

STRATEGIC WAYS TO ATTRACT CHICKEN SUPPLIERS TO LOWER THE  
PRICE OF CHICKEN

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A report submitted  
in partial fulfillment of the requirements for the degree of  
Bachelor of Technopreneurship with Honours

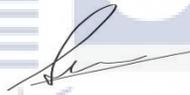


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## DECLARATION

I declare that this thesis entitled “STRATEGIES TO ATTRACT CHICKEN SUPPLIERS TO LOWER THE PRICE OF CHICKEN” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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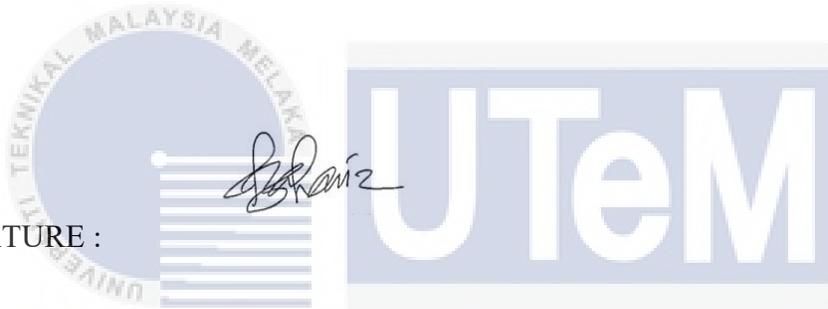
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## APPROVAL

I hereby declare that I have checked this report entitled “STRATEGIC WAYS TO ATTRACT CHICKEN SUPPLIERS TO LOWER THE PRICE OF CHICKEN ” and in my opinion, this thesis complies with the partial fulfilment for awarding the award of the degree of Bachelor of Technopreneurship with Honours.

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## DEDICATIONS

This entire project is dedicated to my mother Rozila binti Ramli, who has been my biggest supporter and able to give me her wisdom and ideas for this project until it was completed, and to my father, Nor Azman bin Ishak who has also been my biggest supporter alongside my mother, giving me encouragement, raising me up back again when I was having drawbacks and showed me that every difficulty has its ending. I have poured my very soul into this project, and it could not be done without my supervisor, Dr. Nor Azah Binti Abdul Aziz, who pushed me into finishing this project successfully. Although I had some minor drawbacks, my enthusiasm for finishing this project has never lacked and I had most determined to make it as perfect as possible. Adding to that, I am also grateful for my friends who have stuck by me, finishing their own projects, and giving encouragement and hope to each other that helped me finish my paper successfully.



## ACKNOWLEDGMENT

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## ABSTRACT

This research aims to find out strategies to attract chicken suppliers to lower the price of chicken. The focus of the study is to identify the effectiveness of strategies to attract chicken suppliers to lower the price of chicken. This study was conducted using analytical methods quantitative and data collection was carried out in Melaka. The survey method is used as a method to collect and obtain authentic data information about strategies to lower the price of chicken. A total of 201 respondents and data that has been collected using google form has been distributed online. By using analyzed SPSS, Reliability, Pearson Correlation Analysis and Multiple Regression Analysis. The findings and results of the study show that most respondents gave good feedback by providing strategies that can be highlighted so that chicken suppliers can lower the price of chicken sold. The results findings show only one independent variables had a significant relationship , while the three other show not significant with the lower the price of chicken. With government make a contract with chicken suppliers becomes the most significant strategies in lower the price of chicken. However, there are some limitations such as people not cooperating when answering questionnaires and make the data collection process slow. The practical implication of this study is to find strategies that are appropriate to encourage chicken suppliers to lower the price of chicken to a cheaper one.

Keywords: Strategies to lower the price of chicken

## ABSTRAK

Penyelidikan ini bertujuan untuk mengetahui strategi untuk menarik pembekal ayam bagi menurunkan harga ayam. Fokus kajian adalah untuk mengenal pasti keberkesanan strategi untuk menarik pembekal ayam bagi menurunkan harga ayam. Kajian ini dijalankan menggunakan kaedah analisis kuantitatif dan pengumpulan data telah dijalankan di Melaka. Kaedah tinjauan digunakan sebagai kaedah untuk mengumpul dan mendapatkan maklumat data sahih tentang strategi untuk menurunkan harga ayam. Seramai 201 responden dan data yang telah dikumpul menggunakan google form telah diedarkan secara online. Dengan menggunakan menganalisis SPSS, Kebolehpercayaan, Analisis Korelasi Pearson dan Regresi Berganda Analisis .Dapatan dan hasil kajian menunjukkan kebanyakan responden memberikan maklum balas yang baik dengan memberikan strategi yang boleh diketengahkan supaya pembekal ayam dapat menurunkan harga ayam yang dijual. Empat pembolehubah iaitu harga makanan organik, harga terapung ayam dan telur, subsidi ayam dan telur dan kerajaan membuat kontrak dengan pembekal ayam diukur untuk menyiasat samada strategi ini mampu menarik pembekal ayam menurunkan harga ayam. Dapatan keputusan menunjukkan hanya satu pembolehubah bebas yang mempunyai hubungan yang signifikan, manakala tiga lagi menunjukkan tidak signifikan dengan harga ayam yang lebih rendah. Dengan kerajaan buat kontrak dengan pembekal ayam menjadi strategi paling ketara dalam menurunkan harga ayam. Walau bagaimanapun, terdapat beberapa batasan seperti orang tidak memberi kerjasama semasa menjawab soal selidik dan menjadikan proses pengumpulan data menjadi perlahan. Implikasi praktikal kajian ini adalah untuk mencari strategi yang sesuai untuk menggalakkan pembekal ayam menurunkan harga ayam kepada harga yang lebih murah.

Kata kunci : Strategi untuk menarik pembekal ayam bagi menurunkan harga ayam

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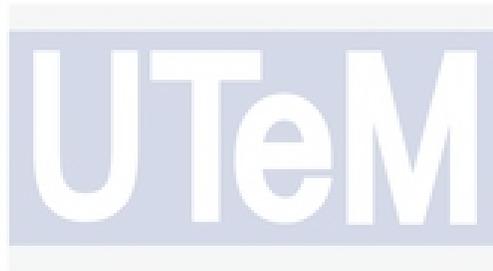
## LIST OF ABBREVIATIONS

ABBREVIATIONS	TITLE
SPSS	Statistical package for the social sciences
AKHAP	and Anti profiteering Act
CI	Consumers worldwide
FLFAM	Federation of Breeders' Associations of Malaysia
FOMCA	Federation of Malaysian Consumer Associations
MAFS	Ministry of Agriculture and Food Security
TPB	Theory of Planned Behavior
UTeM	Universiti Teknikal Malaysia Melaka



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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## CHAPTER 1

### INTRODUCTION

Over the past few years, the price of raw materials such as chicken has been volatile given the unstable world economy. State the strategic ways to attract chicken suppliers to lower the price of product or service.

#### 1.1 Introduction

This chapter is about the introduction to the research done. In this research there is also the background of the study. In addition, this study has a statement of the problem that is the purpose of the research. In addition, there are research questions, research objectives, scope of study, significant of study, operational definition, organization of research and summary.

#### 1.2 Background of study

According to Paul A. Samuelson in the book Economics (1948) states that economics is the study of how people and societies choose with or without money, use limited productive resources that can have alternative uses, to produce various commodities over time and distribute them for use now and in the future(A.

Samuelson,1948). Therefore, Malaysia also feels all the problems that occur in the world economy. Since the world economy is growing, people need to take precautions in



controlling their spending. The increase in the price of goods occurs all over the world including in Malaysia. This is so because the increase in costs that the supplier has to bear will cause an item to experience an increase in price. However, if the price of an item falls, it is not too sudden. An increase in the price of goods indicates an increase in the cost of living. According to Abdul Shukor Abdullah, Director General of the National Population and Family Development Board (LPPKN), more than 70% of family institutions in the country are under financial stress and high family tensions as a result of the COVID-19 pandemic (Tanzizi, 2022). The main difficulty that can be seen after the Covid 19 pandemic is the financial dilemma. Many Malaysians are unemployed and unable to support their families. As a result, they have to tie their stomachs and cannot spend extravagantly. They will be in trouble if they don't plan wisely. However, they should manage their finances wisely and decide whether their needs or wants are more important. This is due to the increase in the price of raw materials which also affects the people. There is a lot of stuff these days, and the cost has skyrocketed. People will get caught up in this stuff if it doesn't get out of hand. Therefore, consumers need to adopt a more prudent lifestyle (Farah Izureen Izhar, 2022).

According to planning and analysis expert, Farid Affandi, the increase in interest rates in countries where household debt is not too high causes many people to save, thus reducing the demand for goods and further stabilizing prices (Mustakim, 2023). Bank Negara Malaysia's move to increase the OPR for the third time in a year to control the rate of inflation also has an impact on the people. This will also cause the price of certain goods in terms of food and services to increase. Since a large amount of money is needed to continue life, increasing the OPR is not a solution to the problem of high commodity prices. According to Armin Baniaz Pahamin, head of the Malaysian Economic Movement, the issue arose because people's spending and loans got more expensive, leading in a decline in demand for commodities (Ilah Hafiz Aziz, 2023).

The increase in the price of chicken products and services is also caused by the fall in the value of the Malaysian ringgit currency which has an impact on the increase in import prices. According to Economics expert, Dr Nungsari Ahmad Radhi said, the situation also has an impact on investor confidence which affects the flow of money in and out (AZIS, 2022). This is due to the fact that the more investors that come in, the stronger the ringgit becomes. The same is true for trade, if exports support the ringgit, many imports do not, and all imported commodities, including food, become more expensive. However, exporters increased since the ringgit value climbed. Strictly speaking, as the value of the Malaysian currency falls, imported goods or products become more expensive. since of the declining ringgit exchange rate, imported products supplied in Malaysia are more expensive since Malaysia will issue more money to pay for the goods.

### 1.3 Problem statement

The price of wet goods such as chicken is now seen as a public concern. This is because chicken is a basic item that many people buy every day. Animal feed prices will remain high in 2023, according to Ng Pei Fen (MIDF Research Analyst), due to rising corn and soybean prices (Wartawan BH, 2023). However, the price of chicken has increased due to the increase in the cost of livestock products such as care tools and chicken feed. Suppliers are forced to sell chicken to traders at high prices to avoid them losing money. According to N. V. Subbarow, Education Officer of the Penang Consumers Association (CAP), FAMA must act as a competitor to the breeders who are classified as giant chicken players in order to stabilise prices because the price for a chicken now ranges from RM10.40 to RM11.50 per kilogramme, exceeding the RM8.90 ceiling limit set (Utusan, 2022). If this matter is not curbed, this problem will definitely be felt by those with low incomes. Therefore, my study is about examining traders who have to raise the price of chicken to make a profit. In addition to the increase in the price of raw chicken, the price of raw chicken eggs increased due to Malaysia's restricted food supply. According to MIDF Research analyst Genevieve Ng

Pei Fen, in addition to the limited domestic supply, the spread of global avian flu has caused a decline in egg supply in other countries, potentially raising the price of imported eggs in Malaysia. According to him, the current price of ayam is RM10.45 per kilogramme, while the price of telur gred A is 47 sen sebiji, gred B (45 sen sebiji), and gred C (44 sen sebiji)(Alias, 2023). The price of chicken increased as a result of the price of chicken feed being too expensive. Chicken staple food imported from abroad caused chicken suppliers to suffer losses because they had to ration the food because they could not cover the cost of bran which was too expensive. This is the problem that researchers want to study about strategies to attract chicken suppliers to lower chicken prices

#### 1.4 Research Questions

The purpose of this study is to find factors that cause an increase in the price of chicken sold by suppliers. In addition, to find out strategies that can be used to attract chicken suppliers so as to be able to lower the price of raw chicken.

1. What strategic ways can be used by chicken suppliers to lower the price of chicken.
2. What is the relationship between the application of the strategies ways and the price of the chicken.
3. What is the most significant strategic way to lower the price of the chicken.

## 1.5 Research Objectives

The purpose of this study is to identify strategic approaches that chicken suppliers can utilise to reduce the price of chicken. The objectives of this study are shown below

1. To investigate strategies that can be used by chicken suppliers to lower the price of chicken.
2. To analyse the relationship between the application of the strategic ways and the price of the chicken.
3. To investigate the most significant strategic way to lower the price of the chicken.

## 1.6 Scope of study

In the scope of the study, the researcher will study the effectiveness of strategies to attract chicken suppliers to lower the price of chicken. The scope of this study focuses on methods that can attract chicken suppliers to reduce the price of chicken sold to customers. This research will be conducted around the state of Melaka and targeting chicken suppliers around Melaka. The researcher assumes that this target group can provide thoughtful opinions.

## **1.7 Significance of study**

The importance of a study should trigger the reader's interest. The research done by the researcher should be understandable by the reader in relation to what the researcher studies.

### **1.7.1 Theoretical significance**

The importance and relevance of a certain theory within a given field of study is referred to as theoretical significance. It denotes the potential influence and contributions that a theory can make to our explanation of phenomena, the production of new knowledge, and the overall advancement of the discipline.

#### **1.7.1.1 Explanations and predictions**

Prices for chicken products are becoming increasingly worrying due to various factors causing chicken suppliers to raise the price of chicken. So many theories are used to explain observed phenomena and make predictions about the price of chicken

#### **1.7.1.2 Paradigm shift**

Sometimes, a theory may have such profound implications that it challenges existing paradigms or ways of thinking in a field. A theory that introduces a transformative idea or changes the basic understanding of a subject is considered very significant.

### 1.7.2 Practical significance

The real-world consequences, applications, and advantages of research findings or theoretical frameworks are referred to as their practical importance. It focuses on the practical effects of information or interventions on individuals, communities, organisations, or society as a whole. While theoretical significance emphasises scientific growth within a topic, practical significance emphasises the practical outcomes and value of that information.

