

## 4202 Exam Two 9-12 14 & 15

### Chapters 10 & 11 Measurement and Attitude Scaling

Measurement: Three ways to measure something- ask for exact, ask to select range, or compare person to others

Measuring things like loyalty is tough. Factors include customer behavior, attitudes and satisfaction, or surrounding context (competition or easiness of switching brands)

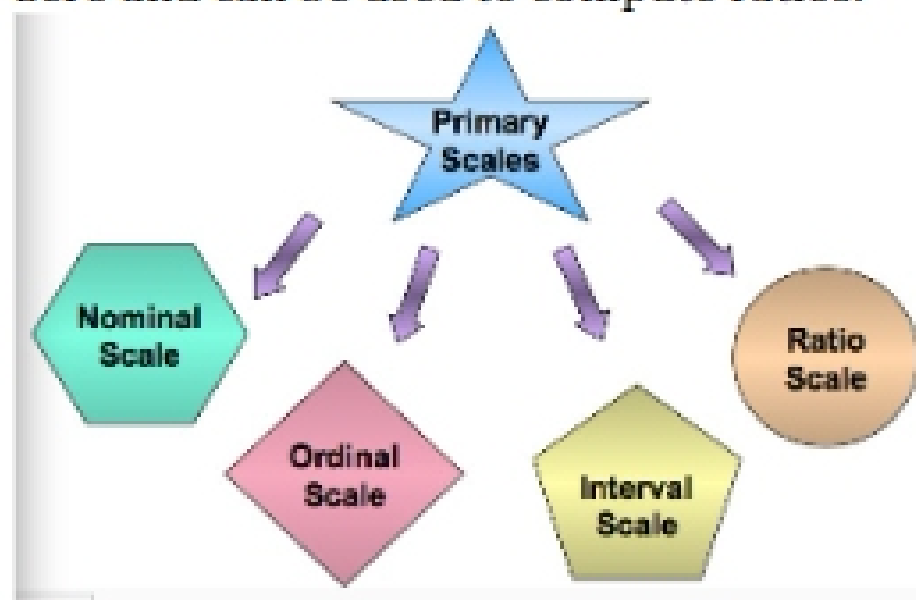
Measurement and scaling: Is about giving out numbers to persons. The numbers relate to the amount of an attribute that the person possess

Measurement: Process of assigning numbers or labels to persons in accordance with specific rules for representing quantities or qualities of attributes

Scaling: Involves creating a continuum upon which measured objects are located. Scales may consist of several items. Can be either one-dimensional or multi-dimensional. Scales can have multiple items and be one-dimensional

Main steps in the marketing process

1. Create the concept of interest → Concept is a generalized idea about a class of objects, attributes, occurrences, or processes relevant to the problem
2. Create an operational definition of the concept → Operational definition is a precise definition that specifies the activities or operations to measure the concept
3. Develop the measurement scale(s) → Nominal: numbers from a nominal scale represent labels for identification or classification Ordinal: represent an order Interval: all of the above and measure distance in units of equal intervals Ratio scales: possesses all the properties of above plus has absolute zero and can be used to compute ratios.



4. Make sure the scale is reliable and valid → produces consistent results if repeated and refers to the extent that a scale measure what it intends to

5. Implement the scales in the field ('measurement rule') → Rule: method that tells researcher how to assign numbers that places the subject on the scale

**Attitude:** An enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of a person's environment. Attitudes are the forerunners of behavior

**Problem:** Attitudes are not directly observable but are measurable by indirect means such as verbal expression or behavior. Can measure attitude along three dimensions. Affective (feelings or emotions toward an object), cognitive (awareness or knowledge about an object), and behavioral (reflects intentions, a predisposition to act)

**Attitude rating scales:** Itemized rating scales

Aka category scales: The satisfaction scale is broken up in ordered categories. Very flexible and easy to respond. Question wording is extremely useful

**Likert scales:** Respondents indicate their attitudes by checking how strongly they agree or disagree with a series of statements. More detailed but hard to come up with specific statements

**Semantic differential:** Scale consisting of a series of 7 point bipolar rating scales. The negative phrase sometimes appears on left side and sometimes right side. Useful for image profiling in particular with respect to competition. Disadvantage is that it needs to be customized for each research problem

**Stapel scales:** Partly circumvent the problem of finding bipolar adjectives in semantic differentials. It uses only single (unipolar) adjectives.

