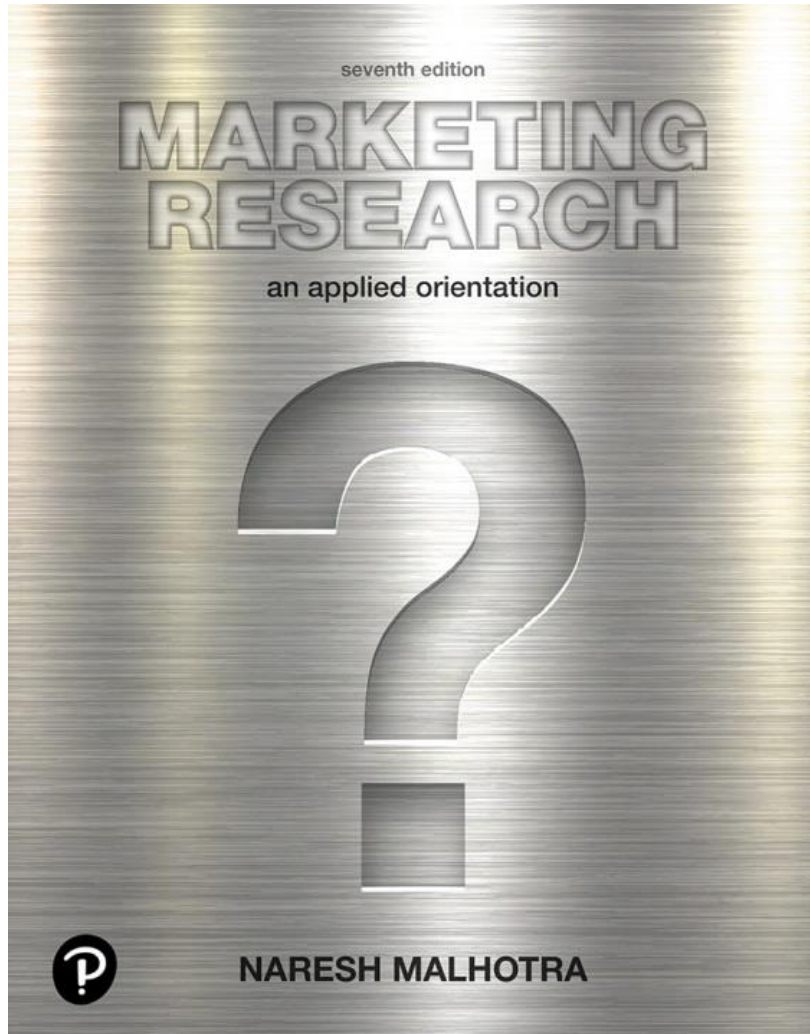


# Marketing Research: An Applied Orientation

Seventh Edition



## Chapter 9

Measurement and Scaling:  
Noncomparative Scaling  
Techniques

# Noncomparative Scaling Techniques

- Respondents evaluate only one object at a time, and for this reason **non-comparative scales** are often referred to as **monadic** scales.
- Non-comparative techniques consist of **continuous** and **itemized rating scales**.

# Continuous Rating Scale (1 of 2)

Respondents rate the objects by placing a mark at the appropriate position on a line that runs from one extreme of the criterion variable to the other.

The form of the continuous scale may vary considerably.

**Example:** How would you rate Wal-Mart as a department store?

Version 1

Probably the worst - - - - - | - - - - - Probably the best

Version 2

Probably the worst - - - - - | - - - - - Probably the best

0 10 20 30 40 50 60 70 80 90 100

## Continuous Rating Scale (2 of 2)

# Version 3

Very bad

# Neither good nor bad

Very good

Probably the worst - - - - - | - - - - - - - - - - - - - - Probably the best

0 10 20 30 40 50 60 70 80 90 100

The average nightly price is ₹1,992



Save

# Itemized Rating Scales

- The respondents are provided with a scale that has a number or brief description associated with each category.
- The categories are ordered in terms of scale position, and the respondents are required to select the specified category that best describes the object being rated.
- The commonly used itemized rating scales are the Likert, semantic differential, and Stapel scales.

