Indian Consumers' Materialistic Values : An Examination of Dimensionality and Instrument Development Through Exploratory Factor Analysis

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Abstract

In this research paper, I attempted to find out the dimensions /factors of materialistic values/ materialism of Indian consumers, which is a behavior demonstrated by the consumers world over to obtain worldly possessions. There is sufficient discourse present in extant literature about the materialistic tendency of Western consumers or the consumers from the developed parts of the world. However, the presence of this particular consumer behavioral trait is yet to be completely understood in the less affluent societies of the world, which are no longer isolated from the global marketing activities of the international marketers due to the forces of globalization. Today, the consumers of these developing markets have also become an attractive consumer segment to cater to by MNCs because of the factors like globalization of the market place, rising disposable incomes, and changing culture and lifestyle. In such a scenario, a potent research instrument to gauge the materialistic value of Indian consumers would be of great use for international markets, research scholars, and policy makers. The present research examined the dimensions of materialism through the use of content validity study, exploratory factor analysis, and reliability analysis of the adapted materialism scales of Belk (1985) and Richins and Dawson (1992).

Keywords: **materialism, globalization, content validity, factor analysis, scale development, reliability**

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Materialism is considered as a Western consumer cultural trait and Indian consumers are also trying to imitate a Western lifestyle as they are being influenced by Westernization (Ger & Belk, 1996 ; Ruth & Commuri, 1998). Supporting this view, Durvasula and Lysonski (2008) stated that the access to global media exposes consumers in India to Western culture/ practices, and they are likely to develop desires similar to those in consumer-oriented Western cultures. Furthermore, Eckhart and Mahi (2004) observed that foreign brands are bringing in foreign cultural influence in India, and consumers are expected to show significantly higher materialistic value. Pettys and Balagopal (1998) also stated in their research findings that due to Westernization, Indian consumers have become more materialistic. To gauge the materialistic tendency in consumers, the instruments which are available have been developed and tested in the Western cultural settings and relatively, there is a paucity of such an instrument / scale to measure the materialism in Indian consumers.

To address this purpose, the present study has used Belk's (1985) and Richins and Dawson's (1992) scales of materialism as these two scales are the most widely used scales of materialism, and many research studies have utilized these scales to measure the construct of materialism. The study has combined the two scales to obtain a single measurement instrument. Both the scales have been tested for reliability and validity in respective studies; however, it was still necessary to test the combined instruments of materialism for the validity and reliability estimates with the Indian consumers, since the practice of using an instrument developed in one country to

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measure the same value in another cultural environment, under the assumption that it carries the same meaning, is questionable (Hofstede, 2001). The total items of the combined scales are 42 with six factors, that is, Non-Generosity, Envy, and Possessiveness (Belk, 1985) and Success, Centrality, and Happiness (Richins & Dawson, 1992 ; refer Appendix 1).

Literature Review

The access to global media exposes consumers in India to Western culture/ practices due to which they are likely to develop desires similar to those in consumer-oriented Western cultures. The reflection of these Western consumer cultural traits is understood as Materialism (Ger & Belk, 1996). Eckhart and Mahi (2004) observed that foreign brands are bringing in foreign cultural influence in India, and consumers who are predisposed towards foreign brands are expected to show significantly higher materialistic value.

The tendency towards materialism is an inherent constituent of human condition and its widespread prosperity leads to marketing activity and consumerist behavior. Many researchers tried to operationalize the materialism construct through the attempts of measuring it empirically. However, two of the most significant scales of materialism are the ones operationalized by Belk (1985) and Richins and Dawson (1992).

Belk (1985) defined materialism as the importance a person attaches to worldly possessions. At the highest level of materialism, such possessions occupy a central place in a person's life and are believed to provide the greatest source of satisfaction and dissatisfaction. Belk (1984) stated materialism as a personality trait, thereby distinguishing between individuals who regard possessions as essential to their identities and their lives, and those for whom possessions are secondary. He defined materialism as the consumer orientation that reflects the importance a consumer attaches to worldly possessions. He perceived materialism as a multidimensional construct. He proposed an indirect measurement system of materialism, mediated through personality traits, whose aggregate manifestation served as an indicator of materialism in an individual. The three traits that he used are - Possessiveness: "the inclination to retain control or ownership of one's possessions," Non-Generosity: "an unwillingness to give possessions to or share possessions with others," and Envy: "an interpersonal attitude involving displeasure and ill will at the superiority of (another person) in happiness, success, reputation, or the possession of anything desirable" (pp. 267 - 268).

