

SMALL FARMERS AND FACTORS THAT MOTIVATE THEM TOWARDS AGRICULTURAL ENTREPRENEURSHIP ACTIVITIES

Mohd Riduwan Mohd Hussin*
Muhammad Hasmi Abu Hassan Asaari
Noorliza Karia
Anees Janee Ali@Hamid

ABSTRACT

Entrepreneurship in agribusiness is among efforts undertaken to transform the country's agricultural sector towards a higher dynamism. Dependence on middlemen in the marketing of agricultural products should be reduced step by step to ensure that farmers get a return commensurate with the efforts that have been put in over the years. Returns are important in motivating more individuals to enter the field of agriculture, which has been ignored especially by the young and highly educated. In addition to encouraging the participation of more individuals in the agricultural sector, good returns to farmers will also help the government to improve the standard of living of farmers while reducing the rate of extreme poverty in the future. This study was carried out to identify the factors motivating small farmers to engage in farming and entrepreneurial activities. The methodology used in this study was face-to-face interviews using set questionnaires to gather information. A total of 400 respondents from small farmers who cultivated vegetables, miscellaneous crops, fruits and aquaculture were interviewed. This study covered nine states in Peninsular Malaysia, namely, Perlis, Kedah, Perak, Selangor, Penang, Johor, Kelantan, Terengganu and Pahang. The results from this study show that the involvement of young people in farming remains low. Almost half of the respondents interviewed were aged over 50 years and most had just primary and secondary level education. In terms of entrepreneurial factors, other than knowledge of agribusiness management and marketing, the factors capital, the environment, and availability of training were the constraints that prevented small farmers from engaging in agribusiness activities.

Keywords: Small farmers, entrepreneurship factors

INTRODUCTION

The development of the retail sector in Malaysia resulted in major changes in the structure of the marketing chain for products. Some of the significant changes are the increased market shares of supermarkets, the average size of a retail store, declining retail stores as a ratio of the population and the market share of small business firms (Fatimah, 2000). Agricultural products are not exempted from this modernization in the marketing chain structure, which is usually pioneered by multinational companies.

* Federal Agricultural Marketing Authority
E-mail: m.riduwan@fama.gov.my

The entry of internationally acclaimed companies like TESCO, Carrefour, Cold Storage, JUSCO and MACRO has established a new benchmark in the marketing system for agricultural products. However, getting agricultural products on to supermarket shelves is not an easy task because it requires a consistent supply of products, large quantities, acceptable quality and reasonable prices that meet the needs of users.

In reality, the agricultural sector in Malaysia is still dominated by small farmers who are basically working on agricultural land on an uneconomic scale (Norsida & Azimi, 2007). The use of technology is at the minimum level (Norhasni, 2007).

Low productivity coupled with inefficient production costs pose hindrances in attempts to penetrate the supermarket sector. At the same time, farmers face pressure due to low offer prices which could be related to their small scale size of operations and the supermarkets' dominant position resulting from their market shares (Ariff et al., 1985 ; Fatimah, 1992).

In addition, weaknesses in terms of knowledge and experience in business management, marketing, planning and entrepreneurship also prevent small farmers from engaging in a more commercial business world. Previous studies conducted by Ariff et al. (1985) and Fatimah (1992) found that many farmers were unable to perform the functions required by intermediaries as these required business expertise and high capital.

In line with changes in the structure of marketing, agricultural products are currently experiencing a transformation that demands a paradigm shift of small farmers so that they do not continue to lag behind in the development of the retail sector in the country. Business opportunities that are available should be tapped and leveraged to enhance their income and socio-economic development in line with the slogan of the Ministry of Agriculture and Agro-based Industry "Agriculture is Business".

The government through the Federal Agricultural Marketing Authority (FAMA) has carried out promotional activities to seek marketing channels for the agricultural products of small farmers in order to help them engage in the new marketing that is consumer-oriented.

The participation of small farmers directly and actively in marketing is important to produce agricultural entrepreneurs who are competitive, self-reliant and able to grow the business to a higher level in the future. But efforts to create agro-entrepreneurs are not easy. Various aspects need to be evaluated in terms of the needs and factors that drive and attract them to participate in entrepreneurship.

This research aims to study the needs of farmers in Malaysia in order to encourage and increase their involvement as agro-entrepreneurs. Thus, the specific objective is to identify the factors for developing entrepreneurship among small farmers and to recommend policies as well as strategies towards the development of agro-entrepreneurs among small farmers.