**Purchase Intent:** Measure respondents intention to buy or not buy a product. Most used and very good predictor. Often stated in terms of willingness to recommend

More scales include rank-order and self-study

## Chapter 12 Questionnaire Design

Four types of scales

Properties	Nominal	Ordinal	Interval	Ratio
Uniquely classifies	✓	✓	✓	✓
Preserves order		✓	✓	✓
Equal intervals			✓	✓
Natural zero				✓

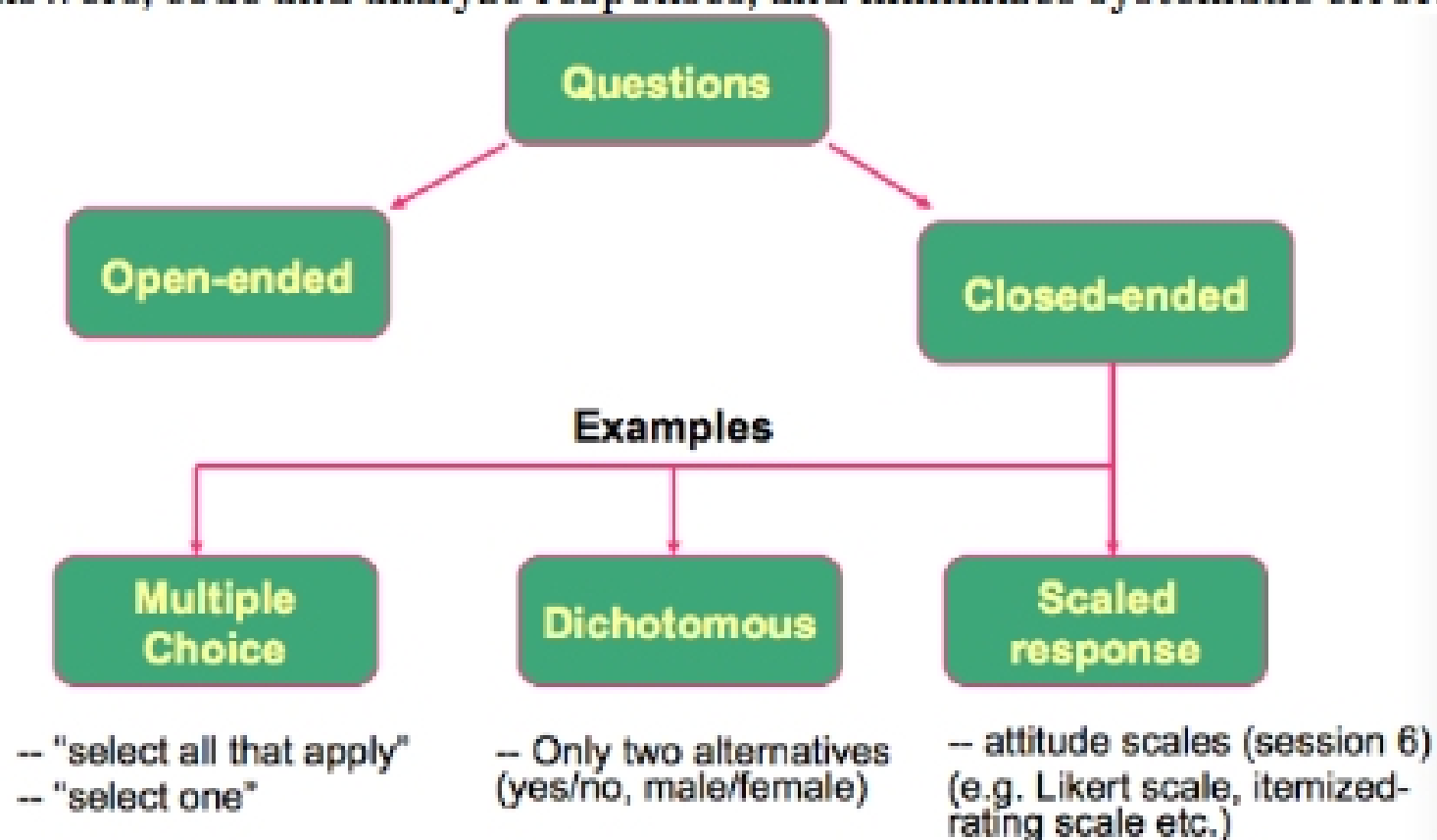
Gender scale      Letter grades scale (A, B, C etc.)      Fahrenheit scale      Income scale (in exact \$)

In order to determine what type of scale it is, ask the following questions:

1. Do the number from the scale represent labels? The answer here is always yes
2. Do the numbers from the scale reflect an order?
3. Can you subtract or add numbers on the scale? Is there equal distance between each number and its neighbor on the scale?
4. In there a natural zero point on the scale? Can you multiply/divide numbers from the scale?

Questionnaire: A formalized set of questions for obtaining information from respondents to generate the data necessary to accomplish the objectives of the research project.

Criteria for a good questionnaire: provides necessary information, specific questions that respondents can and will answer, speaks to the respondents so that respondent becomes involved in the interview, facilitates data processing, easy to record answers, code and analyze responses, and minimizes systematic errors



Question	Pros	Cons
<b>Open-ended</b>	<ul style="list-style-type: none"> <li>• Gives rich array of information as respondent replies in own words (probing is possible)</li> <li>• Good for exploratory research where you are not sure what specific questions to ask</li> </ul>	<ul style="list-style-type: none"> <li>• Hard to analyze the data</li> <li>• Burdensome for respondent</li> </ul>
<b>Fixed-alternative</b>	<ul style="list-style-type: none"> <li>• Easier for respondent to answer</li> <li>• Easier to code, tabulate, and interpret data</li> <li>• Less interviewer error</li> </ul>	<ul style="list-style-type: none"> <li>• Less flexible than open-ended (not good for exploratory research)</li> </ul>