In the research study, the researcher wants to know the effectiveness of this strategy in ensuring that chicken suppliers are interested in reducing the price of chicken. The effectiveness of these strategies can be assessed with practical importance assessed by considering the magnitude or size of the effect, as well as its relevance and implications in everyday life settings. It involves assessing whether an observed effect or relationship is large enough to have practical implications in order to influence decision making.

For example, in planning strategies to attract the interest of chicken suppliers, we should make considerations where the things we need to take into account are profit and loss. This situation where the supplier also needs to make a profit by avoiding large losses. So the researcher should identify the method or strategy that gives the proper value of effectiveness in ensuring a win-win situation.

### 1.8 Operational definitions

A clear and concise thorough definition of a measure is an operational definition. When gathering all forms of data, operational definition is critical. It is especially critical when deciding whether something is right or bad, or when performing visual inspections where there is possibility for error. An operational definition, on the other hand, provides an evident, precise, and communicable meaning to a concept that is used to assure thorough knowledge of the idea by detailing how the notion is measured and

applied within a specific set of circumstances. In other words, operational definition is to provide objective and concrete items that are used to measure related concepts.

The purpose of operational definition is to provide a clearer explanation, understandable by listeners and agreeable about what the researcher observes and measures. This will allow people to collect, analyze and interpret data in a consistent way.

### **1.8.1 Strategies to attract chicken suppliers to lower the price of chicken**

According to Strategy - Definition and Features, (2015) strategy is an action taken by managers to achieve one or more organizational goals. To plan a strategy, it is important to remember that decisions are not made in a vacuum and any action taken by the company is likely to provoke a reaction from those affected, be it competitors, customers, employees or suppliers (Strategy - Definition and Features, 2015). According to Definition of Poultry Dealer, (2023) chicken suppliers are individuals or businesses that offer chickens for various purposes such as meat or egg production are known as chicken suppliers. They can be farmers who raise domestic chickens, especially chickens, for eggs or meat (Definition of Poultry Dealer, 2023). According to Mean Price, (2023) price is the equivalent of money spent on various commodities or items. It is commonly expressed using the term currency (Mean Price, 2022).

#### **1.8.1.1 Price of organic food**

According to Robinson, (2022) organic food is food and beverages prepared in accordance with organic farming guidelines. Organic farming practices promote resource conservation, ecological balance, and biodiversity conservation. Private gardening is not the same as organic food production. The term "organic" refers to the methods used to raise and process agricultural products. Organic crops must be farmed without the use of synthetic herbicides, pesticides, and fertilisers, as well as genetically modified organisms (GMOs). Organic animals bred for meat, eggs, and dairy products

must be raised in environments that allow for their normal behaviours and fed organic feed and forage(Robinson, 2022).

### **1.8.1.2 Subsidies of chicken and eggs**

A subsidy is a financial grant made by the government or a person to an entity in order to promote a social good or an economic objective. It can be direct, like cash payments, or indirect, like tax advantages(B DEFiNiNG SUBSiDiES, 2006).Chicken subsidies are financial aid provided by the government to the chicken business to boost its production and operations.Chicken subsidies are financial aid provided by the government to the chicken business to boost its production and operations. These subsidies may take the form of indirect agriculture subsidies, implicit subsidies, or pandemic support. Contracting systems are also used in the chicken industry to standardise production practises and produce a uniform commodity(Shapiro, 2013).

### **1.8.1.3 Floating price of chicken and eggs**

According to Lucas Downey (2022) floating prices can be used in various financial instruments, such as swap contracts, where the floating price is the part that is affected by the level of variables, such as interest rates, currency exchange rates or asset prices. In the context of floating price of chicken and egg is according to Kamble, (2021) the floating price of chicken refers to the variable or fluctuating cost of chicken in the market.

### 1.8.1.4 Government make a contracts with a chicken suppliers

According to Law Insider (2023) contracting government means any government which has deposited an instrument of ratification or has given notice of adherence to this convention(Contracting Government Definition: 151 Samples | Law Insider, 2023).When the government enters into a contract with a chicken supplier, it is effectively engaging into an arrangement with a live poultry dealer or firm to purchase live poultry for a variety of reasons, such as food production or research.It is simply a contract with a live poultry dealer or firm to purchase live chickens for a variety of uses. To standardise production practises and generate a uniform commodity, the chicken business use contracting systems and vertical integration.

### 1.9 Organization of research



In the organization of research section, it shows the steps taken by the researcher from beginning to end

## 1.10 Conclusion

The first chapter of this thesis opens with the background of the study and then identify strategies to attract chicken suppliers to lower the price of chicken. This is followed by a problem statement, research objectives, research questions, research importance, the scope of the study, the significance of the study, the theoretical importance, the practical importance of the research organization. This chapter ends with organization research.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

Initial ideas and research relevant to the research topic are highlighted in this chapter. Researchers use reference materials such as articles as a guide when writing this chapter. These resources are used by researchers to better understand and contextualize the research conducted.

#### 2.2 Literature review

A literature review is a piece of academic writing exhibiting knowledge and understanding of the academic literature on a certain issue, placed in context.

##### 2.2.1 Organic food

The price plays an important and complex role in consumers' evaluation of a product. On the one hand, the price is seen as a cost, representing the amount of money consumers have to sacrifice for a transaction (Lichtenstein, Ridgway, & Netemeyer, 1993). In the case of organic food products, prices are usually higher compared to conventional products (Michelsen, Hamm, Wynen, & Roth, 1999), and thus imply an additional cost for consumers. On the other hand, the price is often perceived as a quality signal (Erickson & Johansson, 1985; Völckner & Hofmann, 2007). A high price can be perceived favourably when consumers believe that the price of the product is positively related to its quality (Lichtenstein et al., 1993). Previous studies have found that consumers have higher quality expectations regarding organic food products compared

to conventional alternatives (Grunert & Andersen, 2000; Scholderer, Nielsen, Bredahl, Claudi-Magnussen, & Lindahl, 2004). In the organic food context, the price topic has been approached differently by different scholars. Zanolini and Naspetti (2002) found that, although all consumers link the high prices of organic products to unfavourable consequences for the household budget, higher prices are mentioned less often as a problem by regular than by occasional organic consumers. Similarly, other researchers have found that the price becomes less important when consumers start to buy organic products more regularly, their experience increases and organic food becomes a lifestyle choice (Aschemann, Hamm, Naspetti, & Zanolini, 2007). Based on their study, Van Herpen, Van Nierop, and Sloot (2012) even concluded that price has no significant effect on the market share of organic foods. In contrast, Bezawada and Pauwels (2013) found that organic sales increase strongly with lower regular prices, even for the “core” organic segment, i.e., consumers with high intrinsic value for organics. The authors suggest that although core organic consumers have much experience with buying and consuming organic products, the greater perceived benefits do not convince them to buy organics at any cost. Hence, reducing the regular price of organic products would not only be effective for non-buyers or less experienced organic buyers, but it would also stimulate core buyer purchase. A study by Ngobo (2011) adds further complexity to this picture, finding that price has an inverted U-shape relationship with the purchase of organic products. In other words, up to a certain point higher prices lead to increased demand, but after this point demand decreases with increasing price. This suggests that consumers find a price premium for organic products acceptable, even appropriate, up to a certain point. Ngobo also found that sales promotion has a negative influence on the choice of an organic brand and on the number of units bought. Studies employing a microeconomic approach to analysing the demand response to the price of organic food (i.e., the price elasticity of demand) also report mixed findings. Monier, Hassan, Nichèle, and Simioni (2009) found that organic food demand is price inelastic, i.e., that a marginal reduction in the price of organic products only has a small impact on demand, whereas others have found that the demand is indeed price elastic (e.g. see Jonas & Roosen, 2008 and Schröck, 2012 for organic milk; and Fourmouzi, Genius, & Midmore,

2012 for organic fruits and vegetables). Thus, the price elasticity for organic food differs between product categories, which can partly be explained by different price gaps between organic and conventional alternatives in the different product categories (Bunte, van Galen, Kuiper, & Bakker, 2007). Many studies try to determine consumers' willingness to pay a price premium for organic food based on self-reported intention or behaviour data from surveys or choice experiments. Such studies generally find that consumers show, at least in theory, a certain willingness to pay a price premium for organic products. They also show that there are many factors which might generally influence the willingness to pay a price premium on the one hand and the size of the price premium on the other hand. Krystallis and Chryssohoidis (2005) found that consumers' stated willingness to pay for organic products differs according to food category. Van Loo et al. (2011) compared consumers' willingness to pay for organic chicken with two different labels (a general organic label and the USDA organic label). Their results indicate that consumers are willing to pay a price premium for both labels, with a bigger price premium for the USDA label. Willingness to pay was different for consumer groups defined by different demographic characteristics and purchase frequencies of organic meat products. Batte, Hooker, Haab, and Beaverson (2007) also found that the accepted price premium varies among consumer groups. Their results further indicate that consumers are willing to pay a price premium for organic foods, even when the products are not 100% organic. The present study contributes a different approach than previously employed, and reviewed above, to the obviously complex topic of price in the context of organic food. The study is based on actual purchase data from a large consumer panel. In previous studies, if used at all, actual purchase data has mostly been used to study the price elasticity of demand and to fit demand models for organic products (e.g. Bunte et al., 2007; Monier et al., 2009). The present study distinguishes itself from this line of research by treating the price as a marketing parameter rather than as an economic variable. More specifically, this is done by looking at market performance measures, such as market share and penetration, and repeat purchase behaviour when considering both price and production method (i.e. organic vs. conventional) as product attributes. Consumers are not assumed to perceive price just as

a cost, but also as a cue to product quality (cf. Leibenstein, 1950; for a recent review, see Völckner & Hofmann, 2007), both contributing to their overall evaluation of the product and therefore their purchase behaviour. These two consumer responses to price are not necessarily mutually exclusive, but either one of them may dominate for different products, contexts or price ranges. This can explain the mixed results obtained in the literature reviewed above. Hence, our overarching working hypothesis is that consumers perceive the price of products in two different ways, perhaps at the same time: (1) as a cost, implying that a lower price is viewed more favourably than a higher price, and (2) as a cue to quality, implying that a higher price is viewed more favourably than a lower price. When the price is predominantly viewed as a quality cue, this might lead to demand being price-inelastic or even to a positive priceelasticity. On this backcloth, the main aim of this study is to explore the market performance of organic food products at different price levels. Since organic food products are usually sold at a premium price, it is especially interesting to investigate how consumers respond to high prices and whether a high price is necessarily a disadvantage for the marketing of organic food products. Following our working hypothesis, if consumers use the price as a quality cue when buying organic food, they will view organic food products in the high price tier more favourably, which will be reflected in better market performance characteristics including higher repeat purchase rates. If the price is mostly considered as a cost, high price tier organic food products will show poorer market performance characteristics and lower repeat purchase rates as a result of consumers viewing such products less favourably.

Keywords: Price of organic product

## **2.2.2 Malaysian Government Agency**

Government agencies are permanent or semi-permanent organizations in the government machinery responsible for the supervision and administration of certain functions, such as administration. There are many different types of agencies. Despite the different uses, government agencies are usually distinct from departments or ministries and other types of public bodies established by governments. Agency functions are usually executive in nature since different types of organizations (such as commissions) are most often created in an advisory role. A government agency can be established by either a national government or a state government in a federal system. Agencies may be established by legislation or by executive power. In this study, there are several agencies such as Federation of Malaysian Consumer Associations (FOMCA), Ministry of Domestic Trade and Consumer Affairs (KPDNHEP), Ministry of Agriculture and Food Security (MAFS).

### **2.2.2.1 Ministry of Domestic Trade and Consumer Affairs (KPDNHEP)**

On October 27, 1990, the Ministry of Domestic Trade and Consumer Affairs was founded. The Ministry's establishment is to foster the growth of viable, competitive, and long-term domestic commerce, notably in the distribution trade sector. The primary objective of KPDNHEP is to design policies and strategies for domestic trade development, notably in the distribution and consumer trade sectors. So to determine and monitor the price of goods, KPDNHEP has taken to curb this problem (kementerian perdagangan dalam negeri dan kos sara hidup – portal maklumat rakyat (pmr), 2013). Within a few days, the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) will decide the maximum wholesale price of chicken and eggs. Its minister, Datuk Seri Alexander Nanta Linggi, stated that the next phase would be done at the retail level, with the present price hike hurting customers. KPDNHEP will set the maximum whole.

He stated that during a recent meeting with the Federation of Breeders' Associations of Malaysia (FLFAM), the party expressed its commitment to keep the price of chicken

and eggs stable throughout the month. sale price using the Price Control and Antiprofitteering Act (AKHAP) 2011. He stated that during a recent meeting with the Federation of Breeders' Associations of Malaysia (FLFAM), the party expressed its commitment to keep the price of chicken and eggs stable throughout the month. In addition, he is also considering the proposal to provide output subsidies and first study what the effect will be (Zanariah Abd Mutalib, 2021).

Keywords: subsidies of chicken and eggs

### **2.2.2.2 Ministry of Agriculture and Food Security (MAFS)**

According to the Minister of Agriculture and Food Security Datuk Seri Mohamad Sabu, the price of chicken and eggs is expected to float after this June in the government's effort to ensure that the problem of lack of food supply can be overcome. He is convinced that the Ministry of Agriculture and Food Security (MAFS) can meet demand for chicken and eggs through price floatation, and that even now, five or six months from now, it will be more than adequate if nothing else happens. MAFS is investigating the need to float the market price of eggs and provide targeted subsidies to the B40 group, and this issue is being discussed with the Ministries of Finance, Economy, and KPDN. The current retail ceiling price of standard chicken is RM9.40 per kilogram, while the retail ceiling price of eggs is 45 cents per egg, 43 cents per egg, and 41 cents per egg in the Peninsula, while in Langkawi, Sabah, Sarawak, and Labuan, the second maximum price -two different foods according to zone and district (BERNAMA, 2023).

