



LEVEL OF ACQUISITION OF CONSUMER GOODS:  
A RASCH ANALYSIS

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## **ABSTRACT**

Marketing research shows consumers acquire consumer goods in a pattern. One method of investigating the pattern is by Guttman scaling, but it is too restrictive since it excludes responses that do not follow the Guttman pattern. On the other hand, the Rasch model accepts all pattern of responses. The model expresses the probability of a consumer acquiring a consumer good by using the ability of the consumer and the difficulty of market penetration of the consumer good. To create the measuring instrument of consumer acquisition, a survey asked 500 respondents from Kluang which of 22 consumer items they have acquired. Winsteps, a computer program using the Rasch model, investigates the fit between the observed data and the Rasch model. The fit statistics showed that 17 items follow the Rasch model to form a reliable measuring instrument of acquisition. The items, in increasing order of difficulty of market penetration are blender, radio, rice cooker, VCD, toaster, TV (at least 29 inches), vacuum cleaner, computer, electric kettle, water heater, hairdryer, stereo, microwave, playstation, airconditioner, ASTRO and VCR. The results show acquisition levels of the household increases together the income of the household.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

Measurement has many purposes. A woman on a diet measures her weight to see if the diet is effective. A mother measures her child's temperature to see if the child has a fever. A college measures a student's IQ to know whether or not to admit the student.

One needs the right tool to measure. One uses a bathroom scale to measure weight. One uses a thermometer to measure temperature. One uses an IQ test to measure IQ.

Some measurements are objective. Suppose one wants to measure a person's height. Whether one uses a ruler, a measuring tape or a high technology device that uses lasers, the height is the same. Similarly, the place where one measures the person is of no consequence. The height is the same whether one measures at home, at school or at the place of work.

However, some measurements are subjective. Different people have different views on the same subject. This has led to sayings like "beauty is in the eye of the beholder" and "one man's meat is another man's poison".

Social science has many variables that are subjective. These include motivation and satisfaction. In the field of marketing, one variable that is subjective is the level of consumer acquisition. This refers to the ability of consumers to purchase items. A consumer with a high level of consumer acquisition is able to purchase many items, while a person with a low level of consumer acquisition is able to purchase only a few items.