

# Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results<sup>1</sup>

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## Abstract

This paper reports on construction of a scale to measure a firm's stance towards creative consumers – those adapting, modifying or transforming a proprietary offering. The instrument assesses an organization's awareness of its creative customers, its attitude towards its creative customers, and finally the action taken in response. Tests of reliability and validity resulted in three clearly defined factors or dimensions, which correspond to the three constructs of awareness, attitude and action. The relationship between the scales' prediction of stances and a manager's self-typing of the organization is assessed, and the relationship between firm stance, environmental turbulence, and performance explored.

## Keywords

Creative consumers, instrument, firm stance, measurement scale

## Track

Marketing Strategy and New Product Development

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