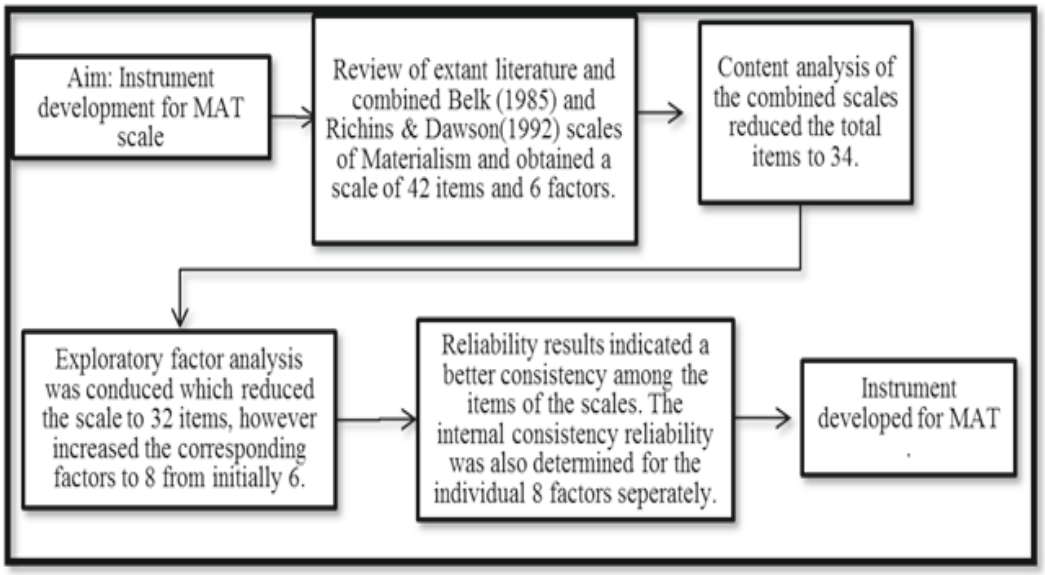
Richins and Dawson (1992) conceptualized materialism as consumer value and stated that materialism comes from value, and it is value that guides people's choices. With respect to consumption, materialism influences the type and quantity of goods purchased. They also suggested that "materialism represents a mindset or constellation of attitudes regarding the relative importance of acquisition and possession of objects in one's life" (p. 307). Richins and Dawson's (1992) scale operationalized materialism through measurement of three beliefs - acquisition centrality, the role of acquisition in happiness, and the role of possessions in defining success. This is a direct approach towards measurement of materialism by creating a relationship between the desire to possess and/or consume and the end state of existence defined in terms of success, centrality, and happiness. This is also the scale which has been used dominantly in literature to measure the abstract concept of materialism (Mishra, 2011).

Objectives of the Study

The objectives of the present study are:

(1) To study the construct of materialism in the extant literature and find the most appropriate measures to gauge it in Indian consumers.

Figure 1. Scale Development of Materialism (MAT) Scale



(2) Conduct content validity, reliability analysis, and construct validity through factorial validity by conducting exploratory factor analysis on the combined Belk (1985) and Richins and Dawson's (1992) scales of materialism.

Research Methodology

A consumer survey was conducted to collect primary responses for the present study. Using convenience sampling technique, responses were collected from 572 participants (consumers) in the age group of 18-60 years during a two month period (January - February 2015) in Delhi. The survey conducted pertained to scale development. Since the scales developed by Belk (1985) and Richins and Dawson (1992) have dominantly been used to operationalize the construct of "materialism" by studies in the past ,therefore, the present work has adopted both, and a combined scale of 42 items was included in the study with six factors. Thereafter, content analysis of the combined scales reduced the total items to 34 after which factor analysis using principal component analysis with varimax rotation for factors with eigen values >1 found eight factors and a 32 items scale. Reliability results indicated a better consistency among the items of the generated scale. The results of the present research were generated by using SPSS version 20. The diagrammatic representation of the process of scale development of materialism is depicted in the Figure 1.

