

The Consumer's Cognitive Flexibility Scale – Scale development and validation

Nadine Benninger

Chair of Marketing and Consumer Research / Technical University of Munich

Jutta Roosen

Technical University of Munich

Cite as:

Benninger Nadine, Roosen Jutta (2022), The Consumer's Cognitive Flexibility Scale – Scale development and validation. *Proceedings of the European Marketing Academy*, 51st, (107717)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



The Consumer's Cognitive Flexibility Scale – Scale development and validation

Abstract

Studies show that product innovations are often likely to fail. This study focuses on mental capabilities that consumers need in order to solve the incongruence of innovative products. For this, we introduce a scale to measure cognitive flexibility in consumer research. The Consumer's Cognitive Flexibility Scale (CCFS) was created and tested with two representative samples of 1057 and 696 German consumers. The two studies led to a reliable and valid CCFS consisting of 14 items with three facets reflecting cognitive flexibility of consumers in three regards: information use, shopping environment, and behavior and actions. Results show that the three facets of cognitive flexibility help explaining innovation acceptance of individuals. These different facets need to be considered by marketers who are launching new products in the market.

Keywords: *cognitive flexibility; innovation acceptance; scale development*

Track: Consumer Behaviour