

The Consumer Activism Motives Scale (CAMS): Conceptualization and Scale Development

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As consumer activism keeps drawing increased attention (and apprehension) from corporations and advocacy groups, a more systematic understanding of the personal goals that motivate consumer activists becomes invaluable. In this three-study article, we propose an original scale of consumer activism motivational goals that can help stakeholders identify and reliably measure these goals across multiple activism behaviors. Study 1 qualitatively investigates the theoretical breadth and dimensionality of personal goals and generates an initial pool of measurement items. Study 2 focuses on assessing the scale's latent structure. Last, Study 3 provides additional statistical support concerning the final measurement protocol. As a result, a 20-item measurement scale is proposed to indicate five personally motivated goals of consumer activists – the Consumer Activism Motives Scale (CAMS). The CAMS can help researchers and practitioners in predicting various behavioral and perceptual outcomes in the context of consumer activism.

Keywords: consumer activism, activism motivation, scale development, political consumerism, business ethics.

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