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**UNIVERSITI TEKNOLOGI MARA  
RESEARCH PROPOSAL (MKT 662)**

**BM220**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) (MARKETING)**

**FAMA FARMERS' MARKET IMAGE IN KUCHING AS PERCIEVED BY CONSUMER**

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## **ABSTRACT**

Federal Agricultural marketing Authority of Malaysia (FAMA), was established on 30<sup>th</sup> September 1965. It is a statutory body under the jurisdiction of the Ministry of Agricultural of Malaysia (MoA) to supervise, coordinate and improve the marketing of country agricultural products.

In the middle of year 2012 Sarawak FAMA will be launching their new Medan Niaga Satok Kuching. Because of this consumer perception towards their farmers' market is important in order to increasing supply, expanding demand and developing marketing network. The strategies include promoting new farmers' market.

This study tried to explore and analyzed farmers' market image in Kuching as perceived by consumer. Based on findings, it indicated that most of the consumer has a good perception toward FAMA farmers' market image. To enhance farmers' market image FAMA should carryout promotional activities such as advertising, promotion and etc. A part from that, most of the respondent recommend that the quality of product should be maintain in order to keep the good image of farmers' market.

## **1.0 INTRODUCTION TO RESEARCH**

Farmers' Market is well known in the west and Europe countries. Nowadays it becomes a place where consumer come to buy their food and consumption necessities such as vegetable, fruits and etc.

In Malaysia an organization that responsible dealing with agricultural products is held by Federal Agricultural Marketing Authority (FAMA) where their main objectives is to co-ordinate and improve the marketing of agricultural produce in Malaysia where to enhance farmers with better economic incentives to encourages greater production. Therefore in order to implement their objective FAMA is providing a location or space for their participant as a medium for selling their product on farmers' market.

By providing this a good location and space for farmer to sell their product, consumer perception toward farmers' market store image are the critical input in order to improve farmer sales and attract more consumer to come.

### **1.1 BACKGROUND OF STUDY**

#### **FAMA background**

The Federal Agricultural Marketing Authority (FAMA) is a government agency established on 30<sup>th</sup> September 1965 under The Federal Marketing Authority Act 141, 1965. The main objective that prompted the Central Government to establish the authority was to supervising, coordinating, controlling and developing the marketing of agricultural produce in Malaysia, including importation and exportation. (FAMA annual report, 2009)

#### **Farmers Market**

A farmers' market consists of individual vendors, mostly farmers, who set up booths, tables or stands, outdoors or indoors, to sell produce, meat products, and fruits and sometimes prepared foods and beverages. Farmers markets add value to communities (Friends of the Earth, 2011). Farmers markets are worldwide and reflect their area's culture and economy. Their size ranges from a few stalls to several city blocks. In some cultures, live animals, imported delicacies unavailable locally, and personal goods and crafts are sold.

## **2.0 LITERATURE REVIEW**

### **2.1 INTRODUCTION**

This research will briefly explain about market image as perceived by consumer. The consumer assessment of market image is critical information for FAMA to provide better facilities and improve their farmers' market image.

#### Image

For Kotler and Fox (1995), an image is an overall impression that a person has about an object. It may be based on incomplete information and it may differ for the various publics of an institution. Since organizations have several different publics, a company does not have one message but multiple images (Dowling, 1988). Image assessment reveals to the institution what strengths to emphasize and what to communicate. In this sense, university image can be defined as the sum of all the beliefs an individual has towards the university (Landrum et al., 1998; Arpan et al., 2003). Furthermore, according to Mazursky and Jacoby (1986) image is a cognition and/or effect, which are inferred, either from a set of ongoing perceptions and/or memory inputs attached to a phenomenon and which represents what that phenomenon signifies to the individual. In addition, multiple images and image attributes can be held and even differ. Singular images can be interpreted as positive, neutral or negative toward the organization (Kazoleas et al., 2001).

From the perspective of Kennedy (1977), image has two distinguishing components: functional, related to intangible stimuli and that can be easily measured and emotional, associated with psychological conditions that become apparent in feeling and attitudes. According to Mazursky and Jacoby (1986), functional qualities referred, for example, to store layout, range of prices and goods, whilst emotional components referred to the consumer's sense of belonging and sensations of good or bad. According to Wilson (1999) image is a cognitive and a communicative process, as well as a product perception. Correspondingly, institutional image is a perceptual view of an organization, influenced by tangible and intangible organizational elements, communication, personal and social values.