

# [Even-point or odd-point measurement scales](https://assignbuster.com/even-point-or-odd-point-measurement-scales/)

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Even-point or Odd-Point Measurement Scales Introduction A manufacturer may conduct research to introduce a product inthe market by use of questioners and employ either Likert Scale or Semantic differential scale. Either can be an odd point or even point scale.
Merits of odd-point
It provides the respondent with a range of option including where the defendant can remain neutral. It is advantageous, as the respondent is not put in an awkward situation where he/she must give an answer from either of the extremes. However, respondent may not be in either extreme. Secondly, it removes the prejudice against one extreme, as there is a neutral position (Penwarden, 2014).
Merits of Even-Point
it does not provide a neutral position, and the respondent must take a position. It is advantageous when dealing with two different products that you want to choose from (Penwarden, 2014).
Recommendation
Odd-point is in conducting market research on carbonated and non-carbonated energy drinks. This is because it will eliminate the bias of a respondent giving a response either for or against both drinks only.
Even- point Likert scale on value
extremely satisfied
slightly satisfied
moderately satisfied
Not satisfied
When I drink energy drink I feel
very much
slightly
Moderately
very little
Energy drink revitalizes
Strongly agree
agree
Somewhat disagree
disagree
Strongly disagree
The energy drink is very important
Odd-point semantic differential scale on the preference of carbonated drinks to non-carbonated drinks
How would you prefer the carbonated energy drinks to non-carbonated energy drinks
From 1-3 is not preferred. From 4-5 is preferred
N/A Does not apply
1 2 3 4 5
1.
Making you feel revitalized after drinking
2.
Making you feel healthy after drinking
3.
Health standards of the drink
4.
Cost of purchase
5.
Expiry period
Reference
Penwarden. R (2014), Odd or Even? The Ongoing Debate of Neutral Rating Scales. Retrieved: . 12. 12. 2014.