

THE HOMA FILES

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Multi-dimensional Scaling

Proprietary Material

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Research Techniques

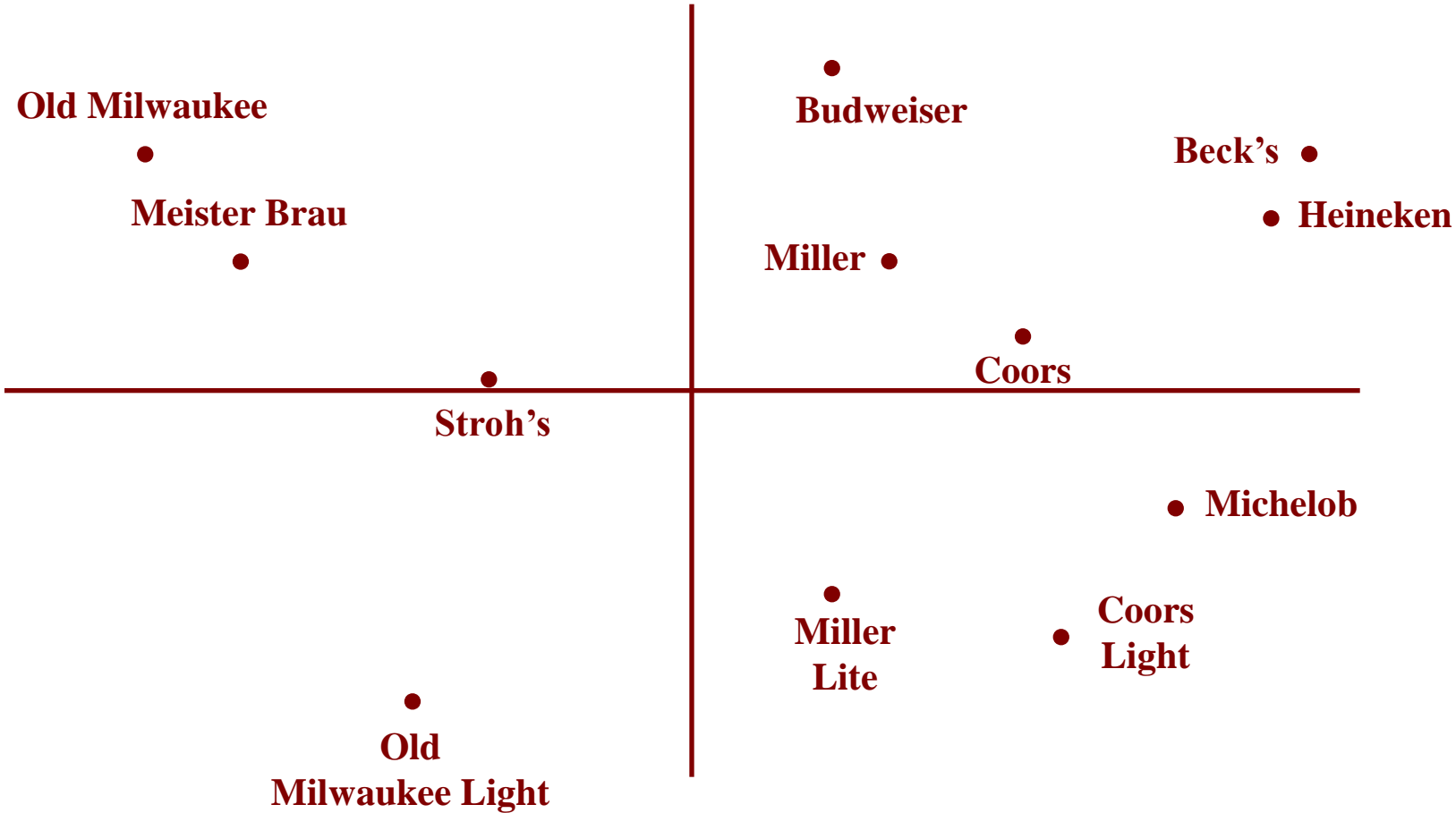
- Semantic Scaling
- **Multidimensional Scaling**
- Conjoint Measurement

Multidimensional Scaling (MDS)

