

**FARMERS' INTENTION TO PURCHASE CERTIFIED RICE
SEEDS: CASE OF PERLIS**

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DECLARATION

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ABSTRACT

FARMERS' INTENTION TO PURCHASE CERTIFIED RICE SEEDS: CASE OF PERLIS

Rice seeds that are not certified by government agencies is an important issue that needs to be tackled to have enough supply of rice in the country. One of the problems arises from uncertified rice seeds is weedy rice in which it can reduce the production of paddy and affect its revenue. The purpose of this study was to investigate whether factors that influence the farmers' intention to purchase certified rice seeds in Perlis. The researcher used a structured questionnaire method as the main instrument in collecting data. 370 respondents were involved in this research by using a convenience sampling technique for a chosen sample study. Frequency analysis, descriptive test, reliability analysis and Pearson's correlation analysis and regression analysis were used to analyse the data with applying Statistical Package for Social Sciences (SPSS). The result of this study showed that there is a significant relationship between the dependent variable which is the farmers' intention to purchase certified rice seeds with the independent variables which are attitude and perceived price. The study also revealed that the other independent variable which is subjective norms is an insignificant relationship with the dependent variable. Therefore, government agencies such as Department of Agriculture (DOA), Malaysia Agricultural Research and Development Institute (MARDI), Muda Agricultural Development Authority (MADA) and other relevant agencies should take into consideration the ability to buy certified rice seeds at an affordable price to increase the quantity and quality of rice production for the country.

TABLE OF CONTENTS

	Page
DECLARATION	i
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF SYMBOLS	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Significant of Study	4
1.6 Scope of Study	4
1.7 Limitation of Study	5
1.8 Definitions of Key Terms	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 Introduction	7
2.1.1 Purchase Intention	7
2.1.2 Attitude	8
2.1.3 Subjective Norms	8
2.1.4 Perceived Price	9
2.2 Relationship With Intention to Purchase	10
2.2.1 Relationship With Attitude and Intention to Purchase	10
2.2.2 Relationship With Subjective Norms and Intention to Purchase	10

2.2.3	Relationship With Perceived Price and Intention to Purchase	11
2.3	Research Framework	12
2.4	Hypothesis	12
CHAPTER THREE: RESEARCH METHODOLOGY		13
3.1	Introduction	13
3.1.1	Dependent Variable	13
3.1.2	Independent Variable	13
3.2	Elements of Basic Research Design	14
3.3	Population	14
3.4	Sampling Size	14
3.5	Sampling Technique	15
3.6	Measurement	15
3.7	Data Collection	17
3.7.1	Primary Data	17
3.7.2	Reliability Analysis	17
3.8	Data Analysis	17
3.8.1	Frequency Analysis	18
3.8.2	Descriptive Analysis	18
3.8.3	Cronbach's Alpha	18
3.8.4	Pearson Correlation Analysis	18
3.8.5	Regression Analysis	18
3.9	Pilot Study and Reliability Test	18
3.10	Gantt Chart	21
CHAPTER FOUR: RESULTS AND DISCUSSION		22
4.1	Introduction	22
4.2	Response Rate	22
4.3	Frequency Analysis	23
4.4	Descriptive Analysis	24
4.5	Reliability Analysis	24
4.6	Pearson's Correlation Analysis	26