

**The mode and scale measurement impact in a consumer behaviour survey**

ANDREA MANZONI (*University of Bergamo, Italy, andrea.manzoni@unibg.it*)

SILVIA BIFFIGNANDI (*University of Bergamo, Italy, silvia.biffignandi@unibg.it*)

ALBERTO MARINO (*University of Bergamo, Italy, alberto.marino@unibg.it*)

A survey to identify the consumers' values behind the purchase of trendy and vogue products has been carried out. The topic covered from this survey is relevant consumer behavior research and relies on the assertion that consumers choose among behaviors – not objects – to reach more abstract broad end-goals (i.e. end-values; Olson and Reynolds, 2001).

In other words, people buy products not just for their physical attributes but for the values that the products embody.

In our survey we collected data by under-graduated students, sub-divided in groups in order to design an experiment based on different collection mode (paper questionnaire versus on-line questionnaire) and different measurement scales used in the questionnaire (five-level Likert scale versus dichotomy variable [ i.e. Yes / No]).

The aim of this paper is to analyze the results of the designed experiment and to evaluate if differences due to mode and to measurement scale seem to exist.

As the experiment is concerned, the responses are analyzed in order to:

- a) identify potential connection between the respondents' responses and the scale format used in the questionnaire;
- b) draw, in the dichotomy-scale-responses questionnaire, the line between the two options (e.g. Yes-No; Agree-Disagree; Favorable-Contrary,...). Without the chance to point out the frequency of their evaluations – that is the main advantage of a Likert scale – the respondents could choose the negative response (e.g. No, Disagree, Contrary) even if they are not completely/partially oriented towards the negative response;
- c) apply the CI index (Civardi et al., 2006) as a synthetic indicator of the scale measurement. CI index can be defined as a summary indicator of the distribution of the opinions expressed by the respondents and allows researcher to compare the results drawn from questionnaires that have different types of responses.
- d) compare the results drawn from the previous points *b* and *c*.

*Keywords:* measurement scale, collection mode, CI index