It is hoped that this study will provide an overall view of the state of entrepreneurship among small farmers which could serve as a guide in creating successful agro-entrepreneurs in

the future and also assist the government in increasing the incomes of households while contributing towards achieving a high income nation status by 2020.

LITERATURE REVIEW

Entrepreneurs are defined as people who are involved in a business or enterprise whether in agriculture, livestock, production or service (Sahri, 2007). Meridith, Nelson and Neck (1982), however, state that entrepreneurs are individuals who are able to predict opportunities, gather resources that are needed such as time, energy and money, and take actions that are necessary to ensure success. This opinion differs from Kuratko and Hodgetts (2004) who see entrepreneurs as individuals who face uncertainty in many respects. Meanwhile, Drucker (1985), through a more comprehensive approach, states that entrepreneurs are individuals who are able to transfer economic resources from less productive sectors to those with higher productivity. Meanwhile, Buang (2002) takes the view that entrepreneurs are individuals who successfully create value added to the market.

The role of entrepreneurship in improving the productivity and economic growth of a country is undeniable (Covin & Slevin, 1991; Zahra, 1991). In fact Harper (1991) encourages entrepreneurial activities, particularly in a developing country, in order to stimulate economic growth. This argument is supported by Sternberg and Wennekers (2005) who found that there is a positive relationship between entrepreneurial activities and economic growth. Adenutsi (2009) concluded that entrepreneurship not only created jobs, generated incomes and reduced poverty, but it is a driver to innovation, redistribution of income, knowledge and technological development.

The Labour Force Survey by the Department of Statistics Malaysia in 2009 found that the percentage of entrepreneurs in Malaysia is still small compared to the working population. The percentage of entrepreneurs was found to have decreased to 20.9 per cent in 2008 compared with 25.1 per cent in 1982. The survey shows that most of the people in this country are more comfortable with salaried jobs, either in the public or private sectors, offering fixed incomes and less risk (Norhasni, 2007). However, the agriculture, hunting and forestry industries showed an increase in the number of entrepreneurs involved, which increased 11 per cent in 2008 compared to 2001 (Department of Statistics Malaysia, 2009).

In efforts to create successful entrepreneurs, understanding factors that contribute to the success of entrepreneurs is important. Maidique and Zirger (1985) see success as an achievement that is desired, planned or undertaken and it is very closely related to the personal characteristics of entrepreneurs such as hardworking (Lee & Chan, 1998), a strong desire to achieve the requirements, comfortable with the actions taken, goal-orientation, risk taking, energetic and able to deal with doubt (Osborne, 1995). According to Markman and Baron (2003), the values or personal characteristics of entrepreneurs is directly or positively related to the success of entrepreneurs, where the closer the individual is to personal values or characteristics, the more successful he will be.

Apart from internal or personal factors which cover personal characteristics or personality of the individual that is the focus in most previous studies (Jo & Lee, 1996; Lee & Chan, 1998; Markman & Baron, 2003; Osborne, 1995), there are also studies on external factors

that drive the success of entrepreneurs conducted by researchers, including Jo and Lee (1996), Lussier (1995) and Yusof (1995) who find that education and experience gives a positive impact on the business. This is supported by Nurulhuda and Ramlee (2009) who held the view that agricultural entrepreneurs in the Small and Medium Industries (SMI) who want to start a business must have prior work experience, good academic qualifications, and undergo related training or courses so that they could manage the business effectively.

In addition, aspects of business management are also a contributor to the success of the business. Azmi et al. (2012) through his study on 70 entrepreneurs found that management experience is one of the critical factors that determines the success of entrepreneurs. Meanwhile, Ahmad (2000) found that most organisations, whether large or small, usually fail as a result of weaknesses in business administration, especially in the financial aspects. This is in line with the findings of Monibo and Kilby (1998) that entrepreneurs failed due to inefficient management and financial management problems.

Apart from that, the support of the government also has a significant impact on entrepreneurs and businesses. Ahmad (2001) through a study on Malay entrepreneurs found that support from the government plays a role in determining the success of businesses. This fact is collaborated by Jennsen and Havnes (2002) from studies in Norway that proved that entrepreneurship programmes conducted by the government helped the business activities of the entrepreneurs. Sofian and Nawawi (2007) found that government support through training programmes can increase creativity, innovation, motivation and entrepreneurial skills. However, Makhbul and Hasun (2011) found that political, social networks and support from the government had only a minimal contribution to the success of entrepreneurs.

