

.... **NEW BOOKS IN REVIEW**

EDITOR: *Donald E. Stem, Jr.*

ASSOCIATE EDITORS: *James B. Wiley*

Meryl P. Gardner

Anne T. Coughland

Roy D. Howell

HANDBOOK OF MARKETING SCALES, MULTI-ITEM MEASURES FOR MARKETING AND CONSUMER BEHAVIOR RESEARCH, William O. Bearden, Richard G. Netemeyer, and Mary F. Mobley. Newbury Park, CA: Sage Publications, 1993, 352 pages, \$39.95.

MARKETING SCALES HANDBOOK, A COMPILATION OF MULTI-ITEM MEASURES, Gordon C. Bruner, II and Paul J. Hensel. Chicago: American Marketing Association, 1993, 1315 pages, \$149.95.

Marketing researchers in academic and applied settings have been in the business of scale development for almost a century. Such development has involved both the adaptation of measures from other disciplines and the creation of new scales of measurement for research problems unique to marketing and consumer behavior. Hence, it was inevitable that a handbook of marketing measures would be compiled. What is surprising is that it took so long for such a compilation to appear. However, the long wait is partially compensated for by the simultaneous appearance of two volumes devoted to describing marketing scales.

Both the American Marketing Association and the Association for Consumer Research have long recognized the need for a source book that describes the many scales available to researchers. Both organizations have cooperated with authors to produce such a source book. Despite their common purpose, the two books have remarkably little overlap. They do have similar formats and styles, however, thus, serving as complements rather than competitors.

The Bearden, Netemeyer, and Mobley book, published in cooperation with the Association for Consumer Research, describes 124 scales in 352 pages. The authors begin their compilation with a brief overview of the psychometric foundations of scales. This discussion introduces key dimensions of scale development and the criteria by which scales should be evaluated. Unfortu-

nately, this review is all too brief to be of use to most readers, and its content is not linked to the descriptions of the scales that follow.

Following the discussion of psychometrics, which occupies the first chapter of the volume, are six chapters providing two- to four-page descriptions of various measurement scales. Chapter 2 describes measures of individual traits (e.g., self-concept, sexual identity, "Hispanicness," interpersonal orientation, opinion leadership, innovativeness); chapter 3 is devoted to measures of values (e.g., VALS, Rokeach Value Survey, material values); chapter 4 describes scales related to involvement and information processing (e.g., involvement with specific classes of products, general involvement, purchasing involvement, sensation seeking, style of processing); chapter 5 lists measures associated with reactions to advertising stimuli (e.g. viewer response profile, informational and transformational ad content, advertising believability); chapter 6 deals with measurers of attitudes about the performance of business firms, social agencies, and the marketplace (e.g., consumer attitudes toward business practices, business ethics, market orientation); and chapter 7 is devoted to measures of sales, sales management and inter-/intrafirm channel issues (e.g., job satisfaction, role conflict, leadership, sales approach, social power). Within each chapter, scales are presented in chronological order.

The descriptions of each of the scales in the book are organized in a similar fashion and follow a similar format to that found in the classics *Tests in Print* (Mitrchel 1982), *Buros Mental Measurements Yearbook* (Buros 1978), and *Measures of Personality and Social Attitudes* (Robinson, Shaver, and Wrightsman 1991), which provide compilations of tests, measures, and scales in other fields. Each description begins with a brief discussion of the construct underlying the scale, a description of the scale, and a discussion of the scale's development history; it also includes a discussion of the various samples in which the scale has been employed, a review of the

validity of the scale, and a discussion of scale scores. Also provided is the reference for the original source of the scale as well as other relevant sources and references. Each description ends with a listing of the specific scale items.

Bearden, Netemeyer, and Mobley indicate that they sought to identify scales that have entered the marketing literature since 1964. In order to identify scales they completed a computer search of the contents of the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Advertising Research*, *Psychology and Marketing*, *Journal of Public Policy and Marketing*, *Journal of Business Research*, *AMA Summer Educators' Conference Proceedings*, and *Advances in Consumer Research*. The authors also wrote to all members of the Association for Consumer Research requesting information about scales that members may have developed or used in research. Despite these efforts the compilation is by no means exhaustive. By way of contrast, the Bruner and Hensel compilation includes 588 scales, which were identified within a narrower set of sources and a shorter time frame.