# Likert Scale

The **Likert scale** requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. Wal-Mart sells high-quality merchandise.	1	2X	3	4	5
2. Wal-Mart has poor in-store service.	1	2X	3	4	5
3. I like to shop at Wal-Mart.	1	2	3X	4	5

- The analysis can be conducted on an item-by-item basis (profile analysis), or a total (summated) score can be calculated.
- When arriving at a total score, the categories assigned to the negative statements by the respondents should be scored by reversing the scale.

# Semantic Differential Scale

The **semantic differential** is a seven-point rating scale with end points associated with bipolar labels that have semantic meaning.

WAL-MART IS:

Powerful    --:--:--:--:--X--:--:--: Weak

Unreliable    --:--:--:--:--:--X--:--: Reliable

Modern    --:--:--:--:--:--:--X--: Old-fashioned

The negative adjective or phrase sometimes appears at the left side of the scale and sometimes at the right.

This controls the tendency of some respondents, particularly those with very positive or very negative attitudes, to mark the right- or left-hand sides without reading the labels.

Individual items on a semantic differential scale may be scored on either a -3 to +3 or a 1 to 7 scale.

# Stapel Scale

The **Stapel scale** is a unipolar rating scale with ten categories numbered from -5 to +5, without a neutral point (zero). This scale is usually presented vertically.

## Wal-Mart

+5	+5
+4	+4
+3	+3
+2	+2X
+1	+1
HIGH QUALITY	POOR SERVICE
-1	-1
-2	-2
-3	-3
-4X	-4
-5	-5

The data obtained by using a Stapel scale can be analyzed in the same way as semantic differential data.





# Summary of Itemized Scale Decisions

**Table 9.2** Summary of Itemized Rating Scale Decisions

1. Number of categories	Although there is no single, optimal number, traditional guidelines suggest that there should be between five and nine categories.
2. Balanced versus unbalanced	In general, the scale should be balanced to obtain objective data.
3. Odd or even number of categories	If a neutral or indifferent scale response is possible from at least some of the respondents, an odd number of categories should be used.
4. Forced versus nonforced	In situations where the respondents are expected to have no opinion, the accuracy of data may be improved by a nonforced scale.
5. Verbal description	An argument can be made for labeling all or many scale categories. The category descriptions should be located as close to the response categories as possible.
6. Physical form	A number of options should be tried and the best one selected.