Meanwhile, Kamisan and Nek Kamal (2009)'s study on the influence of personal and socio-economic factors that motivate women in entrepreneurship in Malaysia found that social networking benefits business. These results are consistent with previous studies on entrepreneurship by Gregoire et al. (2001) which placed social networking among the five crucial factors in influencing business.

In conclusion, there are various factors that influence entrepreneurs' involvement in business activities. However, specific studies relating to small farmers and entrepreneurial factors have not received much attention in Malaysia. Therefore, it is hoped that this study will provide useful information which will assist in efforts to produce successful agro-entrepreneurs both locally and globally.

METHODOLOGY

Primary data was obtained through interviews and distribution of questionnaires while secondary data was obtained from books, reports, scientific research, magazines, and information from government officials involved in the agricultural sector.

Structured questionnaires were distributed in nine states in Peninsular Malaysia, i.e., Perlis,

Kedah, Perak, Selangor, Penang, Johor, Kelantan, Terengganu and Pahang. A total of 400 respondents from small farmers involved in the cultivation of vegetables, miscellaneous crops, fruits and aquaculture were interviewed in person (face-to-face). The interviews were conducted with the help of 20 enumerators.

Random sampling was carried out by applying the proportionate stratified random sampling technique to ensure that the respondents in each stratum were selected in a fair and equitable manner. The sampling frame was obtained from the State Agriculture and Fisheries Departments to enable random selection of respondents. Samples were selected based on the size of the land holdings and commodities cultivated. For vegetables and miscellaneous crops, samples were taken for land areas of less than 5 hectares, while samples for fruits were taken from areas of less than 10 hectares. For aquaculture, the size of holdings was less than one hectare of land size or having less than 5 ponds. The distribution of small farmers in Malaysia and sample distribution is shown in Table 1.

Table 1: Distribution of Samples of Small Farmers in Malaysia

Strata	Types	Estimated Population	Relative Frequency (%)	Number of Samples
1	Vegetables	14,100	45.0	180
2	Fruits	13,200	42.0	168
3	Miscellaneous Crops	2,000	6.5	26
4	Aquaculture	2,000	6.5	26
Total		31,300	100.0	400

Sources: FAMA Portal and the Agriculture and Fisheries Office, 2007.

The total of 400 respondents was sufficient to represent the population of around 20,000 to 30,000 as the minimum size of the sample for the population is between 377 to 379 (Sekaran, 2003).

The sample was divided into four regions, namely the Northern Region consisting of Perlis (3.3%) and Orissa (4.5%); the Central Region consisting of Perak (4.5%), Selangor (8.8%) and Negeri Sembilan (1.0%); the Southern Region consisting of Johor (10.8%); and the Eastern Region of Kelantan (23.2%), Terengganu (5.3%) and Pahang (38.5%).

The questionnaires were drawn up based on information and feedback received through a pilot study conducted on small farmers and agro-entrepreneurs in Penang. These questionnaires had six parts, namely (A) Background of agro-enterprise, (B) Evaluation of the progress of the agro-enterprise, (C) Personal characteristics of farmers, (D) Entrepreneurship factors, (E) Information on services from the government, and (F) Background of entrepreneur. For this study, the focus was on the fourth part, i.e., the entrepreneurial factors. A Likert scale containing five options ranging from (1) Very low, (2) Low, (3) Moderate, (4) High, and (5) Very high was used to determine the level of entrepreneurship among small farmers. Information and data obtained from questionnaires were coded and analysed using SPSS software. Data accuracy tests (data adequacy) were

conducted to determine whether the data obtained were fit to undergo factor analysis or otherwise. The accuracy of data was evaluated through the Kaiser-Meiyer-Olkin indicator (KMO) and Bartlett's Test of Sphericity.

Then factor analysis was carried out to identify the factors determining entrepreneurship. Factor analysis was begun by calculating the correlation matrix for all relevant variables. The Varimax Rotation method was adopted to minimise the problem of cross loading. Next, reliability analysis was conducted to determine the relevance of variables in each instrument for entrepreneurial factors.

FINDINGS AND DISCUSSION

Demographics of Respondents

The demographic characteristics of the respondents for this study are shown in Table 2. Malays formed the majority of respondents at 239 (60.2%), followed by Chinese with 124 (31.2%) and Indians 34 (8.6%). In terms of gender, 84 per cent of the total respondents were men. While a breakdown by age showed that almost half of the respondents were over the age of 50 years (46.1%), followed by those aged between 41-50 years (26.5%) and only 7.4 per cent were aged under 30 years. The bulk of respondents had a primary education (45.7%) and secondary education (42.3%).

