

**FARMERS PERCEPTION TOWARD THE IMPLEMENTATION OF GREEN  
MARKETING IN PADDY PRODUCTION ; CASE STUDY IN KADA**

**NUR AENI BT RAMLI**

**Final Year Project Report Submitted in  
Partial Fulfilment of the Requirements for the  
Degree of Bachelor of Science (Hons.) Technology and Plantation Management  
in the Faculty of Plantation and Agrotechnology  
Universiti Teknologi MARA**

**JULY 2019**

## **ACKNOWLEDGEMENTS**

All praise to Allah for giving me this opportunity to complete my thesis with the title 'Farmers Perception toward the Implementation of Green Marketing in Paddy Production'. First of all, I would to express my gratitude to my principal supervisor, Madam Nur Nabila Huda Bt Aziz for her constant guide and support to help me to complete this thesis. Thanks to her that I am successfully complete my final year project.

I also want to thank to KADA for giving us permission to do my survey for this study. I am very grateful to Mr. Abdul Rashid for his instruction during our survey process. I also want to use this opportunity to thank all the farmers of Ladang Merdeka Ismail Mulong for their help and cooperation during the survey session. Lastly, I want to thank to my beloved family and friends for all their support and help.

NUR AENI BT RAMLI

## TABLE OF CONTENTS

	<u>Page</u>
<b>ACKNOWLEDGEMENTS</b>	iii
<b>TABLE OF CONTENTS</b>	iv
<b>LIST OF FIGURES</b>	vi
<b>LIST OF TABLES</b>	vii
<b>LIST OF ABBREVIATIONS</b>	viii
<b>ABSTRACT</b>	ix
<b>ABSTRAK</b>	x
<b><u>CHAPTER</u></b>	
<b>1 INTRODUCTION</b>	
1.1 Background	1
1.2 Significance of study	1
1.3 Problem statement	2
1.4 Objective of study	2
1.5 Limitation of the study	2
<b>2 LITERATURE REVIEW</b>	
2.1 Paddy Industry In Malaysia	3
2.2 Green Concept	4
2.2.1 Government Policy	6
2.2.3 Farmer's Knowledge	6
2.2.4 Stakeholder Involvement	7
<b>3 MATERIALS AND METHODS/RESEARCH METHODOLOGY</b>	
3.1 Location of the Study	8
3.2 Conceptual Framework	8
3.3 Descriptive study	9
3.4 Sampling Design	
3.4.1 Sample Size	9
3.4.2 Questionnaire	11
3.4.3 Pilot Test	11
3.4.4 Reliability test	11
<b>4 RESULTS AND DISCUSSION</b>	
4.1 Introduction	12
4.2 Descriptive Analysis	12
4.3 Reliability test	16
4.4 Factor Analysis	
4.4.1 Kaiser Meyer Olkin and Bartlett's Test	17
4.4.2 Rotated Component Matrix	19
4.4.3 Total Variance Explain	21

<b>5</b>	<b>CONCLUSIONS AND RECOMMENDATIONS</b>	23
	5.1 Introduction	23
	5.2 Conclusion	23
	5.3 Recommendation	24
	<b>REFERENCES</b>	25
	<b>APPENDICES</b>	27
	<b>CURRICULUM VITAE</b>	

## **ABSTRACT**

### **FARMERS PERCEPTION TOWARD THE GREEN MARKETING IMPLEMENTATION IN PADDY PRODUCTION**

**Nur Aeni Bt Ramli, Nur Nabila Huda Aziz\***

*Faculty of Plantation and Agrotechnology, UiTM (Melaka) Jasin Campus, 77300,  
Merlimau Malacca*

*Corresponding Author ; [nabila7372@melaka.uitm.edu.my](mailto:nabila7372@melaka.uitm.edu.my)*

Green Marketing involved any activities that focus to solve out the environmental problem and to provide the solution to the problem. The implementation of green marketing consists of all activities to provide a product or services that can satisfy the consumer needs and wants occurs with the minimal harmful impact on the environment. Due to the pollution issues, the Green Marketing implementation is very important to reduce the environmental pollution and to protect our ecosystem. The objective of the study is to determine the factors that influence the farmer's perception toward the green marketing implementation in paddy production. The survey method was used for data collection. The questionnaire has been distributed to 97 respondents. The statistical package for science computer software (SPSS) was used to analyse the data. The KMO is 0.904 which indicates that the value is appropriate for the data. The factor analysis result represented 2 factors that have eigenvalue >1. First factor is Government factor and the second one is farmer's knowledge. Therefore it can be concluded that there was relationship between the government policy and farmers perception toward the green marketing implementation in paddy production. As recommendation the government should be more active in encouraging the farmers to implement the green marketing in paddy production.

Keywords : farmers perception, green marketing, factor analysis