

# Detailed Contents

<b>Preface</b>	<b>xiii</b>
<b>1. Introduction</b>	<b>1</b>
<b>Criteria for Scale Deletions/Additions</b>	<b>1</b>
Criteria for Deleting Scales	2
Criteria for Adding New Scales	2
<b>Search Procedures</b>	<b>3</b>
Marketing	3
Social Psychology, Applied Psychology, Management, and Organizational Behavior	3
<b>Format of the Book and Presentation of Measures</b>	<b>4</b>
<b>Caveats and Cautions</b>	<b>5</b>
<b>Evaluation of Measures</b>	<b>5</b>
Construct Definition and Domain	5
Content Validity	5
Scale Dimensionality	6
<b>Reliability</b>	<b>6</b>
Test-Retest	7
Internal Consistency	7
<b>Construct Validity</b>	<b>8</b>
Convergent, Discriminant, and Nomological Validity	8
Known Group Validity	9
<b>Other Issues to Consider</b>	<b>9</b>
Representative Sampling	9
Psychometric Properties Cross-Nationally	9
Normative Information	9
Response Set Bias	10
<b>Summary</b>	<b>10</b>
<b>References</b>	<b>11</b>
<b>2. Traits and Individual Difference Variables</b>	<b>15</b>
<b>Scales Related to Interpersonal Orientation, Needs/Preferences, and Self-Concept</b>	<b>15</b>
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
Self-Concepts, Person Concepts, and Product Concepts (Malhotra 1981)	59
Vanity: Trait Aspects of Vanity (Netemeyer, Burton, and Lichtenstein 1995)	62
<b>Scales Related to Consumer Compulsiveness and Impulsiveness</b>	<b>65</b>
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
<b>Scales Related to Country Image and Affiliation</b>	<b>82</b>
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
<b>Scales Related to Consumer Opinion Leadership and Opinion Seeking</b>	<b>93</b>
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
<b>Scales Related to Innovativeness</b>	<b>106</b>
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
<b>Scales Related to Consumer Social Influence</b>	<b>127</b>
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

Self-Monitoring Scale (Snyder 1974)	143
Self-Monitoring Scale: Revised Form (Lennox and Wolfe 1984)	146
TV Program Connectedness Scale (Russell, Norman, and Heckler 2004)	148
<b>3. Values and Goals</b>	<b>151</b>
<b>General Values</b>	<b>151</b>
List of Values: LOV (Kahle 1983)	151
The Rokeach Value Survey: RVS (Rokeach 1968, 1973)	155
<b>Appendix to General Values</b>	<b>161</b>
Moral Identity (Aquino and Reed 2002)	162
<b>Values Related to Environmentalism and Socially Responsible Consumption</b>	<b>165</b>
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
Leisure: Subjective Leisure Scales: SLS (Unger and Kernan 1983)	176
Socially Responsible Consumption Behavior: SRCB (Antil 1984; Antil and Bennett 1979)	179
Voluntary Simplicity Scale: VSS (Cowles and Crosby 1986; Leonard-Barton 1981)	183
<b>Values Related to Materialism and Possessions/Objects</b>	<b>188</b>
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
<b>Appendix to Materialism and Possessions/Objects</b>	<b>212</b>
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
<b>Values Related to Goal Orientations and Planning</b>	<b>219</b>
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 (Kaufman, 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
<b>4. Involvement, Information Processing, and Affect</b>	<b>237</b>
<b>Involvement General to Several Product Classes</b>	<b>237</b>
Components of Involvement: CP (Lastovicka and Gardner 1979)	237

Consumer Involvement Profiles: CIP (Laurent and Kapferer 1985)	240
Enduring Involvement Index (Bloch, Sherrell, and Ridgway 1986)	247
New Involvement Profile: NIP (Jain and Srinivasan 1990)	249
Personal Involvement Inventory: PII (Zaichkowsky 1985)	252
PII for Advertising: PIIA (Zaichkowsky 1994)	256
Product Intelligence (Rijsdijk, Hultink, and Diamantopoulos 2007)	258
RPII and OPII (McQuarrie and Munson 1986)	262
<b>Purchasing Involvement</b>	<b>264</b>
Purchase Decision Involvement: PDI (Mittal 1989)	265
Purchasing Involvement: PI (Slama and Tashchian 1985)	267
Appendix to Involvement: Comparing Four Modified Involvement Scales (Mittal 1995)	270
<b>Scales Related to Information Processing: Optimal Stimulation Measures</b>	<b>272</b>
Arousal Seeking Tendency: AST (Mehrabian and Russell 1974)	272
Change Seeking Index: CSI Short Form (Steenkamp and Baumgartner 1994)	276
Exploratory Buying Behavior Tendencies: EBBT (Baumgartner and Steenkamp 1996)	278
Exploratory Tendencies in Consumer Behavior Scales: ETCBS (Raju 1980)	281
Appendix to Optimum Stimulation Levels: Reviewing/Integrating Four OSL Measures (Steenkamp and Baumgartner 1992)	285
<b>Scales Related to Processing Style</b>	<b>286</b>
Analytic/Holistic Thinking Scale: AHS (Choi, Koo, and Choi 2007)	286
Behavioral Identification Form: BIF (Vallacher and Wegner 1989)	289
Situation-Specific Thinking Styles: STSS (Novak and Hoffman 2009)	292
Style of Processing Scale: SOP (Childers, Houston, and Heckler 1985)	295
Role Overload of the Wife (Reilly 1982)	297
Appendix: Derivation of Conflict Arousal Score	299
<b>Scales Related to Affect</b>	<b>300</b>
Brief Mood Introspection Scale: BMIS (Mayer and Gaschke 1988)	300
Consumer Emotional Intelligence Scale: CEIS (Kidwell, Hardesty, and Childers 2007)	302
Emotions: Consumption Emotions Set: CES (Richins 1997)	306
Emotions: Dimensions of Emotions: PAD (Mehrabian and Russell 1974)	310
Mood Short Form: MSF (Peterson and Sauber 1983)	313
Positive and Negative Affect Scales: PANAS (Watson, Clark, and Tellegen 1988)	315
<b>5. Reactions to Marketing Stimuli</b>	<b>317</b>
<b>Measures Related to Ad Emotions and Ad Content</b>	<b>317</b>
Feelings Toward Ads (Edell and Burke 1987)	317
Informational and Transformational Ad Content (Puto and Wells 1984)	321
Response Profile: Viewer Response Profile: VRP (Schlinger 1979)	324
Expertise, Trustworthiness, and Attractiveness of Celebrity Endorsers (Ohanian 1990)	328
Public Opinion Toward Advertising (Pollay and Mittal 1993)	331
Skepticism Toward Advertising (Obermiller and Spangenberg 1998)	333
<b>Measures Related to Brand/Product Responses and Shopping Styles</b>	<b>336</b>
Brand Experience Scale (Brakus, Schmitt, and Zarantello 2009)	336
Consumer Evaluations of Brand Extensions (Aaker and Keller 1990)	339
Brand Personality (Aaker 1997)	341
Gender Dimensions of Brand Personality (Grohmann 2009)	344

