scale (Nenkov, Inman, and Hulland 2008) 222
   - A Generalizable Scale of Propensity to Plan (Lynch et al. 2010) 225
   - Polychronic Attitude Index: PAI (Kauffman, Lane, and Lindquist 1991) 228
   - Regulatory Focus Composite Scale: RF-COMP (Haws, Dholakia, and Bearden 2010) 230
   - Regulatory Focus Questionnaire: RFQ (Higgins et al. 2001) 232
   - Temporal Focus Scale: TFS (Shipp, Edwards, and Lambert 2009) 235

4. **Involvement, Information Processing, and Affect**

   **Involvement General to Several Product Classes**
   - Components of Involvement: CP (Lastovicka and Gardner 1979) 237
<table>
<thead>
<tr>
<th>Scale/Profile Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Involvement Profiles: CIP (Laurent and Kapferer 1985)</td>
<td>240</td>
</tr>
<tr>
<td>Enduring Involvement Index (Bloch, Sherrell, and Ridgway 1986)</td>
<td>247</td>
</tr>
<tr>
<td>New Involvement Profile: NIP (Jain and Srinivasan 1990)</td>
<td>249</td>
</tr>
<tr>
<td>Personal Involvement Inventory: PII (Zaichkowsky 1985)</td>
<td>252</td>
</tr>
<tr>
<td>PII for Advertising: PIIA (Zaichkowsky 1994)</td>
<td>256</td>
</tr>
<tr>
<td>Product Intelligence (Rijsdijk, Hultink, and Diamantopoulos 2007)</td>
<td>258</td>
</tr>
<tr>
<td>RPII and OPII (McQuarrie and Munson 1986)</td>
<td>262</td>
</tr>
<tr>
<td><strong>Purchasing Involvement</strong></td>
<td></td>
</tr>
<tr>
<td>Purchase Decision Involvement: PDI (Mittal 1989)</td>
<td>265</td>
</tr>
<tr>
<td>Purchasing Involvement: PI (Slama and Tashchian 1985)</td>
<td>267</td>
</tr>
<tr>
<td>Appendix to Involvement: Comparing Four Modified Involvement Scales (Mittal 1995)</td>
<td>270</td>
</tr>
<tr>
<td><strong>Scales Related to Information Processing: Optimal Stimulation Measures</strong></td>
<td></td>
</tr>
<tr>
<td>Arousal Seeking Tendency: AST (Mehrabian and Russell 1974)</td>
<td>272</td>
</tr>
<tr>
<td>Change Seeking Index: CSI Short Form (Steenkamp and Baumgartner 1994)</td>
<td>276</td>
</tr>
<tr>
<td>Exploratory Buying Behavior Tendencies: EBBT</td>
<td>278</td>
</tr>
<tr>
<td>(Baumgartner and Steenkamp 1996)</td>
<td></td>
</tr>
<tr>
<td>Exploratory Tendencies in Consumer Behavior Scales: ETCBS (Raju 1980)</td>
<td>281</td>
</tr>
<tr>
<td>Appendix to Optimum Stimulation Levels: Reviewing/Integrating Four OSL Measures (Steenkamp and Baumgartner 1992)</td>
<td>285</td>
</tr>
<tr>
<td><strong>Scales Related to Processing Style</strong></td>
<td></td>
</tr>
<tr>
<td>Analytic/Holistic Thinking Scale: AHS (Choi, Koo, and Choi 2007)</td>
<td>286</td>
</tr>
<tr>
<td>Behavioral Identification Form: BIF (Vallacher and Wegner 1989)</td>
<td>289</td>
</tr>
<tr>
<td>Situation-Specific Thinking Styles: STSS (Novak and Hoffman 2009)</td>
<td>292</td>
</tr>
<tr>
<td>Style of Processing Scale: SOP (Childers, Houston, and Heckler 1985)</td>
<td>295</td>
</tr>
<tr>
<td>Role Overload of the Wife (Reilly 1982)</td>
<td>297</td>
</tr>
<tr>
<td>Appendix: Derivation of Conflict Arousal Score</td>
<td>299</td>
</tr>
<tr>
<td><strong>Scales Related to Affect</strong></td>
<td></td>