Other than the limited number of scales that are covered in the volume, there are other problems with the Bearden, Netemeyer, and Mobley volume that limit its utility to some extent. There is no index, which makes it difficult to find specific topics and authors. Some source citations are provided in the scale descriptions, but others are grouped at the end of each chapter. This inconsistency in the arrangement of references makes the identification of specific sources related to any particular scale somewhat difficult. The authors also provide a reprint of a table from Robinson, Shaver and Wrightsman (1991) that lists specific evaluative criteria for scales. Unfortunately, the content of this table is not discussed in the volume, nor are the evaluative criteria applied to the scales listed in the volume.

Despite its limitations, most marketing scholars and marketing research practitioners will find the book useful. It offers an excellent source book for a variety of scales, and the reviews of the scales are thoughtful and well crafted. The book includes many of the most widely used scales in the field. Its relatively modest price will also make it particularly attractive.

The Bruner and Hensel compilation has a narrower focus than the Bearden, Netemeyer, and Mobley volume, despite the fact that it describes four times as many scales. The Bruner and Hensel book covers scales published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, and *Journal of Advertising Research* between 1980 and 1989. The book is divided into three sections: (1) consumer behavior scales, (2) advertising scales, and (3) organizational, sales force, and miscellaneous scales. A table of contents begins each section.

The format of the individual scale descriptions is sim-

ilar to that used in the Bearden, Netemeyer, and Mobley volume. Each scale discussion includes a description, a discussion of its origin, types of samples in which it has been used, reliability and validity, directions for administration, major research findings associated with the it, and references. Like the Bearden, Netemeyer, and Mobley book, individual scale items are included at the end of the description of the scale.

Though the Bruner and Hensel book does not include an introduction to the psychometric properties of scales, it does include a two-page reference list of books and other publications related to scale development. It also includes an extensive author and subject index, which makes it easy to find specific scales of interest. All relevant references are grouped with specific scale descriptions. The descriptions are well written and thorough. It is by far the most comprehensive collection of marketing scales currently available. Researchers will find the volume a ready resource for identifying a host of specialized scales that might otherwise be difficult to locate.

It does suffer some limitations, however. Unlike the Bearden, Netemeyer, and Mobley book, it does not include a number of scales that have played a prominent role in research during the past decade—for example, the need for cognition scale (Cacioppo and Petty 1982), VALS (Mitchell 1983), and SERVQUAL (Parasuraman, Zeithaml, and Berry 1988). All three are included in the Bearden, Netemeyer, and Mobley volume. The price is also likely to limit its impact—\$150 will discourage many potential purchasers.

Though both volumes are designed to be compendiums of measurement instruments and scales, it is remarkable that only 36 scales are common to both books. This means that neither book is a substitute for the other. Though the lack of overlap between the two books provides a justification for the existence of both, it is also disturbing since it raises a question about whether there might be other scales that have not been identified in either volume. For the researcher interested in a comprehensive source of measurement scales, there is little choice but to obtain both books. The Bruner and Hensel book is by far the more comprehensive of the two volumes, but the Bearden, Netemeyer, and Mobley book includes more of the well-known and frequently employed scales.

The books employ very similar approaches to the description of scales which increases their complementarity. Both are also consistent in their recommendation that readers do their own evaluation of the suitability of individual scales—indeed, neither book offers much in the way of evaluative commentary. Rather, discussions of the scales appear to be limited to descriptions taken from original source material, a weakness of both books. They would be more useful to readers if some evaluative discussion were included in a manner similar to what is found in *Tests in Print*, which describes and reviews various psychological measures. It is also unfortunate that the very commendable efforts of the several authors of

these two volumes could not have been pooled to produce a single, more comprehensive book. This should be a goal for subsequent editions.

Despite their limitations the two books fill an important gap in the field. These books should help reduce duplication of effort in the field and facilitate the use of comparable scales by independent researchers. The availability of these two volumes may also reduce the all too frequent use of ad hoc scales in marketing research and increase attention to the quality of measurement in empirical studies in consumer and marketing research. Both sets of authors are to be complimented for their efforts; it is obvious that much labor went into the compilations of both volumes. Serious scholars will want both books on their reference shelf. The investment will quickly pay dividends.

