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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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Handbook of marketing scales: Multi-item measures for marketing and consumer behavior research Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135/9781412996761. Bearden, William O., Richard G. Netemeyer and Kelly L. Haws. Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research.

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multi-item scales (survey questions) that have been used by scholars in the study of consumer behavior. The wide variety of scales in Volume 7 are for use in surveys and experiments when studying issues relevant to understanding consumers or similar groups of people such as viewers, shoppers, patients, or citizens.

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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.

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