**Consumer Wisdom for Personal Well‐Being and the Greater Good:**

**Scale Development and Validation**

*Michael Gerhard Luchs, David Glen Mick, Kelly L. Haws*

Luchs, MG, Mick, DG, Haws, KL. Consumer Wisdom for Personal Well‐Being and the Greater Good: Scale Development and Validation. *Journal of Consumer Psychology*. July 2021; <https://doi.org/10.1002/jcpy.1224>

*“How well (or how often) does each of the following statements describe you?”*

 *(1=never; 2=occasionally; 3=sometimes; 4=often; 5=frequently; 6=usually; 7=always)*

**Responsibility**

1 I have a realistic sense of the lifestyle that I can afford

2 I spend my money responsibly

3 I find it easy to focus on buying only what I really need without getting tempted by things that others have

4 I am able to resist temptation in order to achieve my budget and lifestyle goals

**Purpose**

5 I manage my budget so that I can spend some money on experiences that give me a lot of pleasure and joy

6 I prioritize spending some money on unique experiences that help me develop my full potential

7 I manage my budget so that I can spend some money on experiences that help me learn new things

8 I prioritize spending money on products and experiences that help me build and strengthen relationships with others

**Flexibility**

9 I borrow or rent products to try them out before deciding if I want to buy them

10 Before I buy something that I might not use very often, I try to rent it or borrow it from someone instead

11 My purchases include used products or clothing even though I could just purchase new things if I wanted to

12 I like to share, swap, or trade for things with my friends and neighbors

**Perspective**

13 Before I buy something, I consider my previous experiences with similar purchases

14 Before spending money on something, I visualize what the experience of owning and using it is likely to be

15 Before I buy something, I consider the possible costs and benefits over time

16 Before I buy something, I make an effort to consider my options from multiple perspectives

**Reasoning**

17 I understand which product features are the most important

18 I know when I've done enough research to make a good purchase decision

19 I know where and how to buy things so that I get the best value

20 Before buying something, I know how to get the information that I need to make great choices

**Sustainability**

21 I buy products from companies that promote environmental responsibility, even when they cost more

22 My consumption behaviors consistently reflect my concern for the natural environment

23 I buy products from companies that demonstrate that they share my ethical values

24 I spend time thinking about how we, as a global community, affect each other through our individual consumption choices