

Marketing Scales

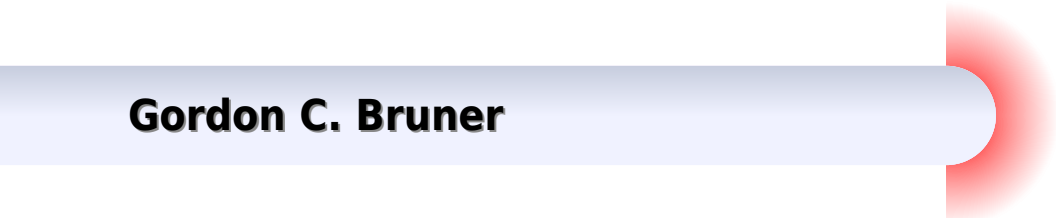
H A N D B O O K

A Compilation of Multi-Item Measures

Gordon C. Bruner II
Paul J. Hensel

Handbook Of Marketing Scales

Gordon C. Bruner



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Handbook of Marketing Scales William O. Bearden, Richard G. Netemeyer, Kelly L. Haws, 2010-12-10 The Handbook of Marketing Scales Third Edition represents a clear concise and easy to use compilation of multi item self report measures developed and or frequently used in consumer behavior and marketing research Over 150 scales are included in the handbook Many of these scales were originally published in marketing and consumer related journals or conference proceedings Including them in one volume helps reduce the time it takes to locate instruments for survey research Scales included have a reasonable theoretical base are developed within the marketing or consumer behavior literature are composed of several items or questions use some scaling procedures and include estimates of reliability and or validity making these scales especially relevant and proven for marketing scholars and professionals Each scale includes the following information so that users can quickly and easily learn about the scale construct description development samples validity scores sources other evidence other sources references and scale items

Marketing Scales Handbook Gordon C. Bruner, 2015-10-01 La 4e de couv indique This is the seventh volume in the long running Marketing Scales Handbook series The purpose of the book is to help readers benefit from vetted research by some of the world s consumer behavior experts By learning about the measures used by the experts the hope is that those who borrow the well developed scales rather than using quick and dirty measures will achieve higher quality insights in their research activities The book contains reviews of 364 multi item measures that were reported in one or more articles published in top marketing journals in 2010 and 2011 Each review provides the scale items questions or statements as well as information about the scale s origin previous users and measurement quality The scales are useful when wanting to accurately measure theoretical constructs such as attitudes emotions and traits in surveys and experiments with a wide variety of participants such as consumers viewers patients patrons or citizens Many of the measures could also be used in business settings when studying employees and or administrators The scales reviewed in this volume are primarily new and are not in the previous volumes of the series

Marketing Scales Handbook Gordon C. Bruner, 2013 Which measurement scales have been used the most in consumer insight research Dr Bruner author of the classic Marketing Scales Handbook series set out to answer that question After reviewing several thousand multi item measures used in scholarly research of consumer issues it was clear that some scales had been used much more than others Twenty of those are the focus of the book Not only do these top 20 indicate what is popular with marketing scholars but it provides details about how to precisely measure some of the most important psychological constructs that shape consumer behavior This book is meant for researcher in a variety of fields who are interested in reliable measures for use in surveys and experiments Instead of using simplistic measures of dubious quality or at the other extreme having to build and refine measures from scratch researchers can use the book to learn from the experts who have already crafted quality measures By using better scales accuracy is increased which thereby improves the

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William O. Bearden, Richard G. Netemeyer, Mary F. Mobley, 1993-03-24 While a vast number of scale instruments have been published in various journals and conference proceedings a comprehensive handbook of multi item scales with directions on how to use them has never been published until now After an overview of the development of multi item scales the remaining chapters include scales on leading topics important to marketing research individual behaviour values information processing reactions to advertising stimuli attitudes and ethics and sales and sales management practices Each of the 124 scales is presented in a consistent format including the construct description development samples validity scores source other evidence other sources references and scale items *Marketing Scales Handbook* Gordon C. Bruner, Paul J.

Hensel, Karen E. James, 1992 *Marketing Scales Handbook* Gordon C. Bruner, II, 2016-03-01 The Marketing Scales Handbook series is the longest running set of books that provide reviews of multi item survey measures used in scholarly studies of consumer behavior This volume picks up where Volume 7 ended and has reviews of 392 new scales that were reported in top marketing journal articles published in 2012 and 2013 Each review has information about a scale s source its psychometric quality and the questions statements that compose the measure The bulk of the scales in Volume 8 have to do with topics typical to the series such as brands advertising stores purchasing emotions and relationships Other topics included this volume were less covered in the previous books and have to do with newer topics such as environmental issues word of mouth activity game playing fair trade and co production The book is a valuable resource to researchers in a variety of fields who want tested and reliable measures for use in their studies of consumers or similar types of participants such as viewers students donors or citizens Many of the measures could also be used in organizational settings when studying employees or administrators Instead of using simplistic measures of dubious quality or at the other extreme having to build and refine measures from scratch researchers can use the book s contents to learn from the experts who have already crafted quality scales By using better measures accuracy is increased and should improve the decisions based upon the results *Handbook of Marketing Scales* William O. Bearden, Richard G. Netemeyer, 1999-11-12 A total of 192 multi item scales each presented in a consistent format on topics such as individual behaviour consumer psychology values and attitudes are provided in this 2nd edition A comprehensive index is included

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