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A STUDY OF CONSUMER'S PERCEPTION TOWARDS  
LIVESTOCK SUPPLY IN FARMERS' MARKET

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## **ABSTRACT**

*This study of consumer's perception toward livestock products and its supply in Farmer's Market is very useful to Federal Agriculture Marketing Authority (FAMA), especially the Market Development Unit. The study is aimed to explore and analyze consumers' perception of the variety supply of livestock, which will focus on FAMA Marketing Mix. Since Farmers Market establishment in the 80's until now, no proper study is conducted in Farmers Market on its commodity. For this study, exploratory research design, simple random sampling, cross tabulation and frequency distribution method is used. The study showed that out of 235 respondents that returned the questionnaires, 51% of the respondents were not aware of the meat product in Farmers Market and of 41% that are aware, only 32% purchased or consumed the meat available in Farmers Market. The study also shows that FAMA needs to be more aggressively promote the commodities in Farmers Market by organizing several promotion activities to create awareness among the public on the product available in Farmers Market. Based on the recommendation, it is hopefully that FAMA should put an extra effort in developing the Farmers Market thus achieving the social objective of quality supply and guaranteed of best product is only available in Farmers Market and this will be realized by the implementation of **Malaysia Best** product which will be introduced by 2004.*

# CHAPTER ONE

## INTRODUCTION AND BACKGROUND OF THE STUDY

### 1.0 Introduction.

The market size for food for the year 2001 in Malaysia was estimated RM 30.9 billion and with a 2% growth in 2002 becoming RM 31.52 billion. These industries growth are depending on the country economy performance such as growth of Gross Domestic produce (GDP), per capita income and the rate of employment.

For the year 2002, Malaysian income per capita expected to improve better compare to year 2001. Malaysia population in the year 2001 was estimated 20 millions and grow at the rate of 3% from the year 1995 to 2002. Malaysia population expected to be 25 million in the year 2005 and this will increase the demand for food supply domestically.<sup>11</sup>

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<sup>11</sup> Source : Perancangan FAMA tahun 2000-2005

## CHAPTER TWO

### LITERATURE REVIEW

The Corporation Study Report on FAMA by Authur D. little/Arab-Malaysian Merchant Bank Bhd. Published in March 1993 had made the following recommendation:

*"In reviewing the status of FAMA's present activities vis-à-vis its objectives and policies, it appears that a clear delineation between social and commercial objectives is crucial. Such delineation will improve performance evaluation considerably. Therefore, it is proposed as an initial measure that the New FAMA could be composed of two division:*

**a) Social Division**

This will include all FAMA activities with predominantly social goals. The social division may be composed of FAMA's cost centers. The domestic marketing channels at the farmer's level have improved with remaining market inefficiencies should be identified and exploited commercially.

As such, the major mission of New FAMA's social division should be in improving market practices and agro-processing development. In particular, the strategies orientation should focus on transfer of modern technology to farmers. This is as opposed to price-support programs, which distort market signals and incentives structures, to the long-term detriment of farmers.