Keywords : Floating price of chicken and eggs

### 2.2.2.3 Federation of Malaysian Consumer Associations (FOMCA)

The Federation of Malaysian Consumers Associations or simply known as FOMC was established between 1960-1980. In Malaysia, consumer organizations are formed at the state level before being merged into a national organization. FOMCA is actively engaged on the international stage. FOMCA has been appointed three times to the Board of Directors of Consumers worldwide (CI), a worldwide consumer organisation comprised of 225 consumer organisations from 119 countries, since 1987. FOMCA is currently a member of CI's Board of Directors until 2003. Contracts with producers or chicken farmers are suggested as one approach to controlling the price mechanism, which is shown to fluctuate seasonally every year. According to the Deputy President of the Federation of Malaysian Consumer Associations (FOMCA), Mohd Yusof Abdul Rahman, he thinks that the subsidy provided should continue. Among the measures suggested by him in controlling the price of chicken products is to set the price of chicken in a certain period, including a contract to set the price of bran ingredients such as corn and soybeans, in addition to entering into an agreement with breeders and farmers (ADMIN FOMCA 2, 2021).

#### **Theory of Planned Behavior**

The Theory of Planned Behaviour (TPB) is a cognitive theory that suggests that a person's intention to engage in a given behaviour might predict their decision to engage in that behaviour. The TPB presumes that people behave logically based on their attitudes, subjective norms, and perceived behavioural control. These aspects are not necessary actively or consciously examined during decision-making, but they serve as the backdrop (The Theory of Planned Behavior, 2022). According to Ajzen's theory of planned behaviour, intentions influence behaviours, which are determined by three factors: attitudes, subjective norms, and perceived behavioural control (Ajzen, (2014).

Keywords: Government make a contracts with a chicken suppliers

### 2.3 Summary of Systematic Literature Review

The summary that can be concluded in this literature review is the title of articles and news that are related to the title of the study conducted by the researcher. The researcher has used primary and secondary data to find this information.

### 2.4 Theoretical Framework

A theoretical framework is the structure that will support the research researchers do. In this theoretical framework also explains and shows the whole picture where the introduction of the study and also related to the research the problem also answers the objective of the study. This theoretical framework also has an independent variable and a dependent variable.

#### 2.4 Theories

##### Theory of Planned Behavior

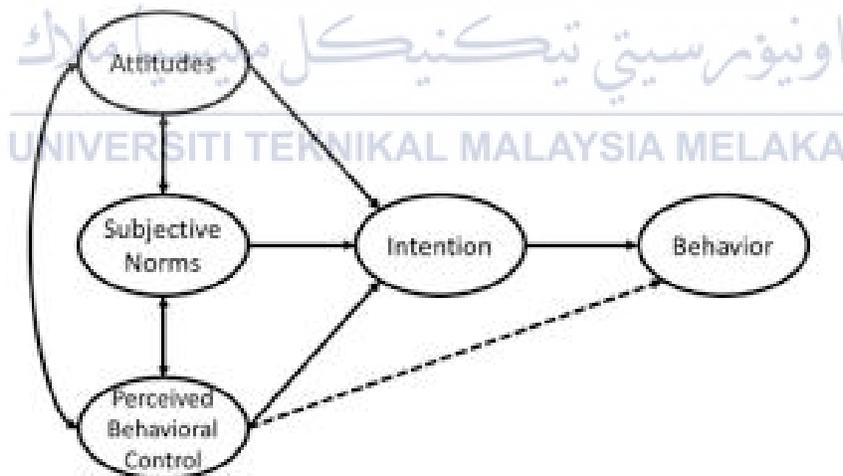
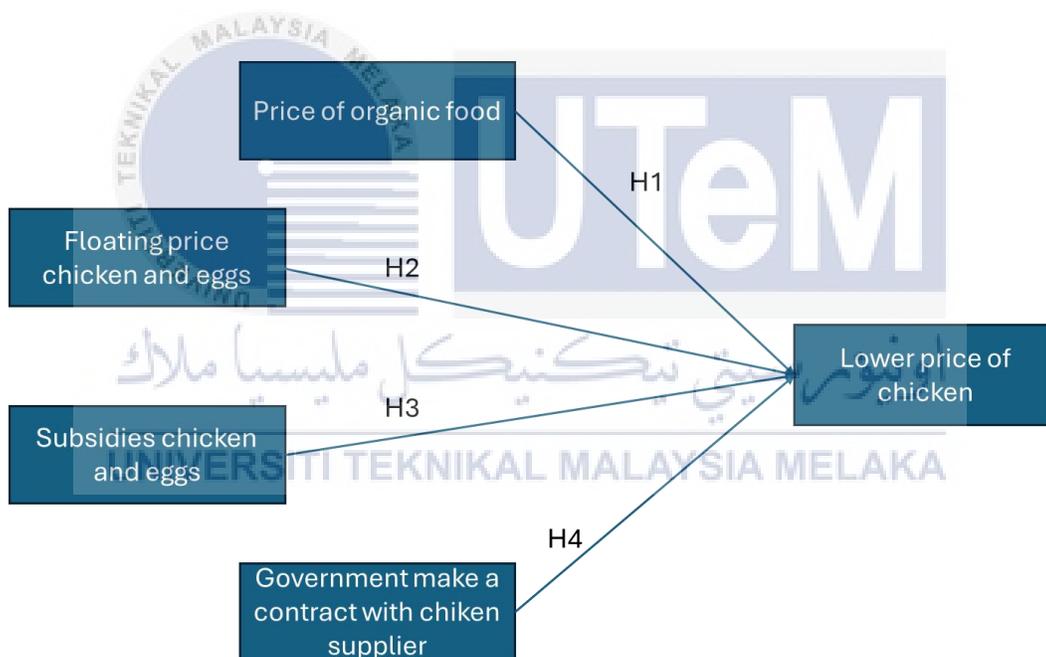


Figure 1 Theory Planned Behaviour

Attitude : Consumers' overall evaluation of chicken products, which is influenced by aspects such as taste, price, and health concerns. This is because consumers want quality chicken to buy. So they will evaluate the entire chicken product.

Subjective Norms : The perceived social pressure to purchase chicken products, which can be impacted by cultural standards and the opinions of friends and family.

Perceived Behavioral Control : Consumers' perceived ability to purchase chicken products, which can be influenced by factors such as availability and accessibility of chicken products.



**Figure 2 Conceptual framework**

## 2.5 Conceptual framework

A conceptual framework is a depiction of the relationships that must be examined between variables, features, or attributes. A conceptual framework can be written or visual, and it is type.

## 2.6 Hypothesis Development

In this research, the researcher wants to identify the relationship between lower the price of chicken with strategies to attract chicken suppliers to lower the price of chicken around Melaka.

### Price of organic food

H0 : Price of organic product is not significantly affect lower price of the chicken.

H1 : Price of organic product is significantly affect lower price of the chicken.

### Subsidies of chicken and egg

H0 : Subsidies of chicken and egg is not significantly affect lower price of the chicken

H2 : Subsidies of chicken and egg is significantly affect lower price of the chicken.

### Floating price chicken and egg

H0 : Floating price chicken and egg is not significantly affect lower price of the chicken

H3 : Floating price chicken and egg is significantly affect lower price of the chicken.

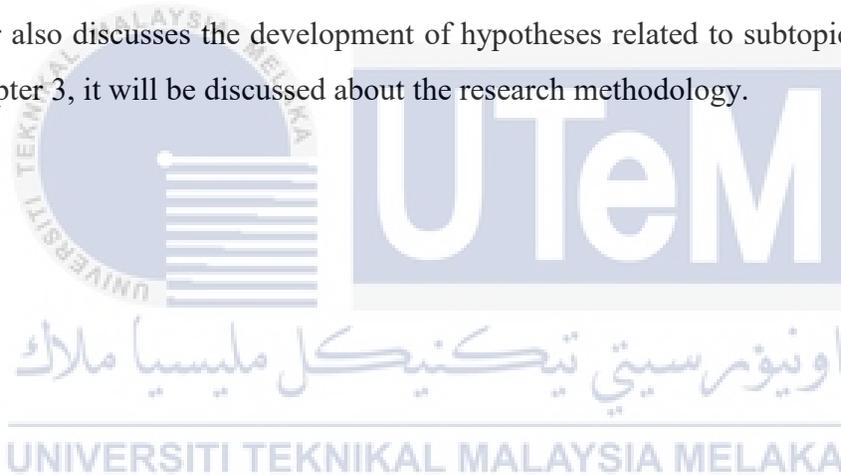
### **Government make a contract with chicken suppliers**

H0 : Government make a contract with chicken suppliers is not significantly affect lower price of the chicken

H4 : Government make a contract with chicken suppliers is significantly affect lower price of the chicken..

### **2.7 Conclusion**

This chapter describes strategies that can be used to control market prices of poultry products and services supported by several findings and journals. Next, this chapter also discusses the development of hypotheses related to subtopics in Chapter 1. In Chapter 3, it will be discussed about the research methodology.



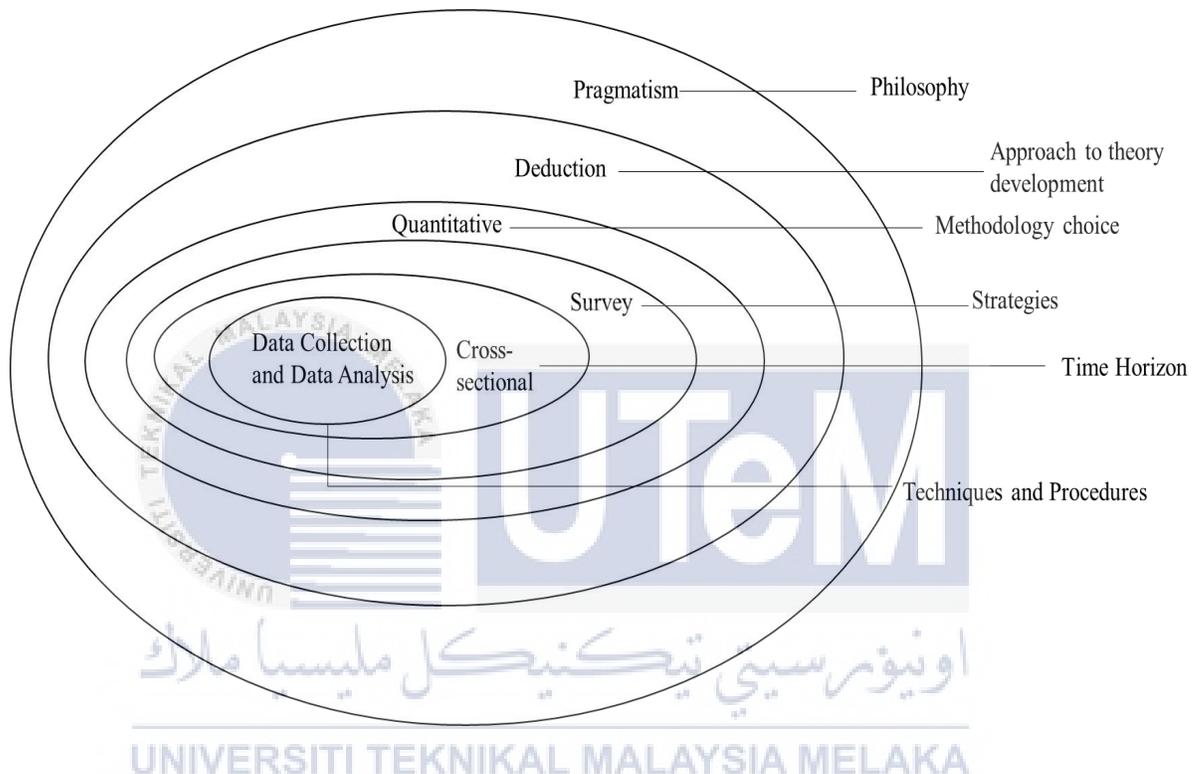
## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This research focuses on the theory of reasoned action as the foundation for the topic of tactics to attract chicken suppliers in order to lower the price of a product or service.

Research methods in the study there are several methods related to the type of methodological choice used by the researcher to obtain information that is by using quantitative methods, qualitative methods, or mixed methods. For the researcher's study, the researcher uses quantitative methods to obtain information. This section covers the appropriate research design for this study, data collection methods, location studies, sampling techniques, and data analysis techniques. A summary of this chapter is also included in this section. In addition, in Chapter 3, the Union model plays a role in selecting research decisions. Diagram 1 show Union Model.



**Figure 3 Union Model**

### 3.2 Union Model

Union model research methodology is not a commonly used term in research methods. It is possible that the term refers to a specific research methodology used in a particular field or context. However, based on the search results provided, there is no information available on the meaning of the union model research methodology. It is important to note that research methods are specific ways of doing things, and there are

various types of research methods that can be used depending on the research question and the nature of the data.

In Union Model there are 5 levels where each level has different criteria. Among the levels found in the Union Model are Philosophy, Methodological choice, strategy(ies), time horizon, techniques and procedures. Therefore, the researcher will use these five levels in the researcher's research study.

### 3.2.1 Research philosophy

A research philosophy is a set of beliefs and assumptions regarding the evolution of knowledge. It is concerned with the unique method of creating knowledge and is linked to assumptions, knowledge, and the nature of the study. Research philosophy is significant because different researchers may hold different beliefs about the nature of truth and knowledge, and philosophy can help us comprehend their beliefs. Research philosophy is concerned with the origin, nature, and evolution of knowledge, and it represents the researcher's opinions about how facts about a topic should be acquired, analysed, and applied. Each stage of the research process is predicated on assumptions about information sources and knowledge type. The evolution of research assumptions, knowledge, and nature might be defined as research philosophy. A paradigm can be found in any school of thought and governs how people view and attempt to comprehend truth. A research philosophy is simply a set of beliefs, assumptions, and principles that guide how researchers conduct their research. There are different research philosophies, including positivism, interpretivism, and pragmatism and critical realism , inter-pretism.

#### **Pragmatism**

So, at the philosophy level the researcher will use the pragmatism method. This method starts with existing problems and aims for practical solutions that inform future solutions. The researcher uses this pragmatism method because the researcher is conducting a study that has problems and aims to solve the problems faced. For example,

the problem that the researcher is working on is the problem of attracting the interest of chicken suppliers to lower the price of chicken. The purpose of the researcher doing this research is because the researcher wants to identify strategies that can be used to attract their interest so that they can lower the price of products and services so as not to burden the consumer.

