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Scales Handbook Volume II

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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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