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## ANSWERS TO END-OF-CHAPTER QUESTIONS

1. *What is measurement? In your answer, differentiate an object from its properties, both objective and subjective.*

   Review question. This question refers to basic measurement concepts.

   Measurement is defined as determining the amount or intensity of some characteristic of interest to the researcher. A measurable characteristic is called a property. Objective properties are physically verifiable characteristics such as age, income, number of bottles purchased, store last visited, and so on. Subjective properties are those which cannot be directly observed because they are largely influenced by a person's judgments or impressions. In this case, the marketing researcher must ask a respondent to translate his or her feelings onto a continuum of intensity.

2. *Distinguish the three measures used in marketing research.*

   Review question. Students must describe the three types of measures and their respective characteristics.

   The three types of measures are nominal measures, ordinal measures, and scale measures (which include ratio scale measures and interval scale measures).

   Nominal measures are defined as those that use only labels, possessing only the characteristic of description.

   Ordinal measures permit the researcher to rank order the respondents or their responses.

   Scale measures are those in which the distance between each level is known. There are two types of scale measures, ratio scale measures and interval scale measures.

3. *How does an interval scale differ from a ratio scale?*

   Review question. Students must differentiate between the two types of scales.

   Ratio scale measures are ones in which a true zero origin exists—such as an actual number of purchases in a certain time period, dollars spent, miles traveled, number of children in the household, or years of college education. Interval scale measures, on the other hand, are rating scales for subjective properties where, for adjacent levels, the distance is normally defined as one scale unit.

# Basic Marketing Research 7th Edition Answers

Ying Liu

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**Table of Contents Basic Marketing Research 7th Edition Answers**

1. Understanding the eBook Basic Marketing Research 7th Edition Answers
    - The Rise of Digital Reading Basic Marketing Research 7th Edition Answers
    - Advantages of eBooks Over Traditional Books
2. Identifying Basic Marketing Research 7th Edition Answers
    - Exploring Different Genres
    - Considering Fiction vs. Non-Fiction
    - Determining Your Reading Goals
3. Choosing the Right eBook Platform
    - Popular eBook Platforms
    - Features to Look for in an Basic Marketing Research 7th Edition Answers
    - User-Friendly Interface
4. Exploring eBook Recommendations from Basic Marketing Research 7th Edition Answers
    - Personalized Recommendations
    - Basic Marketing Research 7th Edition Answers User Reviews and Ratings
    - Basic Marketing Research 7th Edition Answers and Bestseller Lists
5. Accessing Basic Marketing Research 7th Edition Answers Free and Paid eBooks

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