Table 2: Demographic Information of Respondents

Item	N	%
Community		
Malay	239	60.2
Chinese	124	31.2
Indian	34	8.6
Gender		
Male	332	83.6
Female	65	16.4
Age (years)		
Less than 21	3	0.76
21-30	26	6.5
31-40	79	19.9
41-50	104	26.2
Over 50	181	45.6
Not known	4	1.0
Level of Education		
Primary	183	46.1
Secondary	167	42.1
Higher education	40	10.0
No formal education	7	1.8

Accuracy of Data

Table 3 shows the results of the accuracy test that was conducted on a sample of the data collected. The results show that the data is relevant to undergo factor analysis when the Kaiser-Meiyer-Olkin (KMO) is located at a score of 0.881. According to Kaiser (1974), a value exceeding 0.5 for the KMO indicator is acceptable for factor analysis, while Hatcheson and Safroniou (1999) refined it by stating that a value of 0.5-0.7 is satisfactory, 0.7-0.8 is good, 0.8-0.9 very good, and a value exceeding 0.9 is the best. Meanwhile, the Bartlett's Test of Sphericity was significant at the level of $p < 0:00$, which indicates that there are links among each of the variables ($r = 1$) in the population correlation matrix (the identity matrix) but not directly linked to other variables ($r = 0$) and therefore, factor analysis should be carried out.

Table 3: Test of Data Accuracy

Kaiser-Meyer-Olkin measure of sampling adequacy	0.881
Bartlett's Test of Sphericity	
Approx. Chi-square	8540.00
Degrees of freedom	435
Significance	0.000

Reliability Analysis

Reliability analysis was conducted to test each of the factors that have been developed from factor analysis. The Cronbach Alpha coefficient of reliability was applied to determine which factors could be extracted and the value of this coefficient lies between 0 and 1. The higher the factor score means the more relevant the variables in this factor. According to Nunnally and Bernstein (1994), the value of 0.7 is the recommended coefficient value that is used to accept the decision of the reliability analysis while Bagozzi and Yi (1988) decided on 0.6 as a benchmark of acceptance. However, there are also some studies that used a lower value than that (Santos, 1999). From the tests conducted, all the seven factors that had been identified obtained the value of Cronbach Alpha coefficients greater than 0.7 indicating that the data collected is consistent and reliable (Table 4).

Table 4: Reliability Analysis for Entrepreneurship Factors

Instrument	Cronbach Alpha	Total Items
Factor 1: Environment	0.885	4
Factor 2: Capital	0.928	5
Factor 3: Training	0.900	4
Factor 4: Customer Focus	0.772	6
Factor 5: Management Knowledge	0.843	5
Factor 6: Marketing Knowledge	0.868	3
Factor 7: Cooperation	0.878	3

Entrepreneurship Factors

As a result of tests on 30 variables using Principal Component Analysis with Varimax rotation, seven factors were identified as factors that encouraged small farmers to become entrepreneurs. These factors are (1) Environment, (2) Capital, (3) Training, (4) Customer Focus, (5) Management Knowledge, (6) Marketing Knowledge, and (7) Cooperation. All these factors met the selection criteria with eigen values exceeding 1. The percentage of variance explained by the factors is shown in Table 5 and the cumulative variance was 75.1 per cent.

Table 5: Percentage of Variance Explained

Factor	Eigen Value	Variance Explained
(1) Environment	4.279	14.26
(2) Capital	4.022	13.41
(3) Training	3.160	10.53
(4) Customer Focus	3.114	10.38
(5) Management Knowledge	3.098	10.33
(6) Marketing Knowledge	2.547	8.49
(7) Cooperation	2.302	7.67
Cumulative (%)		75.1

Factor 1: Environment: This factor explained about 14.26 per cent of the total variance. Contains four variables that have a loading factor of around 0.794 to 0.863. The four variables consisted of (1) reduce environmental pollution, (2) environmental protection through agricultural activities, (3) the use of organic resources, and (4) reduce the use of pesticides. The highest score of 0.863 was obtained by variable (1), while the lowest score of 0.794 was obtained by variables (3) and (4). There were three variables that were excluded from this factor as the variables had higher loading factor in Factor 4: Customer Focus as shown in Table 6. Analysis shows that the environment is among the drivers of an individual's involvement in agriculture. Involvement in farming assists them towards environmental sustainability through the use of organic resources, minimal pesticides and ability to provide safe and high quality food products to consumers.

