



# **Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research (Association for Consumer Research)**

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# Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research (Association for Consumer Research)

## Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research (Association for Consumer Research)

The **Handbook of Marketing Scales, Third Edition**, represents a clear and user-friendly collection of multi-item, self-report measures developed and frequently used in consumer behavior and marketing research.

### Key Features

- **More than 150 scales are included in the Handbook.** Many scales were originally published in marketing and consumer journals, and including them in one volume helps reduce the time it takes researchers to locate instruments for survey research.
- **More than 70 new scales have been added to the Third Edition.** New scales were selected based upon actual usage and citations by researchers in articles where a major objective was scale development.
- **Each scale is prefaced by the same information.** Details are provided of construct, description, development, samples, validity, scores, sources, references, and other evidence.
- **The book includes a number of measures that have been used in several studies.** The volume serves as a guide to the literature and may spur further refinement of existing measures in terms of item reduction, dimensionality, reliability, and validity.

This **Handbook** also aims to help identify areas where measures are needed, thus encouraging further development of valid measures of consumer behavior and marketing constructs.

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