

Marketing Scales

H A N D B O O K

A Compilation of Multi-Item Measures

Gordon C. Bruner II
Paul J. Hensel

Marketing Scales Handbook

Gordon C. Bruner



Marketing Scales Handbook:

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, 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 results of analyses and the decisions based upon them

Back cover **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* Paul J. Hensel, Gordon C. Bruner, 2017

Marketing Scales Handbook Gordon C. Bruner, 2001 *Marketing Scales Handbook* Gordon C. Bruner, 2019-03-02 Intro Preface Acknowledgements Introduction Scale Reviews Subject Index About the Author *Marketing Scales Handbook* Gordon C. Bruner, Paul J. Hensel, Karen E. James, 1992 *Marketing Scales Handbook* Gordon C. Bruner, 2012-05-02 This sixth volume in the series reviews 682 consumer related measurement scales that were reported in top marketing journal articles published from 2006 to 2009 Each review provides the scale items as well as information regarding the scale's origin previous users and measurement quality **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

Marketing Scales Handbook Gordon C. Bruner, 2001 *Marketing scales handbook : a compilation of multi-item measures. 4 (2005)* Gordon C. Bruner, 2005 All new or new uses of previously developed scales in consumer behavior and advertising that appeared between 1998 and 2001 654 scales are presented along with a description the origin of the scale reliability validity and other useful information for the academic and professional researcher This volume includes two indices by author and by publication *Handbook of Marketing Scales* 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

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