

Learning Objectives

- Understand the role of measurement in marketing research
- Explain the four basic levels of scales
- Describe scale development and its importance in gathering primary data

Value of Measurement in Information Research

• Precise physical measurement is critical – Essential to effective decision making

Overview of the Measurement Process

- Measurement: An integrative process of determining the intensity (or amount) of information about constructs, concepts, or objects
 - Consists of two tasks:
 - Construct selection/development
 - Scale measurement

What Is a Construct?

- An abstract idea or concept formed in a person's mind
 - A combination of a number of similar characteristics of the construct

Construct Development

- **Construct**: A hypothetical variable made up of a set of component responses or behaviors that are thought to be related
 - Construct development: An integrative process in which researchers determine what specific data should be collected for solving the defined research problem

Exhibit 7.1 - Examples of Concrete Features and Abstract Constructs of Objects

Brand loyalty	Concrete properties: the number of times a particular brand is purchased, the frequency of purchases of a particular brand, amount spent	
	Abstract properties: like/dislike of a particular brand, the degree of satisfaction with the brand, overall attitude toward the brand	
Customer satisfaction	Concrete properties: identifiable attributes that make up a product, service, or experience	
	Abstract properties: liking/disliking of the individual attributes making up the product, positive feelings toward the product	
Service quality	Concrete properties: identifiable attributes of a service encounter, for example amount of interaction, personal communications, service provider's knowledge	
	Abstract properties: expectations held about each identifiable attribute, evaluative judgment of performance	
Advertising recall	Concrete properties: factual properties of the ad (for example, message, symbols, movement, models, text), aided and unaided recall of ad properties	
	Abstract properties: favorable/unfavorable judgments, attitude toward the ad	

Scale Measurement

 The process of assigning descriptors to represent the range of possible responses to a question about a particular object or construct

 Scale points: Designated degrees of intensity assigned to the responses in a given questioning or observation method

Four Basic Scale Levels

Nominal Scale

 The type of scale in which the questions require respondents to provide only some type of descriptor as the raw response

Ordinal Scal

 A scale that allows a respondent to express relative magnitude between the answers to a question

nterval Scale

A scale that demonstrates absolute differences between each scale point

Ratio Scale

 A scale that allows the researcher not only to identify the absolute differences between each scale point but also to make comparisons between the responses

Exhibit 7.3 - Examples of Ordinal Scales

Example 1:											
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Exhibit 7.5 - Examples of Ratio Scales

Example 1:

Please circle the number of children under 18 years of age currently living in your household. 0 1 2 3 4 5 6 7 If more than 7, please specify: _____

Example 2:

In the past seven days, how many times did you go shopping at a retail shopping mall?
______# of times

Example 3:

In years, what is your current age? ______# of years old

Scales to Measure Attitudes and Behaviors

 Likert scale: An ordinal scale format that asks respondents to indicate the extent to which they agree or disagree with a series of mental belief or behavioral belief statements about a given object





The end!



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Measurement and Scaling