Analysis and Results

Content Validity Study for Materialism

Validity tests are conducted to ascertain that the items of an instrument are truly measuring the content which they are intended to measure. Rubio, Berg - Weger, Lee, and Rauch (2003) suggested that despite the various measures given for any particular construct, a researcher should create their own measure, and when a measure is

created, psychometric testing is required and the first step is to study content validity, which is also sometimes referred to as face validity. The present study conducted the content validity as recommended by Rubio et al. (2003) and for that purpose, a panel of experts was formed, which consisted of six experts. Three were content experts/ subject matter experts and the remaining three were lay experts. The content experts were professionals who have published a number of studies in the related field ; the experts were persons who have great experience in the field due to their teaching and research experience. Lay experts comprised of the general people or consumers to ensure that the population for whom the measure is being developed is represented. After identifying the experts, a formal letter/telephone call was sent to them for soliciting their participation. Once the request for participation was confirmed, a response form (refer Appendix 2) was sent to them. In this study, the criteria used to evaluate the measure was "Representativeness" of that item in the scale. Each item was rated on a scale from 1 to 4 for representativeness. Representativeness is demonstrated by an item's ability to represent the content domain as described in the theoretical definition.

The response form elicited the information from the experts on the representativeness of a particular item. The panel of experts also helped in addressing the issues of rephrasing, highlighting the unclear terms, and provided the important recommendations and constructive feedback about the quality of the developed measure. In this process, the number of items in the scale reduced from 42 to 34. Some of the items were also rephrased on the suggestions of the experts.

The responses elicited from the panel of experts were analyzed by calculating the CVI (content validity index) as described below :

↳ **Content Validity Index :** In content analysis, for validating a measure quantitatively, the CVI value is computed. For the scale of materialism, firstly, the CVI value of each of the items of the scale was calculated by computing the number of experts who rated the item as three or four and then dividing that number by the total number of experts. This gives the proportion of experts who deemed the item as content valid. For calculating the CVI for the scale, the average was calculated across items. Davis (1992) recommended an acceptable CVI value of .80 to retain in the scale and other items below this value to be eliminated. In the current study, 34 items of the MAT (materialism) scale were retained to be included in the scale as the CVI values were .80 or above. The formula used for the calculation of CVI is as under :

$$CVI = Ce/n$$

where,

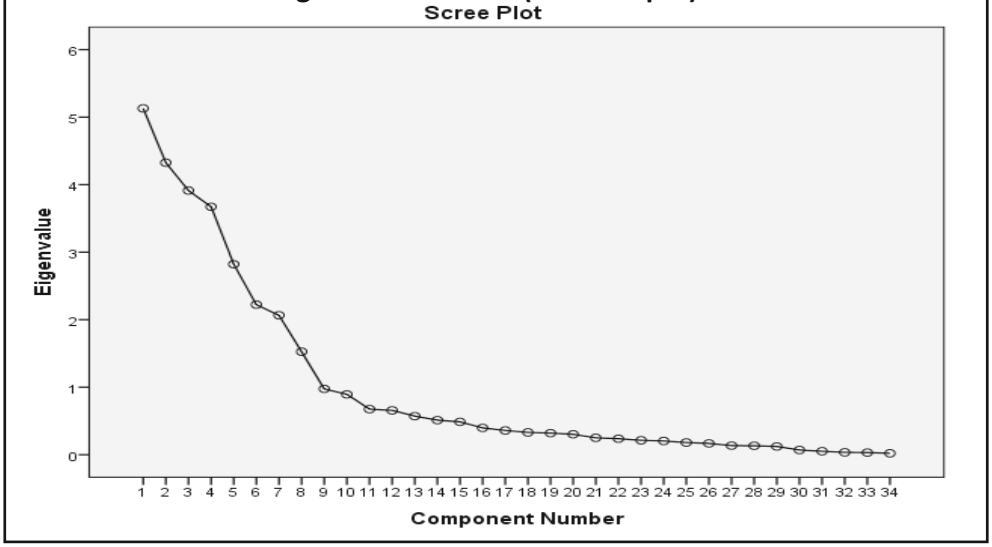
Ce = is the total number of experts who rated an item as 3 or 4.
n = is the total number of experts.

