

Even-point or odd-point measurement scales

[Business](#), [Marketing](#)



Even-point or Odd-Point Measurement Scales Introduction A manufacturer may conduct research to introduce a product in the market by use of questionnaires 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 options including where the respondent 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.