



**CONSUMERS' PERCEPTION AND
EXPECTATION TOWARDS AGRICULTURE
PRODUCTS AT SAMARAHAN AREA**

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ABSTRACT

This research report on consumers' perception and expectation towards agriculture products which focused more on fruits and vegetables products at Samarahan area. The discussions centers on the pro-marketing activities towards agriculture products, the reasons for some consumers refused to purchase agriculture products and to propose the suitable marketing activities for agriculture products that give the ideas or suggestions for the agro-based industry like Integrated Agriculture Development Projects (IADP) to market the agriculture products by themselves.

The finding suggest that, agro-based industry need to view on the products itself, labels, placing or distributions in order to have better market of the agriculture products at Samarahan Area.

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Agriculture was a bright sector to venture in given the state of Sarawak huge land size of 13 million hectares, including Native Customary Rights (NCR) land. As for state of Sarawak, it was time for the people to take note that the state could no longer depend on its natural resources as they were a depleting asset. As such, Sarawak needed to diversify its economic base and this meant banking on the agriculture sector. However, with different consumers' perceived and different expectation towards agriculture products, agriculture sector may face some problem. Thus, this became the most important issue that concerned by both individual and organizations especially the agriculture sector. Agriculture as been known was important as its produce enough food to meet the needs of human being and also been long established in developed nations. Therefore, this particular study is conducted in order to identify to propose the suitable marketing strategy- products, prices, promotion and placing of consumers at Samarahan area on agriculture products based on consumers' perception and expectation.

In the early days, the district of Samarahan was a small subdivision under the administration of Kuching and the First Division. On the 1 January 1985, the Samarahan District Council (MDS) was set up under the Ministry of Housing as a local authority for areas under its jurisdiction.

Situated some 40 km from Kuching, Kota Samarahan is also the administration centre for the areas of Asajaya and Muara Tuang. In the short time since its establishment, the Samarahan District Council has successfully initiated development projects in the area and today, Kota Samarahan represents Sarawak's research and development centre, with facilities and resources of International

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, it reviews past literature about marketing strategy for agriculture products, the chapter is structured into four sections: Definition of perception, definition of expectation, definition of agriculture products, finding of consumers perception and expectation towards agriculture products studies and finding of agriculture marketing strategy studies.

2.2 Definition of Perception

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Therefore, individual activities and reaction on the basis of their perception, what consumers thinks is so that affects their action, their buying habits, their leisure habits and so forth.

2.3 Definition of Expectation

Dictionary.net referring expectation as an act or state of expecting or looking forward to an event as about to happen. In other words, expectation is a strong belief about the way something should happen or how something should belief.