The CVI values of the combined items of both the scales below 0.80 were eliminated and the items with acceptable CVI scores were retained. This process reduced the scale to 34 items and gave some valuable insights from the feedback received from the panel of experts. Important areas of improvement were highlighted by the panel to make the scale suitable for Indian consumers. A statement in the instrument : "I don't know anyone whose spouse or steady date I would like to have as my own" ($CVI = 0.1$) could be disrespectful and insolent to obtain information on in the Indian cultural setting (and as this statement scored low on CVI), this statement was eliminated. Similarly, other items which were eliminated due to incorrect representation and scored low on CVI were "I would be happier if I could afford to buy more things" ($CVI = 0.5$), "I get very upset if something is stolen from me even if it has little monetary value" ($CVI = 0.1$), "It make sense to buy a lawnmower with a neighbor and then share it" ($CVI = 0.5$), "I don't seem to get what is coming to me" ($CVI = 0.5$), " I don't pay much attention to the material objects other people own as the sign of success" (0.66), "I put less emphasis on the material things

Table 1. KMO and Bartlett's Test (SPSS Output)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.722
Bartlett's Test of Sphericity	Approx. Chi-Square	5001.736
	Df	561
	Sig.	.000

Figure 2. Scree Plot (SPSS Output)



other people own as the sign of success" (0.66), and "When Hollywood stars' things stolen from them, I really feel for them" with a CVI of 0.

Exploratory Factor Analysis

Factor analysis is a statistical method commonly used during instrument development to cluster items into common factors and summarize the items into a small number of factors. Exploratory factor analysis (EFA) is a particular factor analysis method used to examine the relationships among variables without determining a particular hypothetical model (Bryman & Cramer 2005). EFA helps researchers define the construct based on the theoretical framework, which indicates the direction of the measure and identifies the greatest variance in scores with the smallest number of factors (Delaney, 2005; Munro, 2005).

The objective of factor analysis in this section of the present study is to investigate whether these theoretically derived (through adapted scales) factors of the construct of materialism are truly represented by the given set of items. All the 34 items/variables were presented to the respondents on a 7-point Likert scale to elicit their responses. For factor analysis, it is important that the variables be appropriately measured on an interval or ratio scale and an appropriate sample size should be used. There should be at least four or five times as many observations as there are variables. The factor analysis was performed using SPSS 20. The step wise process of factor analysis for the development of the materialism scale is as under:

(1) Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity : Prior to the

extraction of the factors, the above tests should be used to assess the suitability of the respondent data for factor analysis. KMO index is used to ensure whether an appropriate sample size was obtained for the current study to enable factor analysis to be undertaken. The KMO measure closer to 1 or more than 0.8 indicates a better sampling adequacy.

Bartlett's test of sphericity is used to test the hypothesis that the correlation matrix is an identity matrix (all diagonal terms are 1, and all off-diagonal terms are 0). If the value of the test statistic for sphericity is large and the associated significance level is small, it is unlikely that the population correlation matrix is an identity. If the hypothesis that the population correlation matrix is an identity cannot be rejected because the observed significance level is large, the use of the factor model should be reconsidered. The Table 1 presents the acceptable values to proceed further.

(2) Construction of the Correlation Matrix : As the factor analysis is based on a matrix of correlation between variables, therefore, the appropriateness of the correlation for the analysis was tested statistically. A correlation matrix should be used in the EFA process, displaying the relationships between individual variables. The correlation matrix should be inspected for the correlation coefficients over 0.30. If no correlations go beyond 0.30, the use of factor analysis should be reconsidered. Another important point is that variables have to be intercorrelated, but they should not correlate too highly (extreme multicollinearity) as this would cause difficulties in determining the unique contribution of the variables to a factor. I found an appropriate correlation matrix with most of the coefficients above 0.30, indicating the possibility of a factor structure of the variables.

(3) Factor Extraction Process : The next objective is to identify how many factors will be extracted from the data. The factor extraction method used in this study is principal component analysis. This calculates and examines the Eigen values for factor extraction. The higher the Eigen value, the higher is the amount of variance explained by the factor. The aim is to extract the least number of factors possible, which will maximize the explained variance. To decide on how many factors are needed to represent the data, two statistical criteria were used - Eigen values and the scree plot. The factors with Eigen values >1 were retained for further analysis. The scree plot depicts the descending variance that accounts for the factors extracted in the graph form. It roughly estimates the factors (that can be retained) that lie before the point at which the Eigen value begins to drop. The Figure 2 presents the scree plot.

