

# [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.