</tr>
<tr>
<td>Brief Mood Introspection Scale: BMIS (Mayer and Gaschke 1988)</td>
<td>300</td>
</tr>
<tr>
<td>Consumer Emotional Intelligence Scale: CEIS</td>
<td>302</td>
</tr>
<tr>
<td>(Kidwell, Hardesty, and Childers 2007)</td>
<td></td>
</tr>
<tr>
<td>Emotions: Consumption Emotions Set: CES (Richins 1997)</td>
<td>306</td>
</tr>
<tr>
<td>Emotions: Dimensions of Emotions: PAD (Mehrabian and Russell 1974)</td>
<td>310</td>
</tr>
<tr>
<td>Mood Short Form: MSF (Peterson and Sauber 1983)</td>
<td>313</td>
</tr>
<tr>
<td>Positive and Negative Affect Scales: PANAS</td>
<td>315</td>
</tr>
<tr>
<td>(Watson, Clark, and Tellegen 1988)</td>
<td></td>
</tr>
<tr>
<td><strong>5. Reactions to Marketing Stimuli</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Measures Related to Ad Emotions and Ad Content</strong></td>
<td>317</td>
</tr>
<tr>
<td>Feelings Toward Ads (Edell and Burke 1987)</td>
<td>317</td>
</tr>
<tr>
<td>Informational and Transformational Ad Content (Puto and Wells 1984)</td>
<td>321</td>
</tr>
<tr>
<td>Response Profile: Viewer Response Profile: VRP (Schlinger 1979)</td>
<td>324</td>
</tr>
<tr>
<td>Expertise, Trustworthiness, and Attractiveness of Celebrity Endorsers (Ohanian 1990)</td>
<td>328</td>
</tr>
<tr>
<td>Public Opinion Toward Advertising (Pollay and Mittal 1993)</td>
<td>331</td>
</tr>
<tr>
<td>Skepticism Toward Advertising (Obermiller and Spangenberg 1998)</td>
<td>333</td>
</tr>
<tr>
<td><strong>Measures Related to Brand/Product Responses and Shopping Styles</strong></td>
<td>336</td>
</tr>
<tr>
<td>Brand Experience Scale (Brakus, Schmitt, and Zarantello 2009)</td>
<td>336</td>
</tr>
<tr>
<td>Consumer Evaluations of Brand Extensions (Aaker and Keller 1990)</td>
<td>339</td>
</tr>
<tr>
<td>Brand Personality (Aaker 1997)</td>
<td>341</td>
</tr>
<tr>
<td>Gender Dimensions of Brand Personality (Grohmann 2009)</td>
<td>344</td>
</tr>
</tbody>
</table>
New Measure of Brand Personality: NMBP
  (Gruens, Weijters, and De Wulf 2009) 347
Meaning of Branded Products Scale (Strizhakova, Coulter, and Price 2008) 350
Centrality of Visual Product Aesthetics (Bloch, Brunel, and Arnold 2003) 354
Consumers’ Emotional Attachments to Brands
  (Thomson, MacInnis, and Park 2005) 356
Hedonic Shopping Motivations (Arnold and Reynolds 2003) 358
Hedonic and Utilitarian Consumer Attitudes (Batra and Ahtola 1991) 360
Hedonic/Utilitarian Attitudes: HED/UT
  (Voss, Spangenberg, and Grohmann 2003) 364
Hedonic and Utilitarian Shopping Values (Babin, Darden, and Griffin 1994) 367
Attitude Toward Private Label Products Scale (Burton et al. 1998) 370
Self-Brand Connection (Escalas and Bettman 2003) 372
Shopping Styles: Consumer Styles Inventory:
  CSI (Sproles and Kendall 1986; Sproles and Sproles 1990) 374

Measures Related to Pricing Responses
  Price Perception Scales (Lichtenstein, Ridgway, and Netemeyer 1993) 378
  Pricing Tactic Persuasion Knowledge: PTPK
  (Hardesty, Bearden, and Carlson 2007) 380
  Value Consciousness and Coupon Proneness: VC and CP
  (Lichtenstein, Netemeyer, and Burton 1990) 384