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
<b>Measures Related to Pricing Responses</b>	<b>378</b>
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
<b>6. Attitudes About the Performance of Business Firms, Satisfaction and Post-Purchase Behavior, Social Agencies, and the Marketplace</b>	<b>387</b>
<b>Consumer Attitudes Toward Business Practices and Marketing</b>	<b>387</b>
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 (Wolfenbarger 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
<b>Scales Related to Post-Purchase Behavior: Consumer Discontent</b>	<b>429</b>
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

Business Ethics: Ethical Behavior in Research Organizations (Ferrell and Skinner 1988)	446
Ethics: Improving Evaluations of Business Ethics (Reidenbach and Robin 1990)	448
Ethics: Corporate Ethics Scale: CEP (Hunt, Wood, and Chonko 1989)	451
Ethics: Marketing Norms Ethics Scale (Vitell, Rallapalli, and Singhapakdi 1993)	453
<b>Business Attitudes Toward the Marketplace</b>	<b>456</b>
Measure of CRM Process and Its Impact on Performance (Reinartz, Krafft, and Hoyer 2004)	456
Culture: Organizational Culture (Deshpande, Farley, and Webster 1993)	459
Customer Orientation (Deshpande, Farley, and Webster 1993)	462
Interaction Orientation (Ramani and Kumar 2008)	464
Market Orientation (Narver and Slater 1990)	467
Market Orientation: MARKOR (Kohli, Jaworski, and Kumar 1993)	470
Marketing Research: Trust and Use of Market Research (Moorman, Zaltman, and Deshpande 1992)	473
<b>7. Sales, Sales Management, Organizational Behavior, and Interfirm-Intrafirm Issues</b>	<b>477</b>
<b>Job Satisfaction Measures</b>	<b>477</b>
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: INDSALES (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
<b>Role Perceptions/Conflict</b>	<b>498</b>
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
<b>Job Burnout/Tension</b>	<b>507</b>
Burnout in Customer Service Representatives (Singh, Goolsby, and Rhoads 1994)	507
Tension: Job-Induced Tension (House and Rizzo 1972)	510
<b>Performance Measures</b>	<b>512</b>
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
<b>Control and Leadership</b>	<b>522</b>
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
<b>Organizational Commitment</b>	<b>531</b>

Occupational and Organizational Commitment (Meyer, Allen, and Smith 1993)	531
Organizational Commitment: OCQ (Mowday, Steers, and Porter 1979)	535
Organizational Commitment (Hunt, Chonko, and Wood 1985)	538
Organizational Justice (Colquitt 2001)	540
<b>Sales/Selling Approaches</b>	<b>542</b>
Adaptive Selling: ADAPTS (Spiro and Weitz 1990)	542
Customer Orientation of Salespeople: SOCO (Saxe and Weitz 1982)	545
<b>Inter-/Intrafirm Issues of Influence and Power</b>	<b>549</b>
Alliance Competence and Alliance Resources (Lambe, Spekman, and Hunt 2002)	549
Alliance Orientation (Kandemir, Yaprak, and Cavusgil 2006)	552
Influence Strategies in Marketing Channels (Boyle et al. 1992)	554
Power: Dependence-Based Measure of Interfirm Power in Channels (Frazier 1983)	558
Power: Distributor, Manufacturer, and Customer Market Power (Butaney and Wortzel 1988)	561
Power and Influence in Group Settings (Kohli 1989)	565
Power Sources in a Marketing Channel (Gaski and Nevin 1985)	569
<b>Other Measures Related to Interfirm Issues</b>	<b>574</b>
Economic and Social Satisfaction (Geyskens and Steenkamp 2000)	574
Managers' Perceptions of Relationship Marketing in Inter- Organizational Exchanges (McNally and Griffin 2007)	576
Norms: Relational Norms (Heide and John 1992)	578
Performance: Supplier Perceptions of Reseller Performance (Kumar, Stern, and Achrol 1992)	580
Satisfaction-Channel Satisfaction: SATIND and SATDIR (Ruekert and Churchill 1984)	584
Appendix to Inter-/Intrafirm Issues (Articles Containing Inter-/Intrafirm-Related Measures)	588
<b>Index</b>	<b>589</b>
<b>About the Editors</b>	<b>603</b>