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**Susceptibility to Television Advertising: Some  
Evidence on Unidimensionality and Validity**

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A four item unidimensional measure of the construct Susceptibility to Advertising (STA) was developed by Barr & Kellaris, (2000) . The present paper summarises two studies that were undertaken to replicate the scale development work and obtain some additional evidence on the dimensionality and validity of the scale on another sample drawn from a different country and culture, India. The results support the reported factor structure, and provide evidence for the reliability and construct validity

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