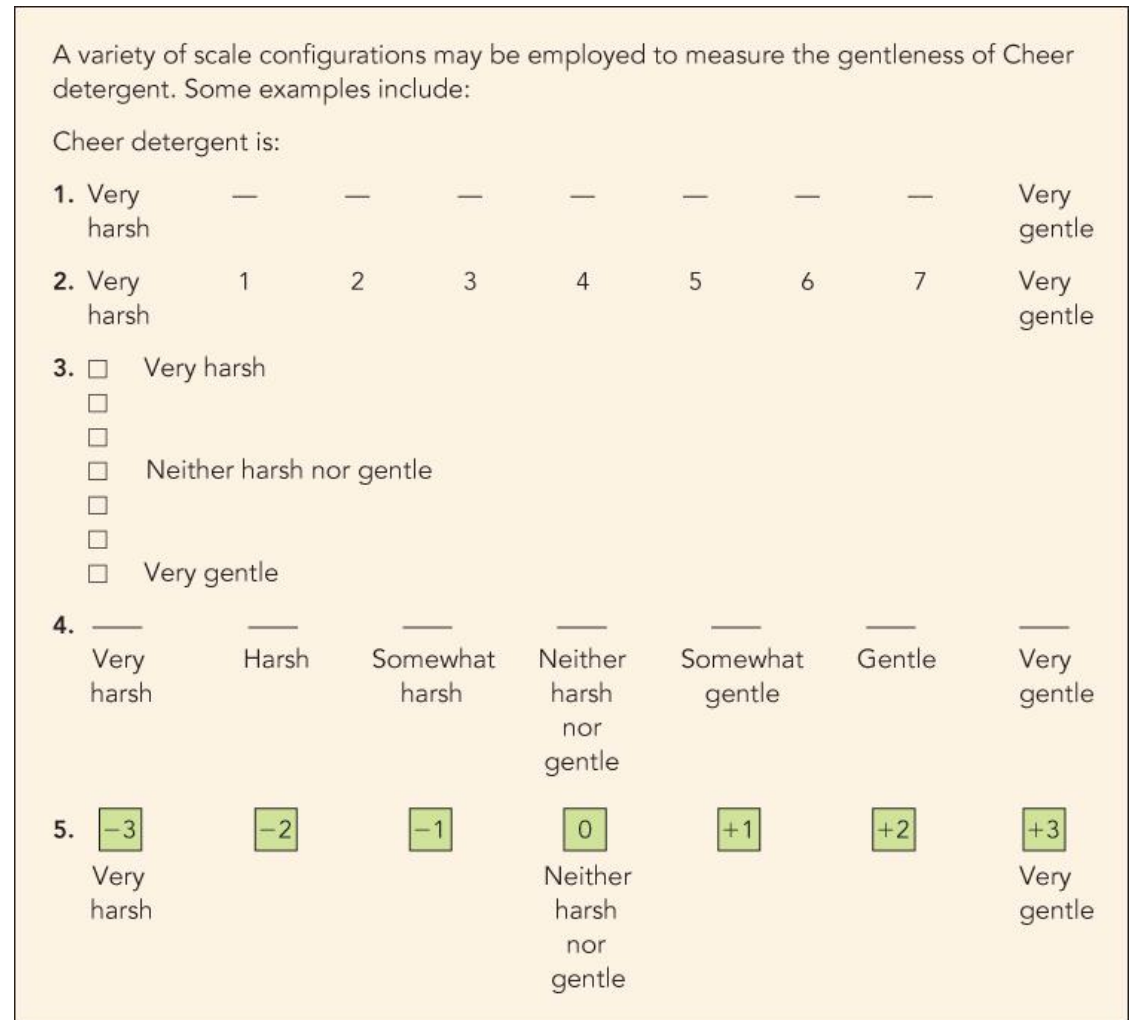
# Balanced and Unbalanced Scales

**Figure 9.1** Balanced and Unbalanced Scales

Balanced Scale		Unbalanced Scale	
Jovan Musk for Men is		Jovan Musk for Men is	
Extremely good	_____	Extremely good	_____
Very good	_____	Very good	_____
Good	_____	Good	_____
Bad	_____	Somewhat good	_____
Very bad	_____	Bad	_____
Extremely bad	_____	Very bad	_____

# Rating Scale Configurations

**Figure 9.2 Rating Scale Configurations**



# Some Unique Rating Scale Configurations

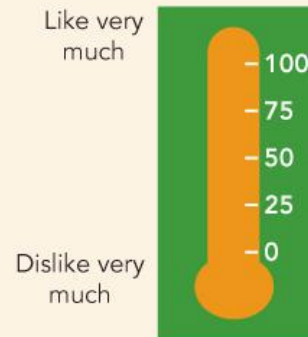
**Figure 9.3** Some Unique Rating Chart Configurations

## *Thermometer Scale*

### **Instructions**

Please indicate how much you like McDonald's hamburgers by coloring in the thermometer with your white pen. Start at the bottom and color up to the temperature level that best indicates how strong your preference is for McDonald's hamburgers.

### **Form**



## *Smiling Face Scale*

### **Instructions**

Please tell me how much you like the Barbie Doll by pointing to the face that best shows how much you like it. If you did not like the Barbie Doll at all, you would point to Face 1. If you liked it very much, you would point to Face 5. Now tell me, how much did you like the Barbie Doll?

### **Form**



# Some Commonly Used Scales in Marketing

**Table 9.3** Some Commonly Used Scales in Marketing

Construct	Scale Descriptors				
Attitude	Very bad	Bad	Neither bad nor good	Good	Very good
Importance	Not at all important	Not important	Neutral	Important	Very important
Satisfaction	Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Purchase Intent	Definitely will not buy	Probably will not buy	Might or might not buy	Probably will buy	Definitely will buy
Purchase Frequency	Never	Rarely	Sometimes	Often	Very often