- Rank pairs of products (brands) by degree of similarity
A is more like B than B is like C
- Statistically 'reduce' the data to a 2-dimensional mapping
Usually a 'black box' application
- Judgmentally interpret the axes
Multi-dimensional
Mix of art and science

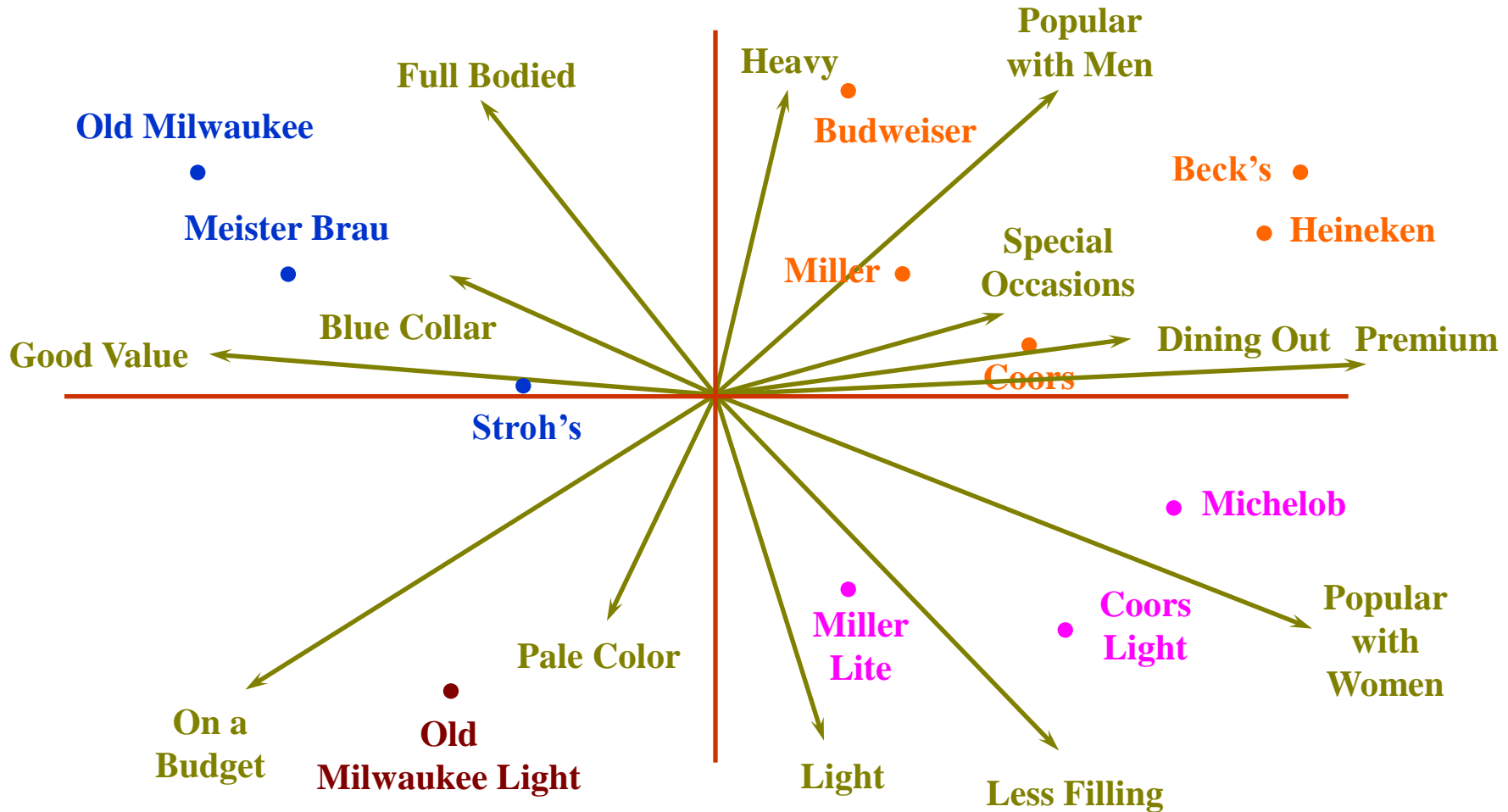
Beer Market

Perceptual Mapping



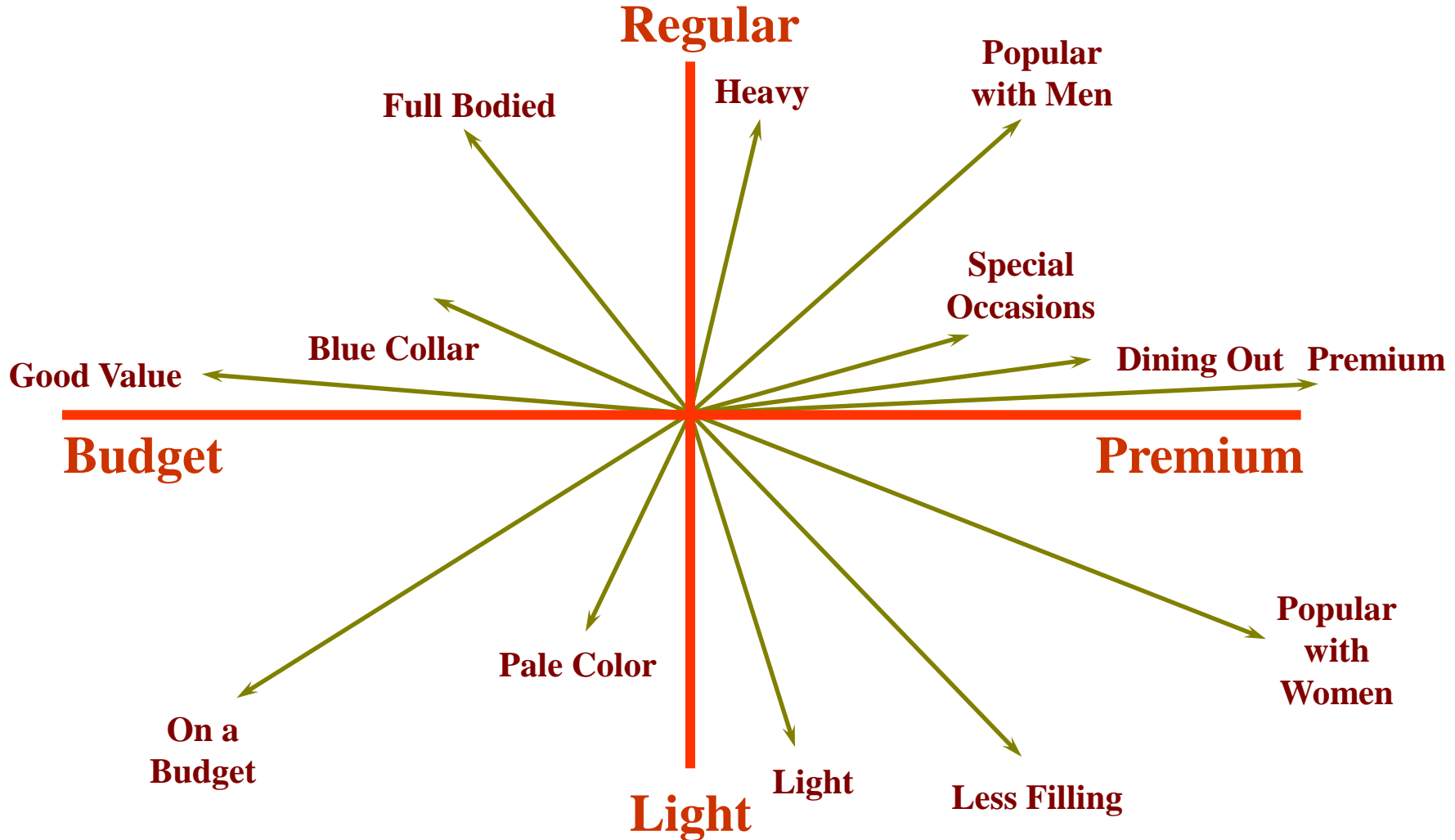
Beer Market

Perceptual Mapping



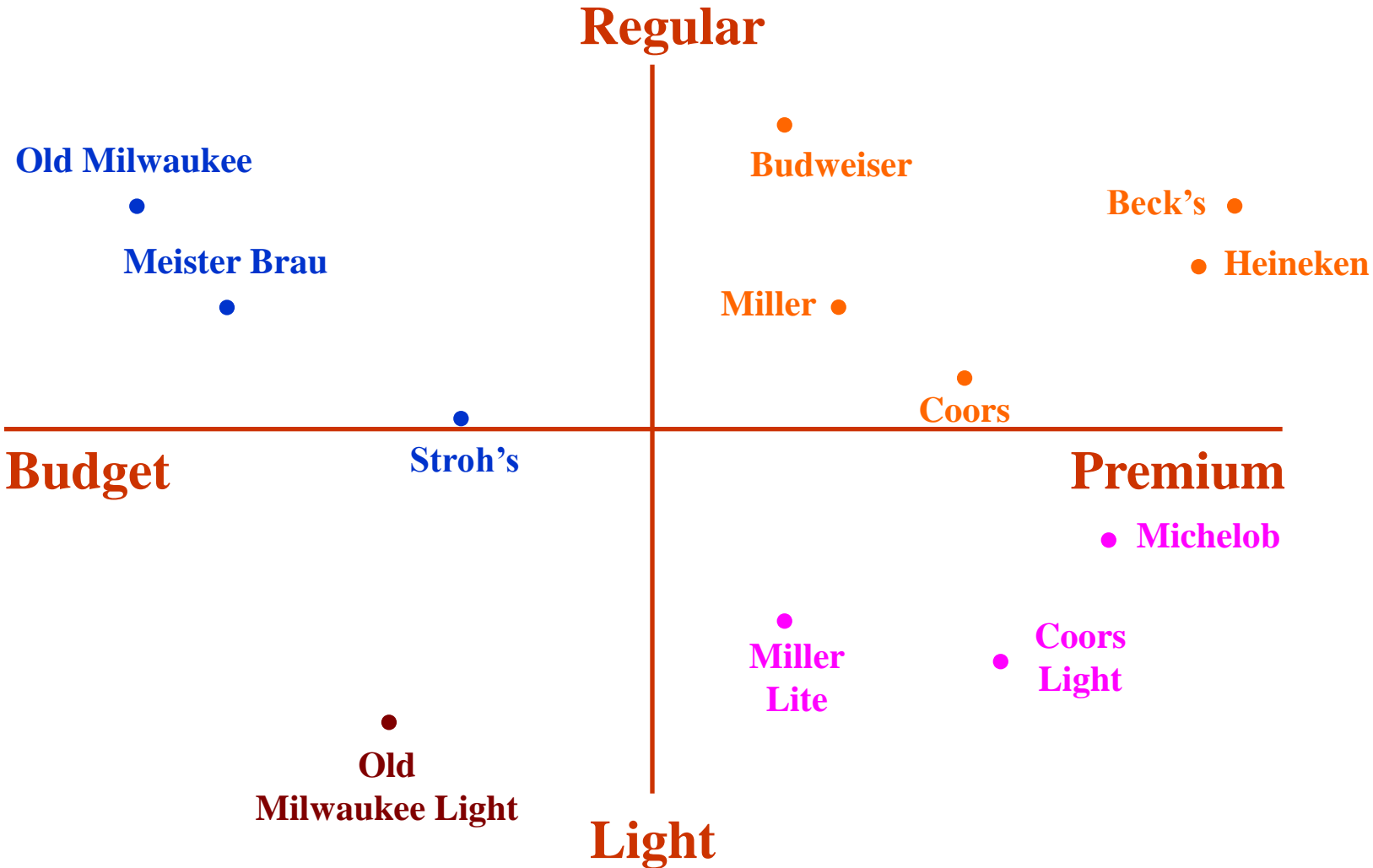
Beer Market

Perceptual Mapping