(4) Communalities : This explains how much variance in each of the items can be explained by the factors produced. Initial communalities give the estimate of the variance in each variable accounted for by all the components or factors. Communalities after extraction give estimates of the variance in each variable accounted for by the factors in the factor solution. There should be at least 50% of the variance explained by a particular variable to the factor structure produced. Therefore, the communality value for each variable should be 0.50 or higher, and the variables with a value of less than this should be dropped from further analysis.

On the basis of this, two items were eliminated, and the factor analysis was re – run to find the factors. The items which were removed because of the low communality values are Item 1 : "Renting or leasing a car is more appealing to me than owing one" (0.228), and Item 31 : " I put less emphasis on material things than most people I know " (0.221).

(5) Total Variance : This contains the information on the Eigen values and cumulative percentages of variance explained by each variable of the materialism scale. The generated dimensions of materialism explain 79.26% of the variance. It is seen from the cumulative percentage column that all the eight factors/components extracted together account for 79.26% of the total variance. This is a reasonably good value.

Table 2. Naming of the Factors

Factor	Items	Loading
Generosity	I enjoy sharing what I have.	.850
	I consider it sensible to buy and share things with neighbors.	.847
	I don't mind giving rides to those who don't have a car.	.835
	I don't like to have anyone in my own home when I'm not there.	.887
	I enjoy donating things to charities.	.870
Possessiveness	I am less likely to lock things.	.764
	I would rather buy something I need than borrow it from someone else.	.799
	I worry about people taking my possessions.	.785
	When I travel, I like to take a lot of photographs.	.873
	I never discard old pictures or snapshots.	.750
Envy	I am bothered when I see people who buy anything they want.	.674
	When friends do better than me in competition, it usually makes me happy for them.	.738
	There are certain people I would like to be like.	.703
	When friends have things I cannot afford, it bothers me.	.714
Centrality	I usually buy only the things I need.	.655
	I try to keep my life simple, as far as possessions are concerned.	.755
	Buying things gives me a lot of pleasure.	.722
	I like a lot of luxury in my life.	.791
Success	I admire people who own expensive homes, cars, and clothes.	.678
	Some of the most important achievements in life include acquiring material possessions.	.710
	The things that I own say a lot about how well I am doing in life.	.877
	I like to own things that impress people.	.754
Extravagance	I enjoy having guests stay in my home.	.664
	People who are very wealthy often feel they are too good to talk to average people.	.604
	The things I own are not all that important to me.	.641
	I enjoy spending money on things that are not practical.	.696
Happiness	I have all the things I really need to enjoy life.	.782
	My life would be better if I owned certain things I don't have.	.684
	It sometimes bothers me quite a bit that I cannot afford to buy all the things I would like.	.604
Greed	I tend to hang onto things I should probably throw out.	.789
	I don't get particularly upset when I lose things.	.724
	I don't like to lend things, even to good friends.	.718

However, the analysis suggests an eight factor structure for the construct of materialism with 32 items from initially six theoretically derived factors from the already existing scales in the literature.

(6) Unrotated Factor Matrix : The initial unrotated factor matrix was computed to assist in obtaining a preliminary indication of the number of factors to extract. The factor matrix contains factor loadings for each variable on each factor. Computation of the unrotated factor matrix is to find the best linear combinations in the

Table 3. Reliability Statistics

Materialism Scale (34 Items) , alpha coefficient = 0.900		
Factor	**No. of Items**	**Alpha Coefficient**
Generosity	5	.862
Centrality	5	.767
Envy	4	.853
Possessiveness	4	.767
Success	4	.842
Extravagance	4	.863
Happiness	3	.765
Greed	3	.856

sense that the particular combination of original variables accounts for more of the variance in the data as a whole than any other linear combination of variables. However, to achieve simpler and theoretically more meaningful factor solutions, the rotated factor matrix was generated.

