



**A STUDY OF FARMERS' MOTIVATION TO PARTICIPATE IN
PASAR TANI**

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KAMPUS BANDARAYA MELAKA

NOVEMBER 2009

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TANI**

AZEANA BINTI ABDUL RASHID

**Submitted In Partial Fulfillment of the Requirement for the Bachelor
of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF
BUSINESS MANAGEMENT**

“DECLARATION OF ORIGINAL WORK”

I, AZEANA BINTI ABDUL RASHID (IC no. 840614-03-5614) hereby declare that:

Hereby, declare that,

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
2. The results from this project paper consists my independent work and research accepts some information that stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledgement.

Signature:

Date:

LETTER OF SUBMISSION

NOVEMBER 2009

The Head of Programme
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandar Melaka
Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “**A STUDY OF FARMER’ MOTIVATION TO PARTICIPATE IN PASAR TANI**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara, Kampus Bandaraya Melaka.

Thank you,

Yours sincerely,

AZEANA BINTI ABDUL RASHID
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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This project paper focused on the research of 'A Study of Farmers Motivation to Participate in Pasar Tani. The aim of this study is to examine the relationship between demographic variable and the reason for farmers' market as sale outlet. The focusing of study has been stated on in price, quality, infrastructure, successful attribute farmers' market, and advantages of farmers' market. Meanwhile, this research also wants to determine the most important factors that influence farmers' to participate in Pasar Tani. Not only that, the researcher also wants to identify the relationship between infrastructure and the advantages of Pasar Tani. The researcher also wants to identify the relationship between quality and price. The research is conducted using probability sampling method is simple random sampling. 77 sets of questionnaire have been distributed to the respondents in order to fill out the entire questionnaire. The result will be gain after the analysis and interpretation of data used through the Statistical Packages for Social Science (SPSS) Program version 14.0. The respondents mostly are the farmers who have participate in Pasar Tani in Melaka area. From the analysis, the researcher found that the reason for farmers choose Pasar Tani to market their product because of the benefit of Pasar Tani such as convenience place, strategic location, easy parking and many more. Some recommendation has been recommended to FAMA in order to be Pasar Tani are effective for the future.