### 3.2.2 Approach to theory development

Theory development approaches might differ based on the research objective, the nature of the data, and the resources available. Some common ways to theory development are as follows deduction research, abduction research and induction research.

#### Deduction

The researcher used the deduction method to conduct this research. Deduction research is research that starts with a theory and the researcher will formulate a research strategy to test the theory.

The researcher will begin this research study by looking for theories related to chicken products. Next the researcher will test the theory.

### 3.2.3 Methodology choice

There are various elements to consider while selecting a methodology for a research endeavour. These factors include the sort of data required to answer the research question, the nature of the research issue, and the available resources. Qualitative research, quantitative research, experimental research, survey-based research, and action research are all prevalent approaches. The approach chosen is determined by whether the research will be qualitative or quantitative, as well as whether the researcher wishes to quantify something or explore ideas and meanings.

## **Quantitative**

Quantitative research is a research approach that involves using a single data collection and analysis method, which is either quantitative or qualitative. In the researcher's study, the researcher used the quantitative mono method. This method is suitable for quantitative. This is because, this study depends on the research question, the nature of the data and the available sources.

### **3.2.4 Strategies**

The plans or methods utilised to conduct research and attain research goals are referred to as research strategies. Experiment, survey, archival research, case study, Ethnography, action research, grounded theory and narrative inquiry. The research strategy chosen is determined by the study question, the nature of the data, and the resources available. It is critical to select the best appropriate research approach to ensure that the study objectives are met. Some research methodologies are better suited to specific study problems than others, and some necessitate more resources than others.

#### **Survey**

Survey research is the collection of information from a sample of people based on their replies to questions. Survey is a research method that involves collecting information from a sample of individuals through their responses to questions. It is a process of gathering data from a group of people using standardized questions (Ponto, 2015). The researcher will use the survey method to get information from the chicken suppliers.

### **3.2.5 Time Horizon**

The time horizon is the time frame in which the research project is expected to be finished (The Research Onion for Beginners, 2023). It is an important aspect of research design that helps determine the appropriate research methods and techniques to use. Time horizons can be divided into two types, cross-sectional and longitudinal (The Research Onion for Beginners, 2023)

### **Cross-sectional**

When one wants to carry out the study of a certain phenomenon at a specific point in time. The time horizon chosen is determined by the study issue, the nature of the data, and the resources available. The time horizon is also a significant element in cost-effectiveness analyses of therapies since it sets the time period in which variations in resource consumption and outcomes are considered.

#### **3.2.6 Techniques and Procedures**

Techniques and procedures are specialised ways for collecting and analysing data in research. The methodologies and procedures used are determined by the research topic, the nature of the data, and the resources available. It is critical to select the most appropriate methodologies and processes to ensure that the study objectives are met. Others methodologies and procedures are better suited to specific research problems than others, and others necessitate more resources. It is critical to assess the strengths and limits of each technique and procedure before selecting the ones that are most suited to the research question and data type. The quantitative research approach is the best fit for the researcher's research. Where the researcher's research must be done physically in order to obtain information from the public. The researcher will get a total of 200 respondents to answer the survey questions. In this survey, the researcher will get information from chicken suppliers around Melaka. Next, the researcher will use SPSS to analyze the collected data.

## **Statistical package for the social sciences (SPSS)**

SPSS (Statistical Package for the Social Sciences) is a statistical analysis, data management, and advanced analytics software package developed by IBM. SPSS provides a fast-visual modelling environment, as well as a graphical user interface and command-line interface, making it straightforward and simple to use. SPSS analyses data for descriptive and bivariate statistics, numerical result predictions, and group identification predictions (TechTarget Contributor, 2018). SPSS is a popular tool for statistical techniques such as ANOVA and regression, and it is often used for quantitative analysis of complex data.

### **Pearson Correlation Analysis**

Correlation analysis is a statistical approach for calculating the correlation of two variables by measuring the strength of their linear relationship. It denotes the degree to which two variables are associated and can range from -1 (complete negative correlation) to +1 (perfect positive correlation). A correlation coefficient quantifies the strength of the relationship between two variables (Wikipedia Contributors, 202

#### **3.2.7 Data Collection**

##### **Primary Data**

Primary data is information obtained directly from first-hand sources through procedures such as surveys, interviews, or experiments (Pallavi, 2022). It is fully original data that has not been tampered with by humans or machines in any manner. The researcher collects primary data, which is specifically designed for understanding and solving the study problem at hand. Primary data is the original data from the first source (Valcheva, 2017). Examples of primary data sources include surveys, observations, and experimentation (Pallavi, 2022). The researcher uses secondary data to gather information by using the survey method to person to answer it.

### 3.2.8 Conclusion of Union Model

This chapter discusses how to use the research methodology to achieve the research objectives by answering the researcher's questions. By using the Union Model method to frame the sampling data approach and help the researcher to build a more organized methodology. In conclusion, the researcher has prepared some examples of interview questions to be asked to the public to obtain data samples



### 3.3 Constructs Measurements

Constructs	Original Measurement Items	Sources of Measurement	Measurement Items Adopted and Adopted for this study
Price of organic food	1. Demand of product 2. Quality of product	Murphy et al., 2022	1. Do a survey 2.
Floating price chicken and eggs	1. Price not increase	Bernamea, 2023	1.No price rise
Subsidies of chicken and eggs	1. Financial	Rosilawati rosed, 2022	1.Financial
Government make a contract with chicken suppliers	1. Control the price 2. Make agreements with breeders and farmers	Admin fomca 2, 2021	1Control the price 2.Make agreements with breeders and farmers

### 3.4 Draft Questionnaires (quatitative)

Section	Content of questionnaire
A	Demographic : Personal data  Name  Race  Age  Gender
B	Likert scale : Please rate your level  1. Is the price of chicken rising? 2. The price of chicken burden you?
C	Likert scale: Independent Variable  a. Price of organic food 1. Please rate your level if you agree this stratagies can attract chicken suppliers 2. To what extent do you believe price of organic food can attract the interest of chicken suppliers and lower the price of chicken?  b. Subsidies of chicken and eggs  1. Please rate your level if you agree this stratagies can attract chicken suppliers 2. To what extent do you believe subsidies of chicken and egg can attract the interest of chicken suppliers and lower the price of chicken?  c. Floating price chicken and egg  1. Please rate your level if you agree this stratagies can attract chicken suppliers 2. To what extent do you believe floating price chicken and egg can attract the interest of chicken suppliers and lower the price of chicken?

	<p>d. Government make a contract with chicken suppliers</p> <p>1. Please rate your level if you agree this strategies can attract chicken suppliers</p> <p>2. To what extent do you believe government make a contract with chicken suppliers can attract the interest of chicken suppliers and lower the price of chicken?</p>
D	<p>Fill ini the blank :</p> <p>The most important strategic way to lower chicken prices?</p>
E	<p>Fill in the blank :</p> <p>What makes you so confident that this strategy can attract chicken producers to lower the price of chicken?</p>

Strongly disagree	Disagree	Undecided	Agree	Strongly agree
1	2	3	4	5

Likers scale

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### 3.6 Conclusion

This chapter discusses how to use the research methodology to achieve the research objectives by answering the researcher's questions. By using the Union Model method to frame the sampling data approach and help the researcher to build a more organized methodology. In conclusion, the researcher has prepared some examples of interview questions to be asked to the public to obtain data samples



## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### 4.1 Introduction

In this chapter, the findings of the questionnaire that has been administered to be collected information about target respondent data has been examined. The researcher has conducted a pilot test to the respondents before distributing the final results to the final stage respondents. It has been decided to collect feedback from a total of 200 respondents since they will form the bulk of this chapter and will include the research goals as and used for final analysis. The survey has been divided into three parts, each which contains information about respondent demographics, dependent variables, and independent variables, among others. To calculate and analyze data from descriptive analysis, Pearson's correlation analysis, and multiple regression analysis, ie Statistical Package for Social Science (SPSS) version 26 was used as software.

#### 4.2 Pilot Test

The pilot study assisted in determining if the data gathering procedures were effective in answering the research questions. It also aided in detecting and resolving any problems that arose during their use, as well as refining the interview guide.

A pilot test was conducted by the researcher to ensure that the respondents will understand the questionnaire. The purpose of the pilot test is to demonstrate the validity of the researcher's question design. The purpose of this pre-test was to avoid respondents' confusion about how to reply to the survey, which could lead to erroneous study findings. Several improvements were made as a result of the completion of the pre-test. The researcher chose 30 respondents at random from 201 to complete the survey questionnaire for the pilot test. All of the elements in the table below have been verified as valid and reliable.

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.814	.819	7

**Table 4.1: Reliability Test for 30 Respondents**  
[Sources: Data Analysis of SPSS]

Cronbach's alpha for the 30 respondents who participated in data collection shown in Table 4.1. It can be concluded from the table that all are independent and the dependent variable is connected to chicken supplier, and that the set of questionnaires has been proven valid because the Cronbach's Alpha value is more than 0.7 which is equal to 0.814.

### 4.3 DESCRIPTIVE ANALYSIS

Data sets that reflect the complete population, or a sample, gathered using descriptive analysis. There was an overview of the data and outcomes. This was in addition to the sample graphic analysis of each data sample.

Descriptive analysis is a type of data research that aids in explaining, displaying, or conveniently summarising data points in order for patterns to emerge that satisfy all of the data's requirements. It is the process of detecting patterns and links in data that is both recent and historical. An explanation of the data shown and how the sample data works provided in this study. Tables, diagrams, and summaries are used to display, explain, and explain data collection in descriptive analysis techniques. The researcher used a Google form approach to distribute the questionnaire.

In part A, there are some demographic questions such as 'age,' 'gender', 'race', 'employment status,' 'marital status,' 'household income,' 'total family dependents,' and whether 'the price of chicken today is expensive or not' . Followed by section B. Where this section focuses more on the independent variable. For part C as the last part, which is the dependent variable.

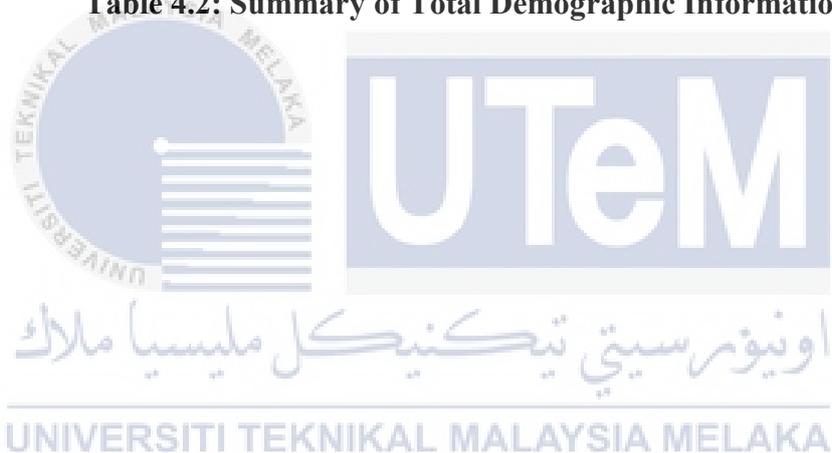
### 4.3.1 Respondent Demographic Analysis

The researchers conducted a demographic analysis to attract chicken suppliers to lower the price of chicken. There are 201 respondents who completed a questionnaire and their basic demographic information was analyzed.

Demographic	Dropdown	Frequency	Percent (%)
Gender	Male	109	54.2%
	Female	92	45.2%
Age	20 - 30	113	56.2%
	31 - 40	35	17.9%
	41 - 50	26	12.9%
	51 - 60	26	12.9%
Employment status	Employment	129	64.2%
	Unemployment	91	35.8%
Race	Malay	141	70.1%
	Chinese	35	17.4%
	Indian	24	11.9%
	Other	1	0.5%
Marital status	Single	118	58.7%
	Married	66	32.8%
	Divorce	17	8.5%
Household income	< 1500	92	45.8%
	> 1500	54	26.9%
	3000 - 5000	30	14.9%

	5000 and above	25	12.4%
People live in your household	1 - 3 people	61	30.3%
	4 - 6 people	95	47.3%
	7 - 10 people	45	22.4%
The price of chicken is too expensive these days?	Yes	174	86.6%
	No	27	13.4%

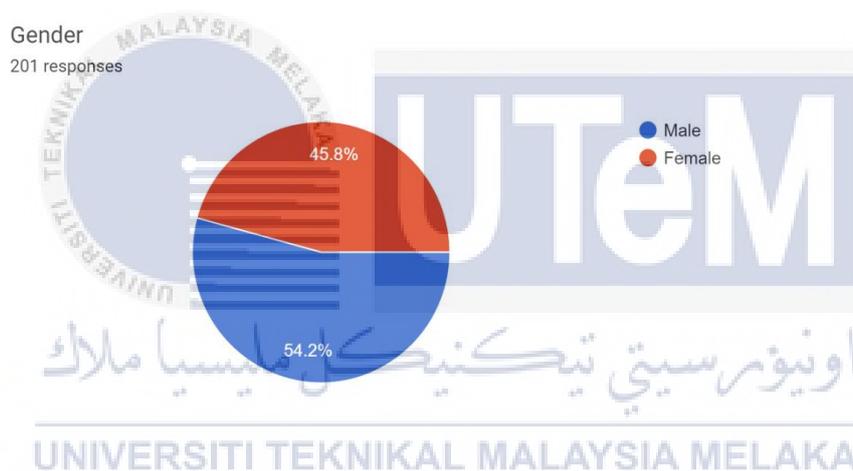
**Table 4.2: Summary of Total Demographic Information**



### 4.3.1.1 Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	108	53.7	53.7	53.7
	Female	92	45.8	45.8	99.5
	11	1	.5	.5	100.0
	Total	201	100.0	100.0	

**Table 4.3 : Gender of Respondents**  
[Source: Data Analysis of SPSS]



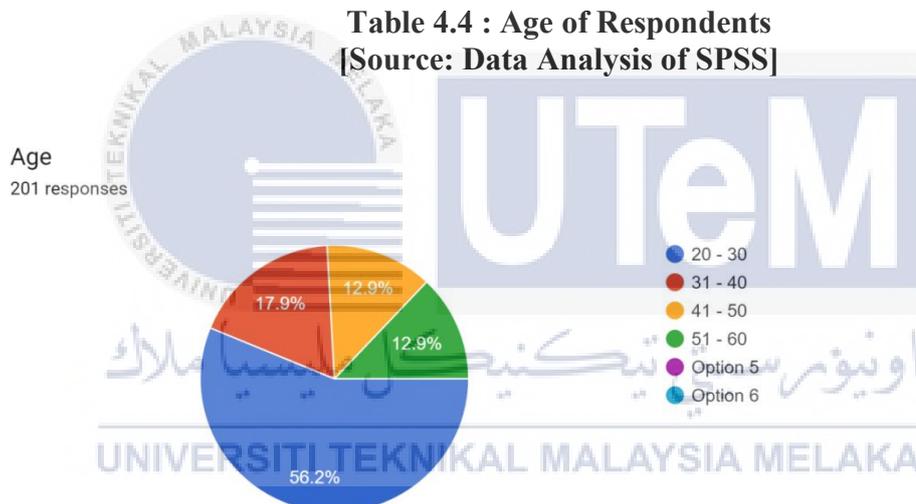
**Figure 4.1: Gender of Respondents**  
[Source: Developed from the research]

According to the data, the gender of respondent is shown in Table 4.3 and Figure 4.1. According to the table and figure, Male constituted the vast majority of the sample, according for 109 out of 201 respondents which is (54.2%). The next category was female, which had 92 responses out of 201 total responses, representing (45.8%).