Factor 2: Capital or Funds: Contains five variables. The variables include (1) the need for funds or government grants, (2) initial capital requirements, (3) loan facility, (4) working capital needs and (5) the need for subsidies. Among the five variables, the variable (1) had the highest score of 0.860 while the fifth variable had the lowest score of 0.806. The findings from this analysis shows that funds or financial resources are needed to allow farmers to carry out large-scale agricultural activities and further involve themselves in agribusiness. This factor explained about 13.41 per cent of the total variance.

Table 6: Factor Analysis for Entrepreneurship

Variables	Factor						
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Reduce environmental pollution	0.863						
Taking care of the environment through farming	0.820						
Use of organic resources	0.794						
Reduce the use of pesticides	0.794						
The need for support / government funds		0.860					
Initial capital requirements		0.856					
The need for working capital		0.817					
The need for subsidies		0.806					
Training to increase the quantity / quality of produce			0.865				
Marketing courses			0.865				
Cultivation courses			0.859				
Market consultant guidance			0.675				
Product branding				0.814			
Value added to the product				0.758			
Efforts to meet customer needs	0.513			0.626			
Efforts to improve the quality of agricultural produce	0.500			0.577			
Efforts to reach the recommended quality	0.550			0.560			
Efforts to understand the needs of customers				0.527			
Knowledge of farming					0.810		
Knowledge of farm management					0.789		
Farming skills					0.780		
Experience in farming					0.647		
Marketing knowledge					0.576		
Experience in marketing of farm produce						0.859	
Marketing skills						0.837	
Guidance from crop consultants						0.740	
Sharing of information between dealers and dealers							0.860
Collaborative relationships in farming and marketing activities							0.787
Networks and networking in farming activities							0.762

Factor 3: Training: This factor accounted for about 10.53 per cent of the total variance in the factor analysis conducted. There were four variables in this factor consisting of (1) Training to increase the quantity/quality of produce, (2) Courses on marketing, (3) Courses on cultivation and (4) Guidance from market consultants. Variables (1) and (2) had the highest score of 0.865 among the variables in this factor while variable (4) had the lowest score of 0.675. The analysis shows that the training factor was a key booster of participation in agribusiness. Training is needed to overcome the weaknesses and shortcomings from the production stage to the marketing stage.

Factor 4: Customer Focus: The fourth factor had six variables and explained 10.38 per cent of the total variance. The six variables were (1) Product branding, (2) Product value added, (3) Efforts to fulfil customer requirements, (4) Efforts to improve the quality of agricultural produce, (5) Efforts to achieve the recommended quality, and (6) Efforts to understand the requirements of customers. For this factor, variable (1) obtained the highest score of 0.814 while the lowest score of 0.527 was obtained by variable (6). On the whole, this factor was fundamental to the success of agricultural entrepreneurs in the business world because business is highly dependent on the customer. Understanding of customer needs and wants helps entrepreneurs to improve their market and thus provide better returns to them.

Factor 5: Management Knowledge: Describes about 10.33 per cent of the total variance analysis carried out. This factor has five variables, namely (1) Knowledge in farming, (2) Knowledge in farm management, (3) Farming skills, (4) Experience in farming, and (5) Knowledge in marketing. Variable (1) Knowledge in farming had the highest score of 0.810 compared to the other variables. The lowest score was obtained by variable (5), i.e., marketing knowledge with a score of 0.576. The analysis shows that knowledge in farming, management knowledge, skills as well as experience, are key elements for small farmers to participate in the agribusiness field.

Factor 6: Marketing Knowledge: Consists of three variables, namely (1) Experience in marketing of farm produce that had the highest score of 0.859, (2) Marketing skills, and (3) Guidance from crop consultants that scored the lowest score (0.740). The analysis shows that marketing experience is important in helping agro-entrepreneurs market their crops more effectively and efficiently.

Factor 7: Cooperation: This factor contributed about 7.70 per cent of the total variance in the description of this factor analysis. Contains three variables that have a factor loading of between 0.762 and 0.860. Variable (1) Sharing of information between entrepreneurs and traders had the best score of 0.860, followed by variable (2) Cooperation in farming and marketing activities of 0.787, and finally variable (3) Network and networking in farming activities with a score of 0.762. This shows that small farmers believe in cooperation in information sharing, exchange of ideas, experience and others so that positive impact on farming and marketing activities is generated.

CONCLUSION

Factor analysis has identified the seven factors that encouraged the involvement of small farmers in the field of entrepreneurship. These factors were environment, capital, training, customer focus, management knowledge, marketing knowledge and cooperation. Based on the findings of this study, the factor capital, consisting of initial capital requirements and working capital as well as loans, is among the factors to be given attention because it is among the constraints that prevented many small farmers from expanding agricultural activities and engaging in the business world.