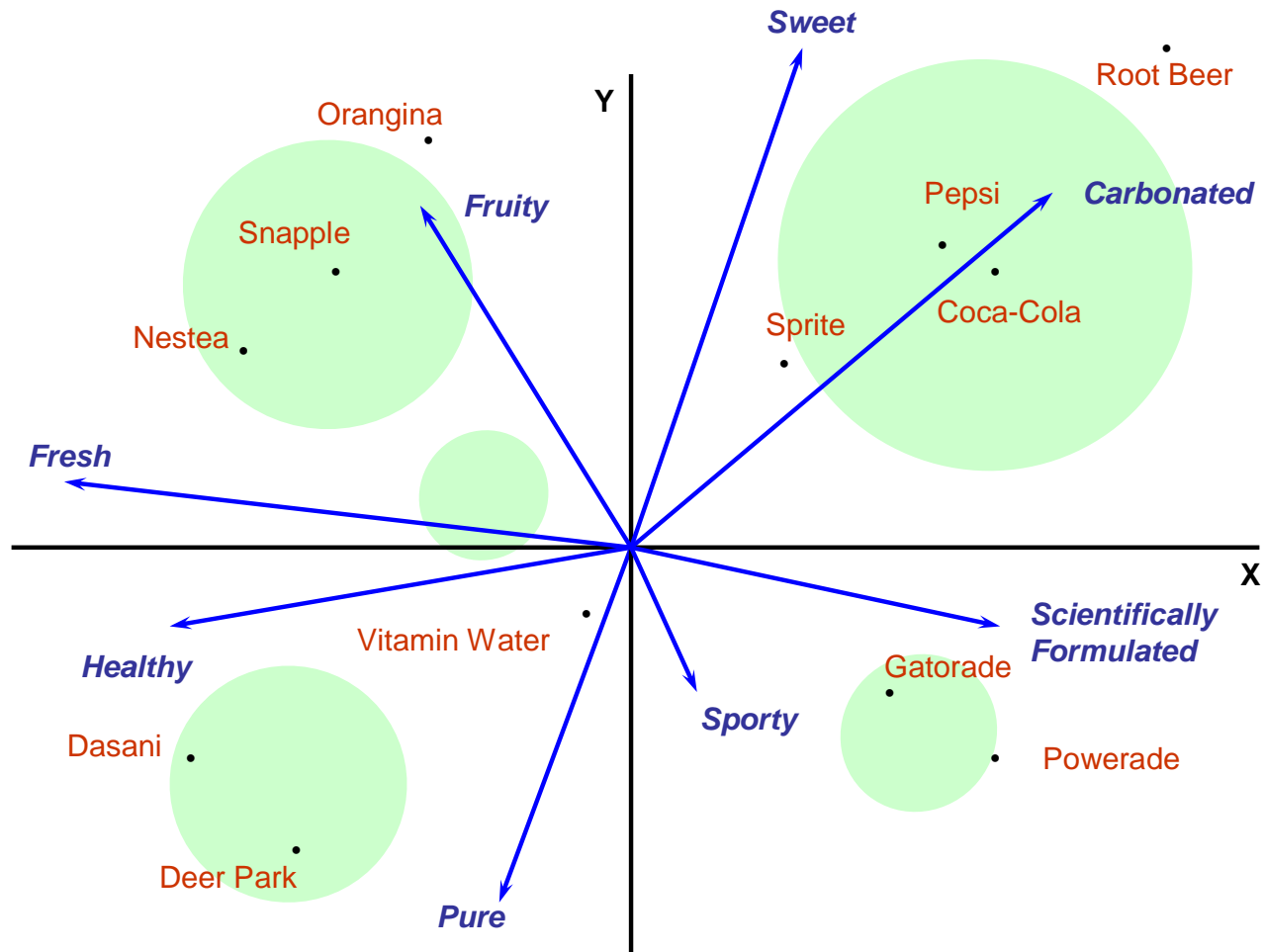
Beer Market

Perceptual Mapping



Separate effort to juxtapose ideals...

Perceptual Map of US Beverage Market
(Brands, attributes, ideal points)



Multidimensional Scaling

- **Smaller samples (than semantic scaling)**
Very high cost methodology
- **Requires extensive interpretation**
By definition, results are equivocal
- **Conventional wisdom: “more precise”**
How does anybody know?
- **Separate effort to juxtapose preferences**
*Derived from brand rankings
'Joint space' maps*