6. Attitudes About the Performance of Business Firms, Satisfaction and Post-Purchase Behavior, Social Agencies, and the Marketplace

Consumer Attitudes Toward Business Practices and Marketing
  Consumer Attitudes Toward Marketing and Consumerism
    (Barksdale and Darden 1972) 387
  Consumer Attitudes Toward Marketplace Globalization
    (Alden, Steenkamp, and Batra 2006) 392
Customer-Based Reputation of a Service Firm:
  CBR Scale (Walsh and Beatty 2007) 394
Experiential Value Scale: EVS (Mathwick, Malhotra, and Rigdon 2001) 397
Sentiment: The Index of Consumer Sentiment Toward Marketing (Gaski and Etzel 1986) 399
Service Quality: SERVQUAL (Parasuraman, Zeithaml, and Berry 1986, 1988) 402
Service Quality of Retail Stores (Dabholkar, Thorpe, and Rentz 1996) 406
Electronic Service Quality: E-S-QUAL (Parasuraman, Zeithaml, and Malhotra 2005) 410
The eTail Quality Scale: eTailQ (Wolfinharger and Gilly 2003) 413
Service Convenience: SERVCON (Seiders et al. 2007) 416
Organizational Service Orientation: SERV*OR
  (Lytle, Hom, and Mokwa 1998) 419
Service Quality: Physical Distribution Service Quality
  (Bienstock, Mentzer, and Bird 1997) 423
Appendix to SERVQUAL: Review and Sources of SERVQUAL Use 427

Scales Related to Post-Purchase Behavior: Consumer Discontent
  Alienation: Consumer Alienation From the Marketplace (Allison 1978) 429
  Assertiveness and Aggressiveness (Richins 1983) 432
  Coping (Duhachek 2005) 435
  Discontent: Consumer Discontent Scale (Lundstrom and Lamont 1976) 439
  Regret Experience Measure: REM (Creyer and Ross 1999) 444
7. **Sales, Sales Management, Organizational Behavior, and Interfirm-Intrafirm Issues**

**Job Satisfaction Measures**
- Agents’ Socially Desirable Responding: ASDR Scale
  
  (Manning, Bearden, and Tian 2009)  477

- Job Characteristic Inventory: JCI (Sims, Szilagyi, and Keller 1979)  480

- Job Satisfaction of Industrial Salesperson: IND SALES
  
  (Churchill, Ford, and Walker 1974)  484

- Appendix to Job Satisfaction  493

- Job Description Index: JDI (Smith, Kendall, and Hulin 1969)  493

- Job Diagnostic Survey: JDS (Hackman and Oldham 1975, 1980)  496

**Role Perceptions/Conflict**
- Role Ambiguity: Multifaceted, Multidimensional Role Ambiguity:
  
  MULTIRAM (Singh and Rhoads 1991a, 1991b)  498

- Role Conflict and Role Ambiguity (Rizzo, House, and Lirtzman 1970)  501

- Work-Family Conflict and Family-Work Conflict Scales
  
  (Netemeyer, Boles, and McMurrian 1996)  504

**Job Burnout/Tension**
- Burnout in Customer Service Representatives (Singh, Goolsby, and Rhoads 1994)  507

- Tension: Job-Induced Tension (House and Rizzo 1972)  510

**Performance Measures**
- Organizational Citizenship Behaviors: OCBs (MacKenzie, Podsakoff, and Fetter 1993)  512

- Sales Force Theory-of-Mind Scale: SToM (Dietvorst et al. 2009)  515

- Sales Performance Scale (Behrman and Perreault 1982)  518

- Salesperson Performance (Sujan, Weitz, and Kumar 1994)  520

**Control and Leadership**
- Control: Supervisory Control (Challagalla and Shervani 1996)  522

- Leadership: Transactional and Transformational Leadership
  
  (Bycio, Hackett, and Allen 1995)  526

- Perceived Leader Behavior Scales (House and Dessler 1974)  528

**Organizational Commitment**  531