In addition, training, workshops and courses related to farming and agribusiness activities need to be undertaken by government agencies, thus increasing their productivity, skills and competence of farmers and agro-entrepreneurs in their respective fields. Continuous monitoring by the responsible agency should be followed by training programmes, workshops and courses. This is to ensure that all inputs received during the training, workshops or courses are practised in the farm or business of the participants, and in turn, ensure returns on every cent of investment made by the government.

Meanwhile, entrepreneurs and traders should also play a proactive role to equip themselves with knowledge on management and marketing. Knowledge on management and marketing is crucial in ensuring the success of the business to be undertaken. This knowledge could be acquired through courses organised either by the government or private sectors, as well as through sharing of experiences and information with those who have been involved in the relevant agribusiness fields. These information and experiences could help agro-entrepreneurs face challenges in the business world.

In addition, attention should be given to efforts to produce more farmers to venture into agro-entrepreneurship in the future. Efforts to attract young people should be doubled by providing more comprehensive exposure starting from primary education and extending to secondary and tertiary levels. The subject of entrepreneurship and agriculture should be a compulsory or core subject to create interest in the field of agriculture and entrepreneurship that could become an alternative career to salaried jobs upon completion of schooling or graduation.

The involvement of young people in the agricultural sector should be improved to transform the sector and make it more competitive in the future. A paradigm shift needs to be implemented because the results of this study shows that the agricultural sector is still dominated by the older group when about 71.6 per cent of the respondents who were interviewed was 40 years or older. These findings are in line with the findings of studies conducted by previous researchers.

Due attention should be given by the relevant authorities to the factors that have been identified to ensure that a culture of entrepreneurship and business prevails among farmers in Malaysia. This is consistent with the efforts of the government to increase the per capita income of the population towards a high-income economy by 2020.

Acknowledgements

The writer would like to thank to Muhammad Hasmi Abu Hassan Asaari, Noorliza Karia and Anees Jane Ali@Hamid from Universiti Sains Malaysia for carrying out this study on behalf of the Federal Agricultural Marketing Authority. Thanks are also due to Dr. Bisant Kaur for reviewing the early draft of this article and making constructive suggestions to enable its publication.

References

- Adenutsi, D. E. (2009). *Entrepreneurship, job creation, income empowerment and poverty reduction in low-income economies*. Paper presented at the Inaugural/1st Induction Programme of the Chartered Institute of Economists of Ghana. Retrieved from http://mpira.ub.uni-muenchen.de/29569/1/MPRA_paper_29569.pdf
- Ahmad, R. H. (2001). *Pengaruh sumber-sumber sokongan ke atas kejayaan peniaga kecil Melayu di Pulau Pinang* (Unpublished master's thesis). Universiti Sains Malaysia.
- Ahmad, Z. J. (2000). *Ke arah mempertingkatkan latihan dan kemahiran bumiputera dalam perniagaan agihan*. Unpublished paper presented at the Konvensyen Penyertaan Bumiputera dalam Industri Perdagangan Pengeedaran, Kuala Lumpur.
- Ariff, H. M., Fatimah, M. A., Mustapha, R. A. N., Hassan, M. I. A., Yew, T. S., Kuperan, K., et al. (1985). *Fish marketing in Peninsular Malaysia*. Kuala Lumpur: Lembaga Kemajuan Ikan Malaysia.
- Azmi, A. M., Nik, H. O., & Lee, K. Y. (2012). Faktor kritikal kejayaan usahawan dalam perniagaan. *Journal of Social Sciences & Humanities*, 7(1), 34-45.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-95.
- Buang, N. A. (2002). *Asas keusahawanan*. Shah Alam, Selangor: Penerbit Fajar Bakti.
- Covin, J. G., & Slevin, D. P. (1991). A conceptual model of entrepreneurship as firm behavior. *Entrepreneurship Theory & Practice*, 16(1), 7-25.
- Department of Statistics Malaysia. (2009). *Siaran khas penyiasatan tenaga buruh usahawan di Malaysia*. Kuala Lumpur: Author.
- Drucker, P. (1985). *Innovation and entrepreneurship: Practice and principles*. New York: Harper and Rowe.
- Fatimah, M. A. (1992). Padi and rice policy in Malaysia: Its evolution and impact. In King, V. T., & Mohd, N. (Eds.), *Rural development in Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka.

