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Book cover 4 - Marketing Scales

Scale # Construct Name Page # 1. Acceptance of Sales Offer (Owner's) 1 2. Acculturation 2 3. Ad Format Beliefs (Annoyance) 3 4. Ad Format Beliefs (Entertainment) 4 5. Ad Format Beliefs (Information) 5 6. Ad Message Involvement (Others-Focused) 6 7. Ad Message Involvement (Processing Effort) 7 8. Ad Message Involvement (Processing Effort) 8 9.

Multi-Item Measures for Consumer Insight Research

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Scale # 1. Name Page # 2. Absorption Disposition 1 3. Acceptance of Sexual Violence 2 4. Accountability Degree 3 5. Acculturation 4 6. Aesthetic Appeal 5 7. Aesthetic Formality 6 8. Affective Response (Negative) 7 9. Agentic Orientation 8 10. Ambivalence of Product Evaluation 9 11. Ambivalence Toward the Object 10 12. Anger 11 13. Anger 12 14.

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Marketing Scales Handbook

Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781452224923. Bearden, William O. and Richard G. Netemeyer Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research.

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