

## Attitude measurement

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## Attitudes

An important attribute in marketing

- Attitudes represent a *state of readiness to act* in a particular way
- Characteristics of attributes
  - Predispositions *not the actual behavior*
  - Latent variable
  - Persistent over time
  - Have direction and magnitude

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## Attitude measurement

Self-reported measurement

- How satisfied are you with your current brand of soft drink?

Like  
Strongly

1 2 3 4 5 6 7

Dislike  
Strongly

- The assumption is that there exists a “*satisfaction continuum*” and the respondent is able to self evaluate

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## Attitude measurement

Component composite measurement

- A more complex scale may break down satisfaction into its components
  - Level of sweetness  
*How satisfied are you with the level of sweetness*
  - Amount of carbonation  
*How satisfied are you with the amount of carbonation*
  - Serving temperature  
*How satisfied are you with the taste at different serving temperatures*
  - Price  
*How satisfied are you with the price you pay*

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## Attitude measurement

Two approaches

- Rating scales
  - Presumed interval scale measurement
- Ranking scales
  - Ordinal measurement
- Need to develop scales that possess the qualities of the level of measurement

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## Scale types

1 of 4

- Number of objects considered
  - Comparative scale  
*Example: Compared to Pepsi, Coke is more bitter*
  - Noncomparative scale  
*Example: Coke is bitter*

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## Scale types

2 of 4

- Number of favorable/unfavorable categories
  - Balanced scale  
*Example:*  
*Strongly Agree Agree Neutral Disagree Strongly Disagree*
  - Unbalanced scale  
*Example:*  
*Strongly Agree Agree Neutral Disagree Strongly*

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## Scale types

3 of 4

- Number of items used
  - Single item scale  
*Example:*  
*How satisfied are you with Coke?*
  - Multiple item scale  
*Example:*  
*How satisfied are you with sweetness of Coke*  
*How satisfied are you with the price of Coke*  
*How satisfied are you with the carbonation of Coke*

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## Scale types

4 of 4

### ■ Availability of a neutral point

#### ■ Forced rating scales

Example:

Strongly Agree   Agree   Disagree   Disagree   Strongly Disagree

#### ■ Unforced rating scales

Example:

Strongly Agree   Agree   Neutral   Disagree   Disagree   Strongly Disagree

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## Specific scales

Common marketing research scales

- Likert summated ratings
- Life style inventory
- Semantic differential
- Graphic rating
- Itemized rating
- Constant sums scale

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## Likert scale

Defined

- Respondents are asked to indicate their level of agreement with a series of statements on a five-point balanced scale. One statement may look like:

Watching soccer on television is a waste of time

Strongly agree      Neutral      Strongly disagree  
1    2    3    4    5

or

5    4    3    2    1

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## Likert scale

Construction

- Prepare a large number of favorable and unfavorable statements about the object (100 -150)
- Make sure that the statements are not merely factual but contain some degree of emotional charge

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## Likert scale

Scale construction

- A group of judges selected from the population of interest indicate their level of agreement with each

*Strongly agree*                      *Neutral*                      *Strongly disagree*  
1    2    3    4    5  
or  
5    4    3    2    1

- Favorable side is given 5
  - Agree with a favorable statement
  - Disagree with an unfavorable statement

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## Likert scale

Scale construction

- Through an item analysis  
nondiscriminating items are removed
- Resulting in 20-25 statements that are most discriminating those with favorable attitudes from those with negative attitudes

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## Likert scale

Scale use

- Respondents are asked to indicate their level of agreement with each statement

*Strongly agree*                      *Neutral*                      *Strongly disagree*  
1    2    3    4    5  
or  
5    4    3    2    1

- Favorable side is given 5
  - Agree with a favorable statement
  - Disagree with an unfavorable statement

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## Likert scale

Scale use

- Each respondent's evaluations are summed to develop his/her total score
- Total scores of all respondents can be summarized
- Each statement can be summarized across respondents

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## Likert scale

Interpretation

- Likert scale measurements are assumed to come from an interval scale
- Summary statistics meaningful in a comparative sense
  - Compare groups
  - Compare same group over time
  - Compare against a standard

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## Life style inventory

A special case of Likert scale

- Measures activities, interests, opinions (AIO) on a Likert-like scale
- Resulting in consumer profiles
- Visit the following URL to participate in VALS:  
<http://future.sri.com/vals/valshome.html>

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## Semantic differential

The image profiler

- Respondents are asked to indicate how much of an attribute the object possesses on bipolar, seven-point statements. They usually have the following dimensions:
  - Evaluative  
Good-bad
  - Potency  
Strong-weak
  - Activity  
Slow-fast

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## Graphic rating

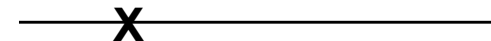
Ordinal measurement

- Respondents mark their response on a continuum

*Taste of my soft drink is:*

*Very important*

*Unimportant*



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## Itemized rating

Discrete points

- Respondents select one of the presented scale points

*The taste of my soft drink is:*

<i>Very</i>					<i>Very</i>
<i>Important</i>					<i>Unimportant</i>
1	2	3	4	5	

## Constant sum scale

Apparently ratio but not really

- Respondents distribute a fix number of points among the objects to indicate their preference. Usually a fixed number of items, like 100 chips, is given for them to divide among the objects in question.