- Fatimah, M. A. (2000). *Prospek pemasaran secara terus komoditi pertanian pekebun kecil*. Retrieved from http://www.econ.upm.edu.my/~fatimah/dir_mktg.htm
- Gregoire, D., Dery, R., & Bechard, J. P. (2001). *Evolving conversation: A look at the convergence in entrepreneurship research*. Unpublished paper presented at the Babson Kaufmann Frontiers of Entrepreneurship Research Conference, Jonkoping, Sweden.
- Harper, M. (1991). The role of enterprise in poor countries. *Entrepreneurship Theory & Practice*, 15(4), 7-11.
- Hutcheson, G., & Sofroniou, N. (1999). *The multivariate social scientist: Introductory statistics using generalized linear models*. Thousand Oaks, CA: Sage Publications.
- Jensen, J. L., & Havnes, P. A. (2002). Public intervention in the entrepreneurial process: A study based on three Norwegian cases. *International Journal of Entrepreneurial Behavior & Research*, 8(3), 173-183.
- Jo, H., & Lee, J. (1996). The relationship between an entrepreneur's background and performance in a new venture. *Technovation*, 16(4), 161-211.
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
- Kamisan, G., & Nek Kamal, Y. Y. (2009). The influence of personality and socio-economic factors on female entrepreneurship motivations in Malaysia. *International Review of Business Research Papers*, 5(1), 149-162.
- Kuratko, D. F., & Hodgetts, R. M. (2004). *Entrepreneurship: Theory, process, practice*. Ohio: South-Western Publisher.
- Lee, J., & Chan, J. (1998). Chinese entrepreneurship: A study in Singapore. *Journal of Management Development*, 17(2), 131-141.
- Lussier, R. N. (1995). A nonfinancial business success versus failure prediction model for young firms. *Journal of Small Business Management*, 33(1), 8-20.
- Maidique, M. A., & Zirger, B. J. (1985). The new product learning cycle. *Research policy*, 14(6), 299-313.
- Makhbul, Z. M., & Hasun, F. M. (2011). Entrepreneurial success: An exploratory study among entrepreneurs. *International Journal of Business & Management*, 6(1), 116-125.
- Markman, G. D., & Baron, R. A. (2003). Person-entrepreneurship fit: Why some people are more successful as entrepreneurs than others. *Human Resource Management Review*, 13(2), 281-301.

- Meredith, G. G., Nelson, R. E., & Neck, P. A. (1982). *The practice of entrepreneurship*. Geneva: International Labor Office (ILO).
- Monibo, A. S., & Kilby, P. (1998). Succession-related mortality among small firm in Nigeria. *Journal of Entrepreneurship*, 7(2), 133-151.
- Norhasni, Z. A. (2007). *Belia usahawan tani siswazah: Isu dan cabaran*. Serdang: Universiti Putra Malaysia.
- Norsida, M., & Azimi, H. (2007). *Keperluan program pendidikan pertanian di kalangan beliatani di kawasan luar bandar*. Serdang, Selangor: Universiti Putra Malaysia.
- Nunnally, J. C., & Bernstein, I. (1994). *Psychometrics theory*. New York: McGraw Hill.
- Nurulhuda, C. A., & Ramlee, M. (2009). Kajian kes usahawan tani industri kecil sederhana (IKS) bumiputera di Terengganu. *Jurnal Pendidikan Malaysia*, 34(2), 143-165.
- Osborne, R. L. (1995). The essence of entrepreneurial success. *Management Decision*, 33(7), 4-9.
- Sahri, Y. M. M. (2007). *Keusahawanan di Malaysia*. Retrieved 24 August, 2007, from http://ms.wikipedia.org/wiki/keusahawanan_di_Malaysia
- Santos, J. R. A. (1999). Cronbach's alpha: A tool for assessing the reliability of scales. *Journal of Extension*, 37(2), 1-5.
- Sekaran, U. (2003). *Research methods for business: A skill building approach* (4th ed.). New York: John Wiley & Sons, Inc.
- Sofian, M. A., & Nawawi, M. J. (2007). *The right approach to train art entrepreneur in creative industry*. Unpublished paper presented at the 4th SME's in Global Economy Conference 2007, Kuala Lumpur..
- Sternberg, R., & Wennekers, S. (2005). Determinants and effect of new business creation using global entrepreneurship monitor data. *Small Business Economics*, 24(3), 193-203.
- Yusuf, A. (1995). Critical success factors for small business: Perceptions of South Pacific entrepreneurs. *Journal of Small Business Management*, 33(2), 68-74.
- Zahra, S. A. (1991). Predictors and financial outcomes of corporate entrepreneurship: An exploratory study. *Journal of Business Venturing*, 6(4), 259-285.