### 4.3.1.2 Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30	113	56.2	56.2	56.2
	31 - 40	35	17.4	17.4	73.6
	41 - 50	27	13.4	13.4	87.1
	51 - 60	26	12.9	12.9	100.0
Total		201	100.0	100.0	

**Table 4.4 : Age of Respondents**  
[Source: Data Analysis of SPSS]



**Figure 4.2: Age of Respondents**  
[Source: Developed from the research]

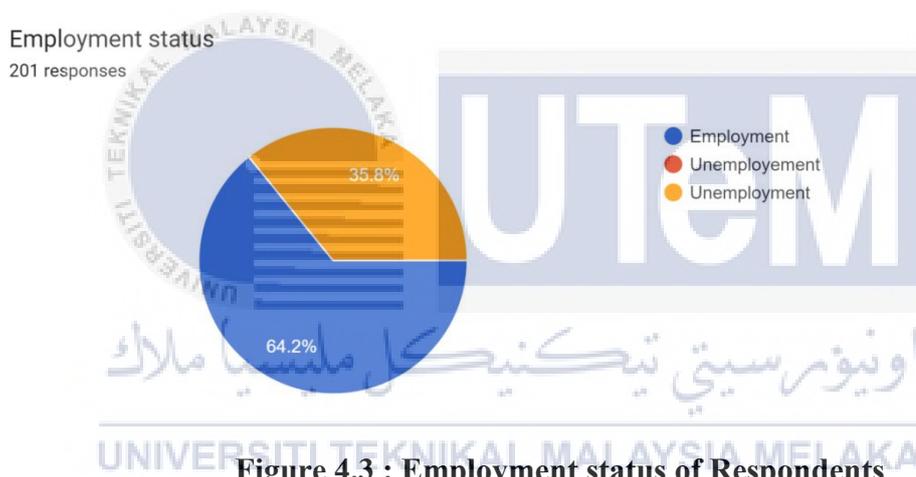
According to data, the average respondent group consists of 113 respondents, with (56.2%) of respondents aged 20-30 . Next , 36 respondents aged 31- 40 year old contribute for (17.9%) of the final. While 26 respondent aged 41 - 50 years old and 51 - 60 years old represent (12.9%).

### 4.3.1.3 Employment status

**Employmentstatus**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employment	129	64.2	64.2	64.2
	Unemployment	72	35.8	35.8	100.0
	Total	201	100.0	100.0	

**Table 4.5 : Employment status of Respondents  
[Source: Data Analysis of SPSS]**



**Figure 4.3 : Employment status of Respondents**

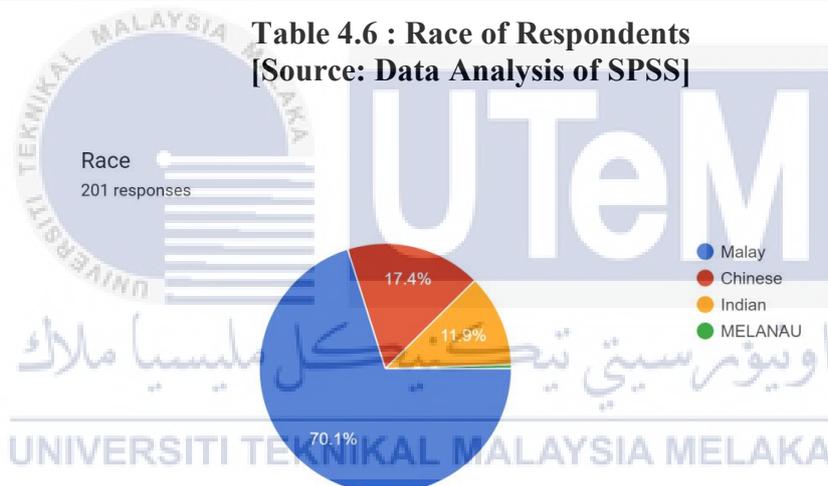
**[Source: Developed from the research]**

According to the statistics table 4.5 and figure 4.3, there were 2 types of employment status which are employment and unemployment. According to the result above, employment have good responses received 129 responses contribute (64.2%) while for unemployment is 72 responses represent (35.8%).

#### 4.3.1.4 Race

		Race			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	35	17.4	17.4	17.4
	Indian	24	11.9	11.9	29.4
	Malay	141	70.1	70.1	99.5
	MELANAU	1	.5	.5	100.0
	Total	201	100.0	100.0	

**Table 4.6 : Race of Respondents**  
[Source: Data Analysis of SPSS]



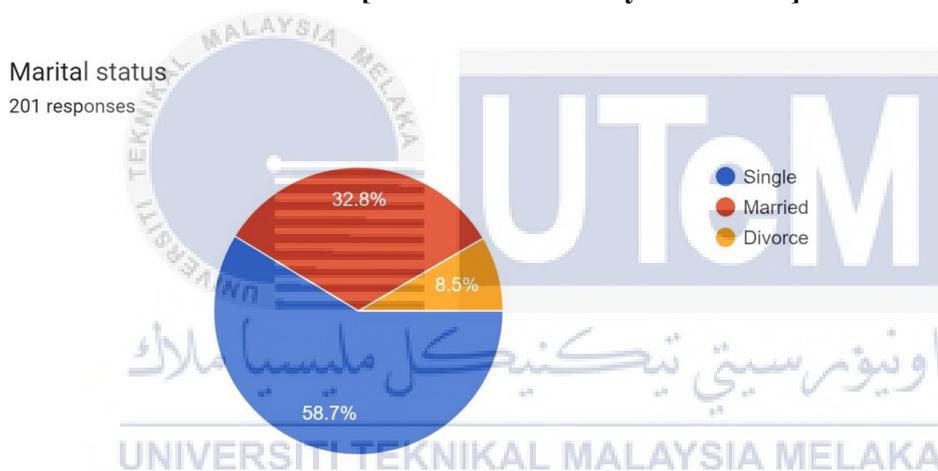
**Figure 4.4 : Race of Respondents**  
[Source: Developed from the research]

According to the statistics in table 4.6 and figure 4.4 , there were four types of race which is Malay , Chinese , Indian and other (Melanau). According to the result above, the greatest number of responses received from Malay, with 141 responses contribute (70.1%). Responses received from Chinese is 35 responses (17.4%). Responses received from Indian is 24 responses (11.9%) while from other (Melanau) is 1 responses (0.5%).

### 4.3.1.5 Marital status

		Maritalstatus			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorce	17	8.5	8.5	8.5
	Married	66	32.8	32.8	41.3
	Single	118	58.7	58.7	100.0
	Total	201	100.0	100.0	

**Table 4.7 : Martial status of Respondents**  
[Source: Data Analysis of SPSS]



**Figure 4.5 : Martial status of Respondents**  
[Source: Developed from the research]

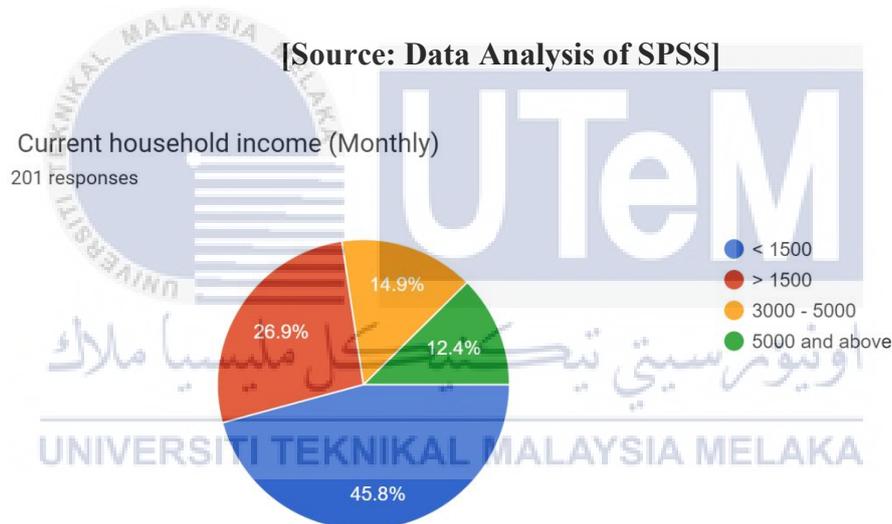
According to the statistics in table 4.7 and figure 4.5, there were three various types of martial status which is single , married , divorce. According to the result above, the number of responses received for single 118 responses (58.7%). The number of responses received for married is 66 responses (32.8%) while for divorce is 17 responses (8.5%).

#### 4.3.1.6 Household income

##### Current household income (Monthly)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1500	92	45.8	45.8	45.8
> 1500	54	26.9	26.9	72.6
3000 - 5000	30	14.9	14.9	87.6
5000 and above	25	12.4	12.4	100.0
Total	201	100.0	100.0	

**Table 4.8 : Household income of Respondents**



**Figure 4.6 : Household income of Respondents**  
[Source: Developed from the research]

According to the statistics in table 4.8 and figure 4.6 , there were four various types of household income which is less than 1500 , more than 1500 , 3000 - 5000 and 5000 . According to the result above, the number of responses received for current income less than 1500 is 92 responses (45.8%). Responses received for more than 1500 is 54 responses (26.9%). Responses received for 3000 - 5000 is 30 responses (14.9%) while responses received for 5000 and above is 25 responses (12.4%).

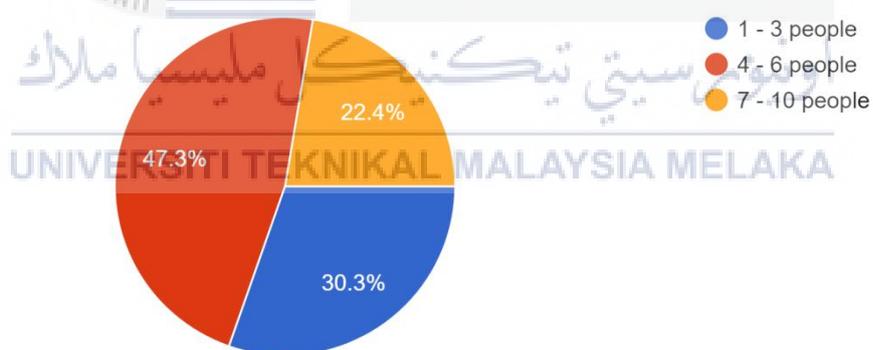
### 4.3.1.7 People live in your household

#### How many people, including yourself, live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 3 people	61	30.3	30.3	30.3
	4 - 6 people	95	47.3	47.3	77.6
	7 - 10 people	44	21.9	21.9	99.5
	7-10 people	1	.5	.5	100.0
	Total	201	100.0	100.0	

**Table 4.9 : People live in your household of Respondents**  
[Source: Data Analysis of SPSS]

How many people, including yourself, live in your household?  
201 responses



**Figure 4.7 : People live in your household of Respondents**  
[Source: Developed from the research]

In table 4.9 and figure 4.7 , there were three various types of people live in your household which is 1- 3 people , 4 - 6 people and 7 - 10 people . According to the result above, the number of responses received 4 - 6 people is 95 responses (47.3%) . For 1 - 3 people is 61 reponses (30.3%) and 7 - 10 people is 45 responses (22.4%).

#### 4.3.1.8 The price of chicken is too expensive these days?

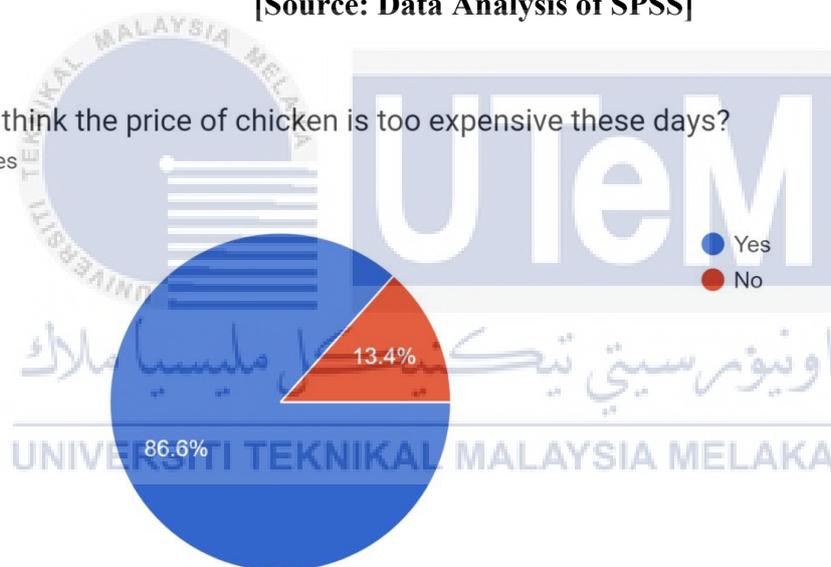
**Do you think the price of chicken is too expensive these days?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	175	87.1	87.1	87.1
	No	26	12.9	12.9	100.0
Total		201	100.0	100.0	

**Table 4.10 : The price of chicken is too expensive these days of Respondents**  
[Source: Data Analysis of SPSS]

1. Do you think the price of chicken is too expensive these days?

201 responses



**Figure 4.8 : The price of chicken is too expensive these days of Respondents**  
[Source: Developed from the research]

In table 4.10 and figure 4.8 , there were two various types of price of chicken is too expensive these days which is yes and no. According to the result above , most of responses received is yes 174 responses (86.6%) while the number of responses received for no is 27responses (13.4%).

