

ISSN: 1985-3890



Journal of AGRIBUSINESS MARKETING

Journal of Agribusiness Marketing

Volume 5

December 2012

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Federal Agricultural Marketing Authority (FAMA)
FAMA Point Building, Lot 17304, Jalan Persiaran1,
Bandar Baru Selayang, 68100 Batu Caves,
Selangor, Malaysia.
www.fama.gov.my



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Agricultural
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- Tel : +603-61262020
Fax : +603-61383650
Website : www.fama.gov.my

For subscription details, please refer to our website <http://www.fama.gov.my/web/guest/304>

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First Published 2008

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Published and printed by:
Federal Agricultural Marketing Authority (FAMA), Malaysia

EDITORIAL

The Journal of Agribusiness Marketing is a publication of the Federal Agricultural Marketing Authority (FAMA) of Malaysia that aims to provide a forum for scholarly works in agribusiness and agricultural marketing relevant to Malaysia, the ASEAN region and the rest of the world.

All manuscripts received are subjected to the double-blind review process prior to publication. The Chief Editor initially reviews each article that is received, and if judged suitable for this publication, it is then sent to a minimum of two referees for double blind peer review. Based on the referees' recommendations, the paper is either accepted as is, returned to authors for revision together with comments from the review, or rejected. The double-blind review process ensures that the requirement of objectivity is fulfilled.

Currently, the Journal of Agribusiness Marketing has twenty-four Associate Editors on its editorial board who review manuscripts prior to publication. The journal welcomes contributions from staff of local and international institutions or organisations who are specialists in their respective fields related to agribusiness marketing to join our editorial board as reviewers.

The fifth issue of the Journal of Agribusiness Marketing presents four articles that discuss pertinent issues related to the marketing of fresh and processed agricultural products. Kusumawaty, Maharani and Edwina in their article, **“Perceived Quality of Coconut Sugar by Producers, Traders and Downstream Industries in Indragiri Hilir District, Riau Province, Indonesia”** report on a study which was carried out to identify the perceived quality of coconut sugar by three different groups, i.e., producers, traders and buyers. Some aspects of quality were assessed, such as colour, texture, aroma, flavour, weight, shape, shelf life and packaging. It was found that, in general, the producers, traders and buyers shared similar quality perceptions of coconut sugar. However, there were differences in terms of colour preferences. These findings provide vital information for producers to reconsider the use of sodium metabisulphite, which has been used to enhance the colour of coconut sugar.

Siti Hasnah, Lee and Wong in their article entitled **“The Influence of Food Product Packaging Attributes in Purchase Decision: A Study among Consumers in Penang, Malaysia”** discuss the effects of verbal and visual attributes of food packaging in consumer purchase decisions. The study found that information concerning the packaging and the shape of the packaging has a significant impact on the purchase decisions for processed food. However, attributes such as graphics, colour, size and material, were not significant in influencing the purchase decision. The results are important to marketers and food manufacturers in devising an appropriate packaging strategy for processed foods in the Malaysian market.

In the article, **“Factors Influencing Fruits and Vegetables Consumption Behaviour among Adults in Malaysia”**, Khairunnisa, Shahrin, Roselina, Noranizan, Nurhasmilaalisa

and Syuhailly examine the factors that influence fruits and vegetables consumption behaviour among adults in Malaysia. Based on convenience sampling involving 1200 respondents in seven cities in Malaysia, the study found that attitudes, habits, social influence and availability had significant effects on intention to consume fruits and vegetables. Also, environmental factors were more effective than personal factors to influence intention to consume both fruits and vegetables. In terms of environmental factors, availability was found to be more effective than social influences towards fruits and vegetables consumption behaviour. The study concluded that providing more locations to offer fruits and vegetables would help to increase the consumption.

The final article, “**Small Farmers and Factors that Motivate them Towards Agricultural Entrepreneurship Activities**” by Riduwan, Muhammad Hasmi, Noorliza and Anees Janee identify the factors that motivate small farmers to engage in farming and entrepreneurial activities. Face-to-face interviews were carried out involving a total of 400 respondents from small farmers in Peninsular Malaysia. The results indicate that some of the factors that prevented small farmers from engaging in agribusiness activities were knowledge of agribusiness management and marketing, capital, the environment, and availability of training.

Bisant Kaur (PhD)

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