JOURNAL OF AGRIBUSINESS MARKETING

Notes for Contributors

Journal of Agribusiness Marketing provides a forum for scholarly works in Agribusiness Marketing. Acceptable manuscripts should have a relationship to agribusiness and agricultural marketing, including supply and demand analysis, price analysis, distribution system, supply chain management, logistics, grading, quality management, agricultural and food trade, food safety and marketing policies.

Journal of Agribusiness Marketing is published once a year in December by the Federal Agricultural Marketing Authority (FAMA), which has its headquarters at Bandar Baru Selayang, Selangor, Malaysia.

The Journal welcomes articles based on original research as well as review papers in agribusiness marketing. Papers submitted should be original works not previously or simultaneously published or being considered for publication in any journals.

Electronic submission is requested. Please send a pdf or Word file of the manuscript and all supporting documents via e-mail to:

The Chief Editor
Journal of Agribusiness Marketing
e-mail: bisant@fama.gov.my

SUBMISSION GUIDELINES

All papers must meet the following requirements to be considered for publication:

COVER LETTER

In a cover letter to the editor, the author must state that the material has not been published, and is not being considered for publication elsewhere. If this is not clear, the author should provide an explanation of the publication status of the manuscript.

TITLE PAGE

In order to protect their anonymity in the review process, authors should avoid identifying themselves in the manuscript. A separate title page should be attached including the full title, names and affiliations of the author(s); a running title not exceeding 75 letters; an abstract of not more than 200 words; and the name, full postal address and e-mail of the authors. Only the title is included on the first page of the text.

BIOGRAPHY

A short autobiography of the authors should be included.

MANUSCRIPTS

Papers should be written as concisely as possible and all materials, including footnotes, tables, quotations and references, should be typed in double-spacing on one side of white A4 size paper-210x297mm and with a margin of 4cm on all sides. Articles should not exceed 30 A4 size papers of type-written script with 4cm margin, including figures, tables and illustrations. The text and references should be checked thoroughly for errors before submission. It is the responsibility of the author to ensure that the typescript is correct in style, syntax and spelling. The text should be in Times New Roman size 12 and should be submitted as a Microsoft Word file. Submissions in both English and Malay will be accepted.

SUMMARY

A summary not exceeding 200 words should follow immediately after the title of the paper. The summary should be in both English and the Malay Language. Foreign writers not conversant in Malay can submit the summary in English. The editorial board will undertake the translation of the summary to Malay.

KEY WORDS

The author should include not more than eight key words, in alphabetical order.

STYLE

Papers should be prepared with the headings: **Introduction, Literature Review, Methodology, Findings and Conclusions** in that order.

SPELLING

Spelling of words should follow the British system.

FOOTNOTES

Footnotes should be minimised. Where absolutely necessary, footnotes are to be numbered consecutively in the text and gathered at the bottom of each corresponding page. Footnotes should be only explanatory and should not be used for citations or for directing the reader to a particular work.

REFERENCES

All references are to be placed in alphabetical order, in a list at the end of the paper entitled "References". Only cited works are to be included in the reference list. All citations should appear in the text and contain the author's name and date of publication and page numbers given when necessary. Citations are to be inserted parenthetically, e.g. (Hilmi, 1983).

The APA 6th edition system should be used. Examples are:

King, M. (2000). *Wrestling with the angel: A life of Janet Frame*. Auckland, New Zealand: Viking.

Gibbs, M. (2005). The right to development and indigenous peoples: Lessons from New Zealand. *World Development*, 33(8), 1365-1378.

TABLES

Tables should be numbered consecutively with Arabic numerals and headed with short titles. They should be inserted in the manuscript. Explanatory notes should be typed immediately below the table.

FIGURES

Figures should be numbered consecutively with Arabic numerals. The title and the figure number shall be written below the figure.

UNIT OF MEASURE

Metric units are to be used for all measurement. In the instance where local units need to be used their metric equivalent should be indicated as a footnote. Also when local currencies are used the US dollar equivalent should be indicated.

ABBREVIATIONS

Any words to be abbreviated should be written in full when first mentioned followed by the abbreviation in parentheses.

ILLUSTRATIONS

All illustrations should be submitted as sequentially numbered figures. Illustrations should not be inserted in the manuscript but supplied either after the main body of text or uploaded as separate files.

ACKNOWLEDGEMENTS

Acknowledgements should appear at the end of the text before references.