

**FACTORS INFLUENCING SMALLHOLDER BUYING BEHAVIORS OF  
FERTILIZER: A CASE STUDY AT FELDA BUKIT WAHA, KOTA TINGGI, JOHOR**

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## **ABSTRACT**

### **FACTORS INFLUENCING SMALLHOLDER BUYING BEHAVIORS OF FERTILIZER: A CASE STUDY AT FELDA BUKIT WAHA, KOTA TINGGI, JOHOR.**

The major commodities in Malaysia are oil palm. Then, the smallholder also play important role for the contribution of production in Malaysia. Additionally, the smallholder are also became the consumer for the fertilizer business. Therefore, the consumers are important parts in the business where the consumer purchase decision will determine their strategy for their business according the need and wants of the consumer. But, the problems for the marketers are all of the need and wants of the consumer are uncontrollable and the marketers not known because depend on the hand of the consumer. For this study are to study the factors influencing smallholders buying behavior of fertilizer which consist of the factors are price, quality, distance to market, marketing campaign and brands. The aim for this study are to identify the relationship of the factors influencing smallholder buying behavior of fertilizer and to investigate the most significant factors that influencing smallholder buying behavior of fertilizers. For this study focused on smallholder at Felda Bukit Waha, Kota Tinggi, Johor. Therefore, 47 respondent are identified and asked by distributed the questionnaires. Then, the result will be analyzed by using Statistical Package for Social Science (SPSS). For this study, the result showed two factors from 5 factors are has correlate. This is distance to market and marketing campaign where it has relationship with influencing smallholder buying behavior of the fertilizer. The result for multiple regressions showed the most significant factors that influencing smallholder buying behaviors of fertilizer are marketing campaign. Thus, the total correlated factors that influencing smallholder buying behavior of fertilizer are 0.116 which means 11.6% are influenced by these factors while 88.4% influenced by other factors.

*Keywords: Malaysia, Oil Palm, Fertilizer, Smallholder, Buying, Behavior*