

**FACTORS INFLUENCING THE ADOPTION OF
MINI TRACTORS AMONG PLANTATIONS IN
THE STATE OF TERENGGANU**

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DECLARATION OF ORIGINAL WORK

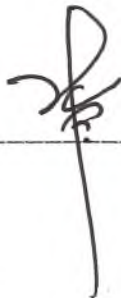
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“DECLARATION OF ORIGINAL WORK”**

I, AB. HALIM BIN YUSOF, (I/C Number : 560610-11-5557)

Hereby, declare that :

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : _____



Date : 21st April 2001

ACKNOWLEDGEMENTS

In the name of ALLAH, the most gracious and the most compassionate, alhamdulillah, I have finished this research study as a condition to fulfill the subject course requirements of Marketing Internship (MKT650). This study will not be a reality if not for the trust and collaborative effort given by many individuals. Accordingly, I'm very grateful to acknowledge their contributions.

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*Ab Halim Yusof
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EXECUTIVE SUMMARY

Mini-tractor is an industrial product that has an important impact on plantation industry. Coupled with suitable implements, the machines offer a varied option toward mechanization in plantation operations.

The host of benefit includes 30-35% reduction in labour and labour benefits, increase harvesters earning and productivity and improve on the quality of agriculture produce by minimum handling.

The paper focused on determining the extend usage of mini-tractor system and the factors that influence or inhibit its adoption among plantations in the state of Terengganu. Planting industry behavior and purchase decision are exploited to highlight on eight independent variables identified in the problem statement.

Due to the nature of the small population, census is taken on the whole of 78 plantations available in the state. 72% of the responses are collected to sufficiently represent the population.

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