(7) Rotated Factor Matrix : Rotated factor matrix is obtained using orthogonal rotation method "Varimax rotation". It is selected as an option for rotation if the factors are assumed to be independent. It is similar to the correlation matrix which gives the loading of each variable on each of the extracted factors. The starting point in interpreting factor analysis is factor loadings. Factor loadings refer to the correlation between each of the original variables and the newly developed factors. Each factor loading is a measure of the importance of the variable in measuring each factor. Factor loadings like correlation can vary from +1.0 to -1.0. Values close to 1 represent high factor loadings, and those close to 0 represent low factor loadings. If a variable is closely associated with a factor, the factor loadings or correlation would be high. The statistical analysis associated with factor analysis would produce factor loadings between each factor and each of the original variables. Variables with factor loadings of > 0.55 are considered as the component of a factor group. While assessing the factor loadings, variables with high cross loadings are excluded from the analysis. The rotated factor matrix indicates an eight factor structure of the materialism scale that covers the 32 scale items as its components.

(8) Naming of the Factors Generated : After examining the variables that have high loadings on each factor, eight factors were extracted, covering the 32 scale items from the initial adapted scales with six factors and 42 items. It has been observed from the results that two new factors have been generated with the items which were earlier the part of factors like "Possessiveness," "Success," and "Happiness." I name these newly formed factors which most suitably capture the essence of the original variables and continue to form the underlying factor as "Greed" and "Extravagance". The Table 2 presents the factors.

(9) Reliability Analysis for Materialism Scale : In psychological tests, to measure some attribute or behavior, reliability is a major concern. Nunnally (1978) defined reliability as a consistency of measurement on the stability of measurement or the stability of measurement over a variety of conditions in which same results are produced. The most commonly used technique to estimate reliability is with a measure of association; the correlation coefficient is also termed as the reliability coefficient. It is the correlation between two or more variables, which measure the same thing. The methods which are used to estimate reliability are test-retest reliability, alternative forms, split half approach, inter - rater reliability, and internal consistency. The present study used the method of internal consistency for reliability testing.

↳ **Internal Consistency :** This method measures consistency within the instrument and assesses how well the set of items measures a particular behavior or characteristic. This method uses coefficient alpha for finding the internal consistency. Coefficient alpha was popularized by Cronbach. Therefore, it is often referred to as Cronbach's alpha. The present study estimated Cronbach's alpha of the overall scale of materialism as well as the alpha values of each factor within the scale as presented in the Table 3.

The internal consistency results range between negative infinity to one. As a general rule of thumb, alpha values above 0.7 (also 0.6) are acceptable, and above 0.9 is considered excellent. The Cronbach's alpha coefficient value for the present scale indicates the internal consistency reliability to be 0.900, which indicates there is much better consistency among the items within the overall scale. The alpha values of the factors ranges from 0.7 to 0.9, which is also higher than the minimum acceptable alpha level of 0.60 (Nunnally, 1978 as cited by Mishra & Mishra, 2011).

Discussion and Managerial Implications

The present research has produced an effective tool to measure the materialistic value in Indian consumers. As existing instruments present in the extant literature of the underlying construct have been developed and tested in cultural settings which are diagonally placed on the opposite side of the Indian cultural setting, therefore, the instrument developed in the current research along with the eight dimensions will be able to bridge the existing gap in the body of literature of this domain of study. There are similar studies present in extant literature where researchers have validated the materialism scale of Belk (1985) and Richins and Dawson (1992) for the Indian consumers (Mishra & Mishra, 2011). However, none of these studies expanded its scope and found the new dimensions which have emerged out of the materialism scale when the same was administered to an Indian population. The present research has been able to fulfill this gap by identifying the dimensions /factors of materialism.

The 32-item scale was found to be multidimensional, and showed acceptable internal reliabilities. The scale's validity was attested through content validity followed by factorial validity (construct validity). Thus, the attempt to develop a reliable and valid measure of materialism appears to be successful. Furthermore, on the theoretical side, using this scale, one will be able to explore the nature of this construct to a considerable depth by manipulating other related psychological variables. The present effort has been successful in examining its various dimensions, that is, Envy, Success, Centrality, Possessiveness, Generosity, Happiness, Greed, and Extravagance.

Lastly, I encourage marketing and consumer behavior researchers to use the scale to explore consumer orientation in making a purchase decision, product-development, pricing, and so forth. The presence of a materialism scale which is tested for its suitability in the Indian cultural setting would be of great practical usefulness for the marketers because as per the literature discussed earlier in this study, materialism is one such consumer behaviour which causes a consumer to indulge in buying.