### 4.3.2 Mean Score Analysis

**Table 5.** Interpretation of the mean score.

Mean Score	Interpretation
1.00–1.80	Very low
1.81–2.60	Low
2.61–3.20	Medium
3.21–4.20	High
4.21–5.00	Very high

**Table 4.11 : Interpretation of mean score analysis**

**Source: [Azlin Norhaini Mansor et al, 2021]**

As an outcome, every variable data, such as the independent variables for the study were price of organic food , floating price chicken and eggs, subsidies of chicken and eggs ,government makes a contract with chicken suppliers, and lower price of chicken, will be shown as a dependent variable. This variable data will be shown using the minimum, maximum, mean, and standard deviation. The researcher used a five-point Likert Scale to assess the 34 items derived from the questionnaire. The mean and score values are interpreted above.

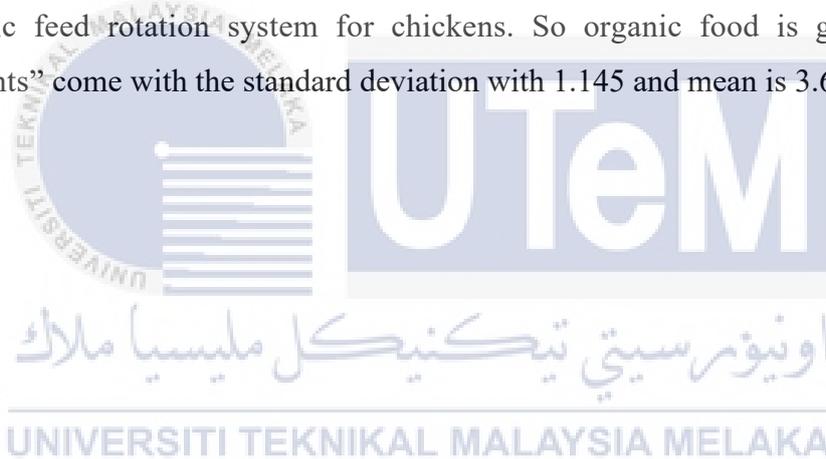
### 4.3.2.1 Independent Variable: Price of organic food

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think we can get a organic food in cheaper price	201	1	5	3.52	1.300
I can get organic food from other countries	201	1	5	3.31	1.218
I believe that organic farming in Malaysia can save on shipping costs	201	1	5	3.84	1.203
I believe that organic food in Malaysia is regulated by the government	201	1	5	3.83	1.171
I can source organic food from trusted suppliers	201	1	5	3.93	1.029
I think we can convert expensive organic food into cheaper ones	201	1	5	3.85	1.165
I think we can make an organic feed rotation system for chickens. So organic food is given in small amounts	201	1	5	3.64	1.145
Valid N (listwise)	201				

**Table 4.12: Price of organic food**  
**[Source: Data Analysis of SPSS]**

Statistics for all items of priced of organic food among 201 respondents was shown in Table 4.12. According to the table, respondents believe that “I think we can get a organic food in cheaper price” with a mean of 3.52 and a standard deviation of 1.300. With a lowest mean value of 3.31 and a standard deviation of 1.218, “I can get organic food from other“. Since the mean was 3.84 and the standard deviation was 1.203, respondents believed that “I believe that organic farming in Malaysia can save on shipping costs”. “I believe that organic food in Malaysia is regulated by the government” the mean was 3.83 and the standard deviation was 1.171. The highest mean was 3.93 and standard deviation was 1.029 , respondents believe that “ I can source organic food from trusted suppliers”. Beside that, “I think we can convert expensive organic food into cheaper ones” the mean was 3.85 and standard deviation was 1.165. Lastly, “I think we can make an organic feed rotation system for chickens. So organic food is given in small amounts” come with the standard deviation with 1.145 and mean is 3.64.



### 4.3.2.2 Independent Variable: Floating price of chicken and eggs

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think the government needs to make stricter enforcement regarding the price of chicken	201	1	5	4.18	1.077
I think The government can conduct observations in chicken sales areas more often	201	1	5	4.13	1.124
I think the government should set the floating price at a reasonable rate	201	1	5	4.20	1.007
I think to float the chicken and egg price is appropriate but need to control the coin price	201	1	5	4.12	1.053
I feel that the sale of chicken at floating prices should be done consistently to help traders control product prices	201	1	5	4.05	1.139
The government needs to discuss with chicken farmers first to get agreement on a reasonable float price that is fair to all	201	1	5	4.11	1.057
I agree that floating prices are done to control the rising prices of goods	201	1	5	4.09	1.050
Valid N (listwise)	201				

**Table 4.13: Floating price of chicken and eggs**  
[Source: Data Analysis of SPSS]

Statistics of Floating price of chicken and eggs data from 201 people was shown in table 4.13. In the table, respondents agreed that "I think the government needs to make stricter enforcement regarding the price of chicken," with a mean of 4.18 and a standard deviation of 1.077. Besides that, "I think the government can conduct observations in chicken sales areas more often," statement made a mean of 4.13 and standard deviation of 1.124. Due to the fact that it has a mean of 4.20 and a standard deviation of 1.007, the respondent also agreed that "I think the government should set the floating price at a reasonable rate". Aside from that, "I think to float the chicken and egg price is appropriate but need to control the coin price" came out with mean 4.12 and standard deviation 1.053. "I feel that the sale of chicken at floating prices should be done consistently to help traders control product prices" with a mean 4.05 and standard deviation is 1.139. For "The government needs to discuss with chicken farmers first to get agreement on a reasonable float price that is fair to all" with a mean 4.11 and standard deviation is 1.057. For "I agree that floating prices are done to control the rising prices of goods" with mean 4.09 and standard deviation is 1.050. So, has the highest mean value of 4.20 and item has the lowest mean value which is 4.65.

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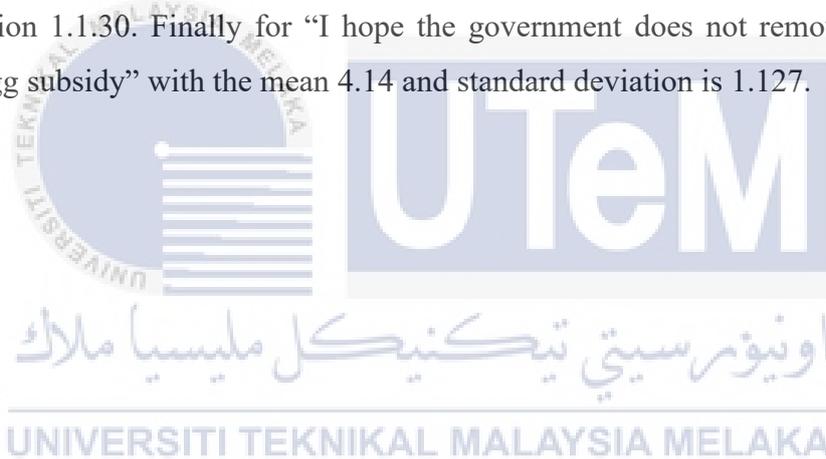
### 4.3.2.3 Independent Variable: Subsidies of chicken and eggs

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think the government should provide targeted subsidies to farmers	201	1	5	4.06	1.091
I believe we can get a grant from the government	201	1	5	3.83	1.168
I can supply chicken at a cheap price if we get help from the government	201	1	5	3.86	1.204
I hope that this financial assistance subsidy will help the chicken farmers	201	1	5	4.14	1.025
I hope the government relaxes the conditions for applying for subsidies for chicken farmers	201	1	5	4.03	1.039
I agree if the chicken subsidy period is extended for a long period	201	1	5	3.95	1.130
I hope the government does not remove the chicken and egg subsidy	201	1	5	4.14	1.127
Valid N (listwise)	201				

**Table 4.14: Subsidies of chicken and eggs**  
[Source: Data Analysis of SPSS]

Table 4.14 displays the descriptive statistics for the subsidies of chicken and eggs, which was gathered from 201 respondents. “I think the government should provide targeted subsidies to farmers” which shows the mean value of 4.06 and standard deviation of 1.091. Following that, “I believe we can get a grant from the government” has the lowest mean value which is 3.83 and the standard deviation is 1.168. As a result, respondents believed that “I can supply chicken at a cheap price if we get help from the government” with the mean value is 3.86 and the standard deviation is 1.204. For “I hope that this financial assistance subsidy will help the chicken farmers” with a mean 4.14 and standard deviation 1.026. “I hope the government relaxes the conditions for applying for subsidies for chicken farmers” with a mean of 4.03 and a standard deviation of 1.039. Beside that, “I agree if the chicken subsidy period is extended for a long period” with mean 3.95 and standard deviation 1.130. Finally for “I hope the government does not remove the chicken and egg subsidy” with the mean 4.14 and standard deviation is 1.127.



#### 4.3.2.4 Independent Variable: Government makes a contract with chicken suppliers

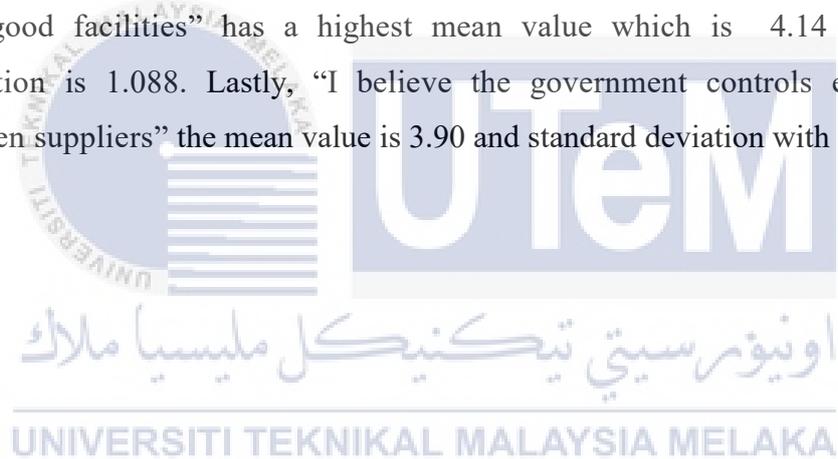
##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think it is good to have an contract with government	201	1	5	3.80	1.188
I feel safer under the government	201	1	5	3.75	1.153
I have to produce sufficient quantity of chickens and eggs for the public because we are bound by the contract	201	1	5	3.82	1.152
The government sets several qualifications before entering into a contract under the government	201	1	5	3.93	1.046
I should take care of the production of chickens and eggs so that the chickens produced are healthy and sufficient	201	1	5	4.06	1.073
I think the government can help us in terms of providing more sophisticated technology and good facilities	201	1	5	4.14	1.088
I believe the government controls each of these chicken suppliers	201	1	5	3.90	1.162
Valid N (listwise)	201				

**Table 4.15: Government makes a contract with chicken suppliers**

[Source: Data Analysis of SPSS]

According to the table 4.15, it shows the statistics if government makes a contract with chicken suppliers among 201 respondents. The table showed “I think it is good to have an contract with government” with the mean 3.80 and standard deviation is 1.188. “I feel safer under the government” , make a mean with 3.75 and standard deviation is 1.153. Furthermore, “I have to produce sufficient quantity of chickens and eggs for the public because we are bound by the contract” because it come out the mean with 3.82 with standard deviation is 1.152. “The government sets several qualifications before entering into a contract under the government” come out with mean 3.93 and standard deviation is 1.046. Beside that, “I should take care of the production of chickens and eggs so that the chickens produced are healthy and sufficient” with a mean 4.06 and standard deviation is 1.073. “I think the government can help us in terms of providing more sophisticated technology and good facilities” has a highest mean value which is 4.14 and standard deviation is 1.088. Lastly, “I believe the government controls each of these chicken suppliers” the mean value is 3.90 and standard deviation with 1.162.



