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Data Article

The Consumer Motivation Scale: A detailed review of item generation, exploration, confirmation, and validation procedures



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ABSTRACT

This data article offers a detailed description of analyses pertaining to the development of the Consumer Motivation Scale (CMS), from item generation and the extraction of factors, to confirmation of the factor structure and validation of the emergent dimensions. The established goal structure – consisting of the sub-goals Value for Money, Quality, Safety, Stimulation, Comfort, Ethics, and Social Acceptance – is shown to be related to a variety of consumption behaviors in different contexts and for different products, and should thereby prove useful in standard marketing research, as well as in the development of tailored marketing strategies, and the segmentation of consumer groups, settings, brands, and products.

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Specifications Table

Subject area	<i>Psychology</i>
More specific subject area	<i>Consumer psychology, scale development</i>
Type of data	<i>Tables</i>
How data was acquired	<i>Survey</i>
Data format	<i>Analyzed</i>
Experimental factors	<i>A variety of consumer contexts/products, including food, clothes, entertainment, and vacation travel</i>
Experimental features	<i>The scale was developed across a variety of contexts and products to ensure a generalizable goal structure</i>
Data source location	<i>Gothenburg, Sweden</i>
Data accessibility	<i>With the article (+ supplementary file for further details)</i>

Value of the data

- Scale development requires a multitude of analyses to be performed, the results of which are often buried in supplementary files, if presented at all. By publishing all the relevant data in the present open access data article, we hope to increase transparency and offer researchers and practitioners alike a detailed overview of the procedures through which the Consumer Motivation Scale (CMS) was developed.
- Researchers and practitioners interested in the CMS, or consumption goals in general, will find a detailed account of the structure and characteristics of influential consumption goals.
- Researchers and students that wish to learn more about scale development may find this article useful as a practical and extensive example of the steps involved in the extraction, confirmation, and validation of psychological factors.

1. Data

This data article offers a detailed review of the development of the Consumer Motivation Scale (CMS; [4]). The objective of the research is to establish a structure of sub-goals that form a coherent and practical measurement scale which is:

1. *Integrative* – encompassing not only utilitarian, but also hedonic and normative goals;
2. *Multi-dimensional* – taking potential sub-goals of the three master goals into account;
3. *Context-sensitive* – measuring not only individual, but also situational variance;
4. *General* – applicable to a wide variety of consumption settings and products.

The scale development procedure follows Churchill's [12] paradigm for developing marketing constructs. The procedure consists of the following five steps:

1. *Specifying the domain of the construct*: The three master goals and their potential sub-goals are specified and described.
2. *Item generation*: Items were generated based on theories and scales related to the identified sub-goals.
3. *Establishing a factor structure*: The goal structure was explored and purified on Sample 1 A, and confirmed on Sample 1B.
4. *Convergent, discriminant, and construct validity*: Additional data (Sample 2) was collected, thoroughly testing the convergent, discriminant, as well as construct validity of the emergent dimensions.

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