

**CONSUMERS' PERCEPTION AND PREFERENCES IN PURCHASING
EDIBLE COOKING PALM OIL: CASE STUDY IN PUSAT PENYELIDIKAN
PERTANIAN TUN RAZAK (PPPTR)**

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DECLARATION

This final year project is a partial fulfillment of the requirement for a degree of Bachelor of Science (Hons.) Technology and Plantation Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

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ABSTRACT

CONSUMERS' PERCEPTION AND PREFERENCES IN PURCHASING EDIBLE COOKING PALM OIL: CASE STUDY IN PUSAT PENYELIDIKAN PERTANIAN TUN RAZAK (PPPTR)

The cultivation of oil palm had increased because high demand of edible palm oil. The research explores the consumer's perception and preferences in purchasing edible cooking palm oil in Pusat Penyelidikan Pertanian Tun Razak (PPPTR),Jengka Pahang. The studies are reviewed based on the trend, quality and awareness of good manufacturing practice (GMP). The study used simple random sampling method to distribute the questionnaire among consumer to determines the relationship between independent and dependent variable. The pre-testing and pilot testing are conducted before collected the data. The study was carried out to 217 respondents. SPSS version 20 was used to analyze the data which has collected from the respondents. Data is analyzed using factor analysis, correlation and the analyzing frequency test (chi-square) and crosstab. As a result, most consumer purchase edible palm oil based on their trends of buying. The trend of consumer buying based on the price, branding, the place available and the level education. As a recommendation, the producer of edible palm oil should know the consumer needs and wants in order to maintain the customer preferences and acceptance to edible cooking palm oil.

KEY WORDS: Perception, preferences, consumer, GMP