

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 Disagree Strongly Disagree
 - Unbalanced scale
Example:
Strongly Agree Agree Neutral Disagree Strongly Disagree

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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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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

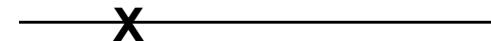
Ordinal measurement

- 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.