### 4.3.2.5 Dependent Variable: Lower price of chicken

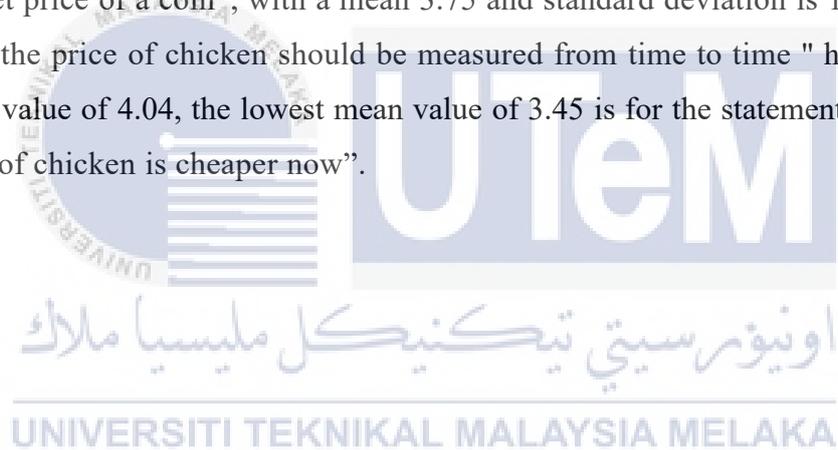
#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I offer cheaper wholesale prices to chicken traders	201	1	5	3.86	1.123
I believe that chicken prices are now more under control	201	1	5	3.58	1.138
I'm sure the price of chicken is cheaper now	201	1	5	3.45	1.252
I think the price of chicken should be measured from time to time	201	1	5	4.04	1.108
I believe that lowering chicken prices helps chicken farmers	201	1	5	3.65	1.224
I believe the market price of a chicken does not exceed the market price of a coin.	201	1	5	3.75	1.144
Valid N (listwise)	201				

**Table 4.16: Lower price of chicken**

**[Source: Data Analysis of SPSS]**

Based on the responses of 201 chicken suppliers, the dependent variable of lower the price of chicken was shown in Table 4.16 above. With a mean of 3.85 and a standard deviation of 1.123, chicken suppliers agree that the “I offer cheaper wholesale prices to chicken traders”. With a mean of 3.58 and standard deviation of 1.138, “I believe that chicken prices are now more under control”. As a result, chicken suppliers believe “I’m sure the price of chicken is cheaper now”, with a mean of 3.45 and standard deviation of 1.252. Chicken suppliers believe “I think the price of chicken should be measured from time to time”, with a mean of 4.04 and a standard deviation of 1.108. Chicken supplier believe “I believe that lowering chicken prices helps chicken farmers”, with a mean of 3.65 and standard deviation is 1.224. Lastly is “I believe the market price of a chicken does not exceed the market price of a coin”, with a mean 3.75 and standard deviation is 1.144. Thus "I think the price of chicken should be measured from time to time " has the greatest mean value of 4.04, the lowest mean value of 3.45 is for the statement "I'm sure the price of chicken is cheaper now".



#### 4.4 Realibility analysis

When it came to questionnaire consistency, observation, and testing, the reliability test was similar to any other technique of measurement. There should be no bias in the analysis, which may lead respondents to pick any of the possible responses. Cronbach's Alpha may be used to determine the reliability of a test instrument. This indicates that the instrument has a high degree of reliability if its Cronbach's Alpha value is the following:

Cronbach Alpha Criteria	Classification
$a \geq 0.9$	Very good
$0.8 \leq a < 0.9$	Good
$0.7 \leq a < 0.8$	Be accepted
$0.6 \leq a < 0.7$	Doubtful
$0.5 \leq a < 0.6$	Bad
$a < 0.5$	Not acceptable

#### Case Processing Summary

		N	%
Cases	Valid	201	100.0
	Excluded <sup>a</sup>	0	.0
	Total	201	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.877	34

**Table 4.17 : Reliability Statistics**  
[Source: Data Analysis of SPSS]

According to the data in the above table, the alpha value of the pilot test is 0.814. The amount of alpha value that is acceptable is 0.70 and above. According to Sekaran (2000), developing to demonstrate reliable data obtained if the alpha value is more than 0.7 is considered reliable. As a result, given the Cronbach's Alpha was more than 0.90, it is possible to assume that all items in the questionnaire had very good reliability. Furthermore, verifying the validity and reliability of a questionnaire's results is a proof that the information included in the questionnaire is valid and reliable. Cronbach's Alpha does come with some limitations scores that have a low number of items associated with it tend to have lower reliability and the sample size can also influence your results for better or worse (Moran, 2018)

All variable	Cronbach's Alpha Value	N of items
Price of organic food	0.619	7
Floating price chicken and eggs	0.723	7
Subsidies chicken and eggs	0.712	7
Government makes a contract with chicken suppliers	0.649	7
Lower price of chicken	0.591	6

Based on it shows the Cronbach's alpha value of each independent variables and dependent variable. Price of organic food alpha value of the result among the variables which is 0.619. Floating price chicken and eggs becomes the highest for alpha value which is 0.723. Subsidies chicken and eggs of use becomes the second highest for alpha value which is 0.712. The alpha value of government makes a contract with chicken suppliers is 0.572 while the variable with an alpha value of 0.591 is lower price of chicken.

#### 4.5 PEARSON CORRELATION ANALYSIS

According to Weihan Liu in 2021, in statistical analysis, the Pearson correlation coefficient is extensively used to determine the degree of relationship between two variables. Pearson Correlations Coefficients is a statistical technique for identifying and quantifying the relationship between independent and dependent variable. Table 4.18 below shows the correlation coefficient's strength.

Strength of Correlation	Range of Absolute Correlation Coefficient ( $r$ )
Very strong	0.8–1.0
Strong	0.6–0.79
Moderate	0.4–0.59
Weak	0.2–0.39
Very weak	0–0.19

**Table 4.18 : Correlation Coefficient Strength**  
 [Source: Derek Abbott et al, 2019]

## Correlations

		Lower price of chicken	Price of organic food	Floating price chicken and eggs	Subsidies of chicken and eggs	Government makes a contract with chicken suppliers
Lower price of chicken	Pearson Correlation	1	.164*	.059	.143*	.344**
	Sig. (2-tailed)		.020	.409	.044	.000
	N	201	201	201	201	201
Price of organic food	Pearson Correlation	.164*	1	-.006	.166*	.309**
	Sig. (2-tailed)	.020		.937	.019	.000
	N	201	201	201	201	201
Floating price chicken and eggs	Pearson Correlation	.059	-.006	1	.241**	.196**
	Sig. (2-tailed)	.409	.937		.001	.005
	N	201	201	201	201	201
Subsidies of chicken and eggs	Pearson Correlation	.143*	.166*	.241**	1	.279**
	Sig. (2-tailed)	.044	.019	.001		.000
	N	201	201	201	201	201
Government makes a contract with chicken suppliers	Pearson Correlation	.344**	.309**	.196**	.279**	1
	Sig. (2-tailed)	.000	.000	.005	.000	
	N	201	201	201	201	201

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4.19 Pearson Correlation Coefficient Analysis  
[Source: Data Analysis of SPSS]**

First and foremost, Table 4.19 displayed the results of the correlation between independent variables such as price of organic food, floating price chicken and eggs, subsidies of chicken and eggs, government makes a contract with chicken suppliers, and the dependent variable, which was lower price of chicken. In accordance with the results, it can be concluded that all of the independent variables are positively correlated with the dependent variable. Furthermore, findings from the research revealed that the correlation between price of organic food and lower price of chicken had a very weak correlation with a  $r$  value 0.164,  $n=201$ ,  $p<0.01$ . Next, the relationship between floating price chicken and eggs and lower price of chicken was a very weak relationship with the  $r$  value of 0.059,  $n=201$ ,  $p<0.01$ . Then, the relationship between subsidies of chicken and eggs and lower price of chicken and eggs was a very weak relationship with the  $r$  value of 0.143,  $n=201$ ,  $p<0.01$ . Lastly, the relationship between government makes a contract with chicken suppliers and lower price of chicken and eggs was a weak relationship with the  $r$  value of 0.344,  $n=201$ ,  $p<0.01$ .

All of the correlation coefficients at the level of 0.01 (2-tailed) allowed the researchers to determine the correlation between the independent and dependent variables.

#### 4.6 MULTILINEAR REGRESSION

Multiple regression analysis is a method for estimating a value based on two or more independent and dependent variables. Using multiple regression analysis, the researchers investigated the relationship between the independent variables which is price of organic food, floating price chicken and eggs, subsidies chicken and eggs, and government makes a agreement with chicken suppliers and the dependent variable which is lower price of chicken. As a result, the results of the multiple regression analysis are shown in the table below.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.352 <sup>a</sup>	.124	.106	1.064	.124	6.901	4	195	<.001

a. Predictors: (Constant), Government makes a contract with chicken suppliers, Floating price chicken and eggs, Price of organic food, Subsidies of chicken and eggs

**Table 4.20 : Model Summary**  
**[Source : Data Analysis of SPSS]**

Results of the model summary of multiple regression analysis generated by the SPSS programme were shown in the Table 4.17. According to the table, the multiple correlation coefficient (R) was 0.352, showing that there was a correlation between the independent and dependent variables in the research. The R square value was 0.124, suggesting that only 12.4% of the variation in government makes a contract with chicken suppliers, floating price chicken and eggs, price of organic food and subsidies of chicken and eggs could explain by variable in lower price of chicken. Furthermore, when utilising regression prediction variables, the adjusted R square values of very weak 0.106 explained around 10.6% of the variance in lower price of chicken, according to the results.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.260	4	7.815	6.901	<.001 <sup>b</sup>
	Residual	220.820	195	1.132		
	Total	252.080	199			

a. Dependent Variable: Lower price of chicken

b. Predictors: (Constant), Government makes a contract with chicken suppliers, Floating price chicken and eggs, Price of organic food, Subsidies of chicken and eggs

**Table 4.21 : Anova**

[Source : Data Analysis of SPSS]

According to Table 4.20, the F-test result from this multiple regression analysis is 6.901, and the level of significance is  $< 0.001$  for this analysis. The p value of 0.000 was less than the maximum of 0.05 ( $p < 0.05$ ), indicating a significant variance. Because of this, a variety of regression models used to predict the lower price of chicken. As a result, variables like as government makes a contract with chicken suppliers, floating price chicken and eggs, price of organic food and subsidies of chicken and eggs had a significant effect on lower price of chicken.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.281	.466		4.895	<.001
	Price of organic food	.064	.077	.058	.823	.412
	Floating price chicken and eggs	-.016	.073	-.015	-.212	.832
	Subsidies of chicken and eggs	.053	.079	.049	.678	.499
	Government makes a contract with chicken suppliers	.307	.072	.315	4.284	<.001

a. Dependent Variable: Lower price of chicken

**Table 4.22 : Coefficients**

[Source: Data Analysis of SPSS]

According to the mentioned linear equation, there is a correlation between all of the variables, which are price of organic food, floating price chicken and eggs, subsidies of chicken and eggs dan government makes a contract with chicken suppliers and lower price of chicken. However, three independent variables had not significant values more than 0.05 and one variable had a value less than 0.05.

According to table 4.22, price of organic food had a not significant value of 0.412, floating price chicken and eggs had a not significant value of 0.499, subsidies price of chicken and eggs had a not significant value of 0.832, and government makes a contract with chicken supplier had significant value of 0.001. This suggested that government makes a contract with chicken suppliers had a significant relationship with the lower price of chicken while price of organic food, floating price chicken and eggs, subsidies of chicken and eggs had a not significant.

According to Table 4.22, the beta value for price of organic food was 0.064, the beta value for floating price chicken and eggs is -0.16, the beta value for subsidies of chicken and eggs was 0.053, and the beta value for government makes a contract with chicken suppliers was 0.307. Government makes a contract with chicken suppliers had the highest beta, whereas floating price chicken and eggs had the lowest beta, according to this statistic.

The researcher noticed in the table that there were one independent variables with a negative sign, which suggests the presence of a variable that has an inverse relation with the lower price of chicken, according to the researcher. The value of the constant is 2.281. Thus, the researcher formed the following equation:  $Y = A + Bx_1 + Bx_2$

Where:

Y = Dependent Variable

A = Constant form coefficients table

x = Beta, B value

Bx1 = Perceived Usefulness

Bx2 = Perceived Ease of Use

Bx3 = Confidentiality

Bx4 = Non-Repudiation

**Lower price of chicken = 2.281 + 0.064 ( price of organic food) - 0.16( floating price chicken and eggs) + 0.053 (subsidies of chicken and eggs ) - 0.307 (government makes a contract with chicken suppliers )**

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## 4.7 Hypothesis Testing

### **Price of organic food**

H0 : Price of organic product is not significantly affect lower price of the chicken.

H1 : Price of organic product is significantly affect lower price of the chicken.

Reject H1, if  $p$  higher than 0.05

Based on Table 4.22, the relevant value of price of organic food was 0.412, which was higher  $p$ -value of 0.05. H1 is thus rejected, price of organic food has higher impact on lower price of chicken.

### **Floating price chicken and egg**

H0 : Floating price chicken and egg is not significantly affect lower price of the chicken.

H2 : Floating price chicken and egg is significantly affect lower price of the chicken.

Reject H2, if  $p$  higher than 0.05

Based on Table 4.22, the relevant value of price of organic food was 0.832, which was higher  $p$ -value of 0.05. H2 is thus rejected, floating price chicken and eggs has higher impact lower price of chicken.

### **Subsidies of chicken and egg**

H0 : Subsidies of chicken and egg is not significantly affect lower price of the chicken

H3 : Subsidies of chicken and egg is significantly affect lower price of the chicken.

Reject H3, if  $p$  higher that 0.05

Based on Table 4.22, the not relevant value of price of organic food was 0.499, which was above  $p$ -value of 0.05. H3 is thus rejected, subsidies of chicken and eggs has higher impact in lower price of chicken.

### **Government makes a contract with chicken suppliers**

H0 : Government make a contract with chicken suppliers is not significantly lower the price of the chicken

H4 : Government make a contract with chicken suppliers is significantly affect lower price of the chicken.

Reject H0, if  $p$  lower that 0.05

Based on Table 4.22, the relevant value of price of organic food was 0.001, which was below  $p$ -value of 0.05. H4 is thus accepted, government makes a contract with chicken suppliers has lower impact in lower price of chicken.