Research in the past has also found that materialism is an important attitude of the consumer, and thus, it directly affects the marketing strategy (Moore & Berger, 2005). Therefore, its correct understanding can certainly help marketers to profit in their businesses. The scale could also be used in psychographic segmentation and other marketing surveys because it is an easy-to-administer instrument. Through its use, managers can examine the interaction between materialism and various marketing activities. They can also understand how the presence of materialism impacts the purchase decision of a consumer.

Limitations of the Study and Suggestions for Future Research

The present research is also not devoid of the limitations like the sample size is drawn from only one city (Delhi) of the country. Future research endeavors can include other parts of the country as well. There is also a scope of executing confirmatory factor analysis to confirm the factor structure generated from exploratory factor analysis. Research attempts could also be made to establish a relationship of materialism with other important aspects of consumer behaviour like impulse buying, conspicuous consumption, and so forth.

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Appendix 1

Belk (1985) Scale of Materialism	
Factor	**Items**
Possessiveness	Renting or leasing a car is more appealing to me than owing one.
	I tend to hang on to things that I should probably throw out.
	I get very upset if something is stolen from me, even if it has little monetary value.
	I don't get particularly upset when I lose things.
	I am less likely than more people to lock things up.
	I would rather buy something I need than borrow it from someone else.
	I worry about people taking my possessions.
	When I travel, I like to take a lot of photographs.
	I never discard old pictures or snapshots.
Non Generosity	I enjoy having guests stay in my home.
	I enjoy sharing what I have.
	I don't like to lend things, even to good friends.
	It makes sense to buy a lawnmower with a neighbor and then share it.
	I don't mind giving rides to those who don't have a car.
	I don't like to have anyone in my home when I am not there.
	I enjoy donating things to charity.
Envy	I am bothered when I see people who buy anything they want.
	I don't know anyone whose spouse or steady date I would like to have as my own.
	When friends do better than me in competition, it usually makes me happy for them.
	People who are wealthy often feel they are too good to talk to average people.
	There are certain people I would like to trade places with.
	When friends have things I can't afford, it bothers me.
	I don't seem to get what is coming to me.
	When Hollywood stars or prominent politician get things stolen from them, I really feel sorry for them.
Richins and Dawson (1992) Scale of Materialism	
Success	I admire people who own expensive homes, cars, and clothes.
	Some of the most important achievements in life include acquiring material possessions.
	I don't place much emphasis on the amount of material objects people own as a sign of success.
	The things I own say a lot about how well I am doing in life.
	I like to own things that impress people.
	I don't pay much attention to the material objects other people own.
Centrality	I usually buy only the things I need.
	I try to keep my life simple as far as possessions are concerned.
	The things I own aren't all that important to me.
	I enjoy spending money on things that aren't practical.
	Buying things give me a lot of pleasure.
	I like a lot of luxury in my life.
	I put less emphasis on material things than most people I know.
Happiness	I have all the things I really need to enjoy life.
	My life would be better if I owned certain things I don't have.
	I wouldn't be any happier if I owned nicer things.
	I'd be happier if I could afford to buy more things.
	It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

Appendix 2

Response Form

CONTENT VALIDITY STUDY

CONSTRUCT - 1. MAT " Materialistic Value/ Materialism"

Theoretical Definitions

Materialism (MAT) is defined as the importance a person attaches to worldly possessions and experience gratification upon its ownership. Materialism also influences the type and quality of goods purchased.

Dear Sir/ Ma'am,

The enclosed survey asks you how representative the items are of the content domain of MAT as defined above. That is, to what extent do you think that each question on the survey measures its respective underlying construct? Please also provide your valuable comments for highlighting the issues of rephrasing, unclear terms, or any other constructive feedback. I will be indebted.

INSTRUCTIONS - For Rating Items in a Measure

This is designed to evaluate the content validity of a measure. Please rate each item as follows:

Representativeness

Please rate the level of representativeness on a scale of 1 - 4, with 4 being the most representative.

Representativeness

- 1 = item is not representative.
- 2 = item needs major revision to be representative.
- 3 = item needs minor revision to be representative.
- 4 = item is representative.

Source: Adapted from D.M. Rubio, M., Berg - Weger, E.S. Lee, & S. Rauch (2003). Objectifying content validity: Conducting a content validity study in social work research. *Social Work Research, 27*(2), 94-104. doi: 10.1093/swr/27.2.94