



**MARKET AND ACHIEVEMENT ORIENTATIONS:  
A STUDY ON PEPPER FARMERS IN SARAWAK**

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## ASBRACTS

This study intends to examine the relationship between markets as well as achievement orientation of pepper farmers and their impact toward their performance of producing pepper. Here, researcher has explored the attitudinal on the market and achievement orientation toward their performance.

A total of 150 sets of structured questionnaires were distributed to pepper farmers, including those intended to plant pepper. The respondents are the participants of Pepper Production Technology course organized by Malaysian Pepper Board in Sarawak, out of 150 questionnaires distributed but only 73.3% of it, which is 110, was returned.

Data for this study were collected through personal interviews and questionnaire based on Kohli, Jaworski and Kumar's market orientation scale, was used to specify the dimension of market orientation. Results indicated that Kohli, Jaworski and Kumar's market orientation scale provided good measure of market orientation in this study. Also results of analyses indicated a significant link between market orientations of pepper farmers (smallholders) and their performance.

In order to capture a wider or diversified perspectives a pepper planting as supplementary or fulltime endeavor, respondents should be selected or chosen taken from different individual category and wider range of localities for future study.

## **CHAPTER 1: INTRODUCTION**

Market orientation, as the name implies is important for any business organization in competing one another in worldwide global market. It is needed in both productions as well as marketing of any products. On the other hand, achievement orientation is an important tool mediates the market orientation and performance in order maintains the existing market or captures a new business. In fact, both market and achievement orientations are related to the performance of the businesses.

The study on pepper market and achievement orientation can be suggested as a part of marketing tool to provide insights to managers into how farmers regard their roles in the supply chain management of pepper production. Pepper farmers as suppliers refer to every production of pepper toward the total volume of pepper production in Malaysia.

Marketing channels vary in structure, complexity and efficiency from country to country. Like in most pepper producing countries, pepper production is traditionally traded through a small trader at village or small town level. Processing and marketing by farmers own cooperative or direct to exporters or users is not the general practice in any of IPC member countries, as yet.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Introduction

Pepper farmers as commodity suppliers and are always at the bottom of the economic supply chain. The price they get for their goods is generally out of their control and they are forced to take what a fairly price elastic economy offers. This is not to say that they are not commodity suppliers who have very successful and profitable businesses. They are always seeking to be the lowest cost producer and have little if any price influence. But, the fact is that pepper farmers are commodity supplier for pepper.

The advantages of market orientation are generally argued to be a consequence of improved market-sensing capabilities and thus improved market responsiveness, particularly in more hostile and unpredictable environments (Day, 1999; Jaworski & Kohli, 1993). Kohli and Jaworski (1990) emphasize that market orientation and other orientations come at a cost. For this reason, it is essential that the bottom-line consequences of firms' market orientation are critically assessed and evaluated (Day, 1994).