Hypothesis	Result
Hypothesis 1	Not accepted
Hypothesis 2	Not accepted
Hypothesis 3	Not accepted
Hypothesis 4	Accepted

**Table 4.23 : Hypothesis Results**

## **4.8 Summary**

In conclusion, according to the statement of the problem, the problem faced is the increase in the price of chicken which is a problem for the people since chicken is a source of human protein which they will buy every day. Therefore, the researcher has set the objective of the study which is the researcher wants to study strategies that can be used by chicken suppliers to lower the price of chicken, analyze the relationship between the application of the strategic ways and the price of the chicken and investigate the most significant strategic way to lower the price of the chicken. As a result, the researcher has obtained four strategies that can attract the interest of chicken suppliers to lower the price of chicken. The first, price of organic

food, floating price chicken and eggs, subsidies of chicken and eggs and government  
make a contract with chicken supplier

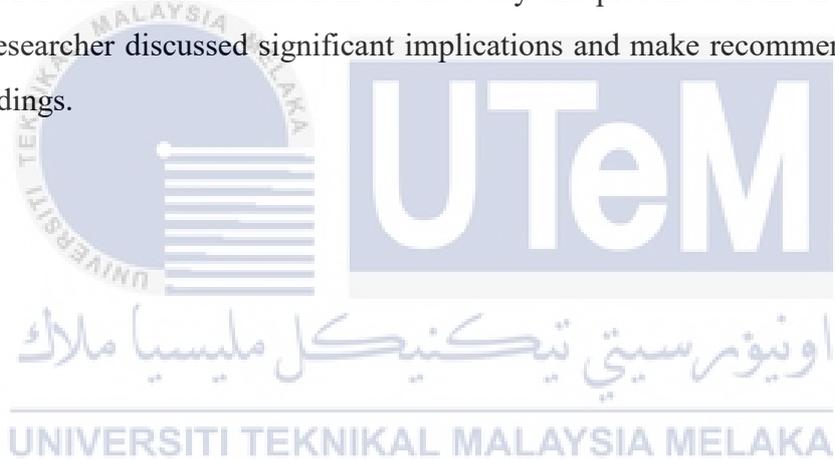


## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

The conclusions of these research were summarised in Chapter 5 based on the analysis of the data in Chapter 4 about the strategies to attract chicken suppliers to lower the price of chicken. In this chapter, the researcher determined whether the research questions fulfil the research objectives. This chapter also reflected on the hypothesis of whether to accept or reject the hypotheses in this research. Next, the researcher outlined the limitations of the study and presented them in the study, and last, researcher discussed significant implications and make recommendations based on findings.



## 5.2 Summary of Descriptive Analysis

Demographic	Frequency with Highest Value	Frequency	Percent (%)
Gender	Male	109	54.2%
Age	20 - 30	113	56.2%
Employment status	Employment	129	64.2%
Race	Malay	141	70.1%
Marital status	Single	118	58.7%
Household income	< 1500	92	45.8%
People live in your household	4 - 6 people	95	47.3%
The price of chicken is to expensive these day?	Yes	174	86.6%

**Table 5.1: Summary of Descriptive Analysis of Respondent's Demographic**

As shown in the following table 5.1, most chicken suppliers are men based on this study. The percentage of men is 88 percent more compared to women 18 percent. The explanation for this is that referring to Shanmugan, he decided to open a poultry farm after knowing and believing that it is a profitable industry (Bernama, 2018). To explain this statement, men prefer work that is not tied to any person and is more profitable for them. Furthermore, the work of raising chickens is in a smelly area.

Furthermore, in terms of age it can be seen that chicken farmers who are around 20 - 30 years old are the most in the findings of this study. According to Semai 2022, the percentage of young people is between 12 percent and 26 percent. This is so because, working in the livestock area requires strong energy to manage the farm. At a young age, they can do any heavy work. Although starting a chicken farming business is expensive, they are willing to invest their savings in developing

the farming area. According to Muhammad Aiman Ismail, participating in broiler farming is not an easy thing, especially when using a closed livestock system. The initial cost costs hundreds of thousands of ringgit. I still remember in 2004, when my father raised 16,000 broiler chicks with an initial cost of around RM320,000.(Hafiz Ithnin, 2022)

In addition, for employment status, employment has a high frequency with a frequency of 129 respondent (64.2%) out of 201 people. The race of the respondent majority comes from Malay is total of 141 (70.1%). As for marital status, respondents with the highest frequency of unmarried or single is a total of 118 respondents (58.7%). As for household income, respondents with the highest frequency is the salary below 1500 is a total of 92 respondents (45.8%). For people who live in your house, respond with the highest frequency is 4 - 6 people which is a total of 95 respondents (47.3%).

Lastly, for price of chicken is to expensive these day more respondent said Yes for expensive. The respond for the yes with the highest frequency is 174 respondents (86.6%). The increase was inevitable because suppliers had raised wholesale prices.(KOSMO & KOSMO, 2023)

### 5.3 SUMMARY OF THE STUDY

The purpose of this study was to determine strategic approaches that chicken suppliers can utilise to reduce the price of chicken. Price of organic food, floating price of chicken and eggs, subsidies of chicken and eggs and government makes a contract with chicken suppliers, independent variables obtained from previous studies, used to identify effective strategies to attract chicken suppliers to lower the price of chicken to find a solution to the research problem described in this study

4. To investigate strategies that can be used by chicken suppliers to lower the price of chicken.
5. To analyse the relationship between the application of the strategic ways and the lower price of the chicken.

6. To investigate the most significant strategic way to lower the price of the chicken.

In order to study the relationship between the independent and dependent variables, a hypothesis was also developed. On the basis of the hypothesis, researchers were able to determine the relationship between price of organic food, floating price of chicken and eggs, subsidies of chicken and eggs, and government makes a contract with chicken suppliers with strategies to lower the price of chicken.

#### 5.4 DISCUSSION OF OBJECTIVES AND HYPOTHESIS TESTING

In this section, the researcher's hypothesis was tested to analyze the relationship between the independent and dependent variables to fulfill the research goal in this study. As a result, the results were examined to determine whether or not the study succeeded in achieving its goals.

5.4.1 To investigate strategies that can be used by chicken suppliers to lower the price of chicken.

Descriptive Statistics		
	N	Mean
Price of organic food	201	3.93
Floating price chicken and eggs	201	4.20
Subsidies of chicken and eggs	201	4.14
Government makes a contract with chicken suppliers	201	4.14
Valid N (listwise)	201	

**5.2 Summary of Descriptive Statistics**  
**[Source: Data Analysis of SPSS]**

The descriptive statistics results shown above are description of strategies that can be used to lower the price of chicken. A total of 201 respondents have been taken. The first strategy is the price of organic food with a mean value of 3.93. The second is the floating price of chicken and eggs with a mean value of 4.20. Subsidies of chicken and eggs mean value of 4.14 and government makes a contract with chicken suppliers is 4.14. So here are four strategies to attract chicken suppliers to lower the price of chicken.

5.4.2 To analyse the relationship between the application of the strategic ways and the lower price of the chicken.

#### Descriptive Statistics

	N	Mean
Price of organic food	201	3.93
Floating price chicken and eggs	201	4.20
Subsidies of chicken and eggs	201	4.14
Government makes a contract with chicken suppliers	201	4.14
Lower the price of chicken	201	4.04
Valid N (listwise)	201	

The second objective, based on the survey results, was achieved through the use of mean score analysis. The researcher summarised the mean of the question that the consumer responded that was connected to the dependent variable on a Likert scale from 1 to 5, with the responses being strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The variable that studies the strategies to attract chicken suppliers to lower the price above as the outcome of mean score analysis.

Price of organic food had a mean score of 3.93, floating price chicken and eggs had a mean score 4.20 , subsidies chicken and eggs had a mean of 4.14 and government makes a contract with chicken suppliers had a mean 4.14 also. Respondents agree that all four strategies can attract chicken suppliers to lower the price of chicken .Floating price of chicken and eggs is the strategies that related more compare to other strategies since it has the highest mean value which was 4.20. According to previous research, when the price of chicken is floated, the price of chicken will not rise sharply and make it difficult for traders and buyers to get chicken. This was stated by the Minister of Agriculture and Food Security that he is confident that the implementation of chicken price floating will not cause a sudden increase in the price of food for the people. Furthermore, the chicken supplier hope that the government will float the price of chicken following the end of subsidies to them. Apart from that, there was many articles that identical in content and the outcomes of price of organic food, floating price chicken and eggs, subsidies of chicken and eggs and government makes a contract with with chicken suppliers. So, these strategies have a relationship to lower the price of the chicken. If this strategy method is successfully implemented, the price of chicken will be able to be lowered and sold at an affordable price.

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5.4.3 : To investigate the most significant strategic way to lower the price of the chicken.

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.281	.466		4.895	<.001
	Price of organic food	.064	.077	.058	.823	.412
	Floating price chicken and eggs	-.016	.073	-.015	-.212	.832
	Subsidies of chicken and eggs	.053	.079	.049	.678	.499
	Government makes a contract with chicken suppliers	.307	.072	.315	4.284	<.001

a. Dependent Variable: Lower price of chicken

**Hypothesis 1** : There is not significant relationship between price of organic food and the price of the chicken.

According to the findings of coefficient table on Table 4.19, price of organic food had a statistically not significant value of 0.412, which was much more than the of 0.05. This study's findings revealed a correlation between the independent variables price of organic food and the dependent variable lower the price of chicken.

The price of organic food stems from operating costs. It is more expensive to run an organic farm than a conventional farm. From natural fertilizers to organic animal feed, the prices of ingredients used in organic farming far exceed the prices of synthetic, chemical and GMO ingredients used in conventional farms. In addition, organic farming relies more on traditional fertilizing, planting and harvesting methods which means more labor. Since organic farms are typically much smaller than conventional farms, they do not benefit from economies of scale. All these factors become the cost of organic food production (Meredith Rosenbluth, 2022). Here, organic food does not help to attract chicken suppliers to lower prices because, they feel the price of organic food is more expensive than conventional food.

**Hypothesis 2** : There is not significant relationship between floating price chicken and egg and the price of the chicken.

According to the findings of coefficient table on Table 4.19, floating price chicken and eggs had a statistically not significant value of 0.832, which was much more than the of 0.05. This study's findings revealed a correlation between the independent variables floating price chicken and eggs and the dependent variable lower the price of chicken.

Based on an interview with the President of the Association of Malaysian Traders and Hawkers Datuk Seri Rosli Sulaiman, do not float for a moment, then withdraw (floating) because the public will feel uncomfortable with the situation of commodity prices falling due to floating (BERNAMA, 2023). So, if the price of chicken is floated it does not help to attract the attention of chicken suppliers to lower the price.

**Hypothesis 3** : There is not significant relationship between subsidies of chicken and eggs and the price of the chicken.

According to the findings of coefficient table on Table 4.19, subsidies of chicken and eggs had a statistically not significant value of 0.499, which was much more than the of 0.05. This study's findings revealed a correlation between the independent variables floating price chicken and eggs and the dependent variable lower the price of chicken.

Adviser to the Federation of Breeders' Associations of Malaysia (FLFAM), Datuk Jeffrey Ng who explained that many farmers were affected, forcing them to go into debt to survive. Farmers will not suffer huge losses until they have to go out of business if the government acts earlier. If they have to wait too long for the promised subsidy, the industrialists will be more affected. This shows that subsidies are not a suitable method to lower chicken prices because farmers have to wait for a long period of time to get subsidies (Zuhayati, 2022).

**Hypothesis 4** : There is significant relationship between government makes a contract with chicken suppliers and the price of the chicken.

According to the findings of coefficient table on Table 4.19, government makes a contract with chicken supplier had a statistically significant value of 0.001 , which was much more than the of 0.05. This study's findings revealed a correlation between the independent variables floating price chicken and eggs and the dependent variable lower the price of chicken.

The government is advised to establish a contract with producers or chicken farmers as one of the solutions to control the price mechanism that is seen to fluctuate seasonally every year (Nas Norziela Nasbah, 2021). It can be seen here when the government takes a look at the issues faced by chicken suppliers. The government should think to help so that these chicken suppliers can reduce the price of chicken without affecting their income while reaching an agreement with the chicken suppliers.

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## 5.4 Implication of study

As a result, researchers can determine the appropriate strategies used by chicken suppliers so that they can reduce the price of chicken sold. Data collection is done through a google form that is distributed online only to chicken suppliers in the state of Melaka. Therefore, the purpose of the study is to determine a strategy to attract chicken suppliers to lower the price of chicken considering that the price of chicken is now very expensive and has an impact on suppliers and buyers. Research depends on surveys and other questionnaire sources. These results can help researchers learn about strategies that are appropriate for the current economic system. As a result, chicken suppliers will not suffer a large loss in supplying chicken to traders.

### 5.4.1 Theoretical implication

Using the TPB model, researchers can better understand relationship strategies ways to attract chicken suppliers to lower the price of chicken. It contributes to the research model which is the TPB model based on "Attitude", "Subjective Norms", and "Perceived behavioral Control". For independent variable, the researcher gives 4 strategies that have a relationship with the TPB theory model, namely the price of organic food, floating price chicken and eggs, subsidies chicken and eggs and government makes contract with chicken suppliers and the dependent variable is strategies to lower the price of chicken.

The strategies mentioned are the price of organic food, floating price chicken and eggs, subsidies chicken and eggs and government make a contract with chicken suppliers are independent variables that can be used to attract the interest of chicken suppliers to lower the price of chicken. This strategy is triggered when the researcher uses the TPB theory because it has the relationship between the three theories. Furthermore, in 2021 Mohamed Farid Noh provides information that will help researchers to find the best method or strategy to control chicken prices. At the same time, Nik AmirulMumin Nik Min helped researchers to understand the importance of price setting of chicken control which needs to take into account the importance of

the entire industry chain in this country and farmers also need to be paid attention so that the price set is fair and does not benefit only some parties.

There is a lot of research done to control the price of chicken. Furthermore, studies so far have mostly focused on providing benefits to chicken suppliers, traders and buyers. However, it is more focused on chicken suppliers, this is because, if the price sold is high, then the chicken sold will also be high. So, the research done by the researcher is more about chicken suppliers. If they have to pay high costs then the price of chicken will also be high. Although to control the price of chicken this is important for food security, the chicken suppliers who manage the chicken should be remembered so that they do not feel neglected.

#### 5.4.2 Practical Implication

The practical implication of this study is research that wants to investigate strategies to attract chicken suppliers to lower chicken prices. Can these measures help to reduce the price of chicken and attract the interest of chicken suppliers to reduce the price of chicken. In addition, to find out the relationship between this strategy and the decrease in chicken prices and the importance of this strategy in attracting the interest of chicken suppliers.

Not only that, with this strategy can provide benefits to chicken suppliers in producing more