DAVID W. STEWART

University of Southern California

REFERENCES

- Buros, Oscar K. (1978), *Eighth Mental Measurements Yearbook*. Highland Park, NJ: Gryphon Press.
- Mitchell, James V. (1983), *Tests in Print III: An Index to Tests, Test Reviews, and Literature on Specific Tests*. Lincoln, NE: University of Nebraska.
- Cacioppo, John T. and Richard E. Petty (1982), "The Need for Cognition," *Journal of Personality and Social Psychology*, 42 (1), 116-31.
- Mitchell, Arnold (1983), *The Nine American Lifestyles: Who We Are and Where We're Going*. New York: MacMillan.
- Parasuraman, A., Valerie A. Zeithmal, and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, 64 (Spring), 12-40.
- Robinson, John P., Phillip R. Shaver, and Lawrence S. Wrightsman (1991), *Measures of Personality and Social Attitudes*. San Diego, CA: Academic Press.

POSTMODERN CONSUMER RESEARCH: THE STUDY OF CONSUMPTION AS TEXT, Elizabeth C. Hirschman and Morris B. Holbrook, Newbury Park, California: Sage Publications, in cooperation with the Association for Consumer Research, 1992, 146 pp., \$12.95.

Postmodern Consumer Research: The Study of Consumption as Text is a definitive step toward assessing the state of consumer research today. Two of the most respected scholars in the field, Elizabeth C. Hirschman and Morris B. Holbrook, have combined their efforts to produce a clearly written and useful work. Their book lays out organizing principles that delineate the underlying epistemologies current in consumer research, providing insightful exposure to philosophical positions and associated research methods for both the experienced researcher and the novice.

Hirschman and Holbrook consider the epistemological positions of empiricism, socioeconomic constructionism, interpretivism, subjectivism, and rationalism extant

in consumer behavior research and suggest these positions can be evaluated fruitfully on the basis of the Cartesian dualism of mind and matter. Holding consumption as "matter" constant, the epistemological texts can be explored in terms of the degree to which the "mind" is involved. The authors posit a polarity on this basis, such that material and mental determinism are placed at opposite ends of a continuum along which relevant research methods are arrayed. Empiricism equates with material determinism, rationalism with mental determinism, and the other philosophical position are arrayed along the continuum between the two poles. Each philosophical position concerning the origin of knowledge, hence the degree of involvement of the mind, posits a view of reality, ranging from the physical construction of reality characteristic of empiricism through the social construction of reality in socioeconomic constructionism, the linguistic construction of reality in interpretivism, the individual construction of reality characteristic of subjectivism, and the mental construction of reality presumed in rationalism.

Hirschman and Holbrook go on to consider the appropriate research methods associated with these epistemological positions. One basis by which the methods are differentiated from one another is "vocality," which "refers to the number of meanings a text may have" (p.57). So, for example, in empiricism, "the text arises from the objective, external, material world and can be read directly and unambiguously by the researcher" (p.60). The relationship is unidirectional, from text to researcher; the reading is univocal and unambiguous. Similarly, socioeconomic constructionism, interpretivism, subjectivism, and rationalism all reflect unidirectional or bidirectional interaction of the text and researcher, and multivocality or univocality of meaning.

In the context of differentiating methods/positions, the authors also consider the role of socialization, the form and meaning of text, and the process of interpretation. Moving beyond the "text" of semiotic literary theory and literary criticism, Hirschman and Holbrook use "text" to refer to "knowledge structures." The point is that "text" is an appropriate term for "an integrated system of beliefs about the nature of reality" (p.55) held by researchers. Therefore, empiricism, socioeconomic constructionism, interpretivism, subjectivism, and rationalism are all texts into which social scientists have been socialized. The authors suggest that the past use of terms such as "ideology" and "theory" (as opposed to "text") have separated inappropriately the people *who are studied* from the social scientists *who study*. The process of interpretation is similarly dependent on assumptions about the origin of knowledge, the construction of the "text."

Hirschman and Holbrook conclude their assessment and description of the positions and methods in consumer research with an appeal to social scientists for tolerance and respect for one another's work. They support their plea with a model by which they attempt to establish their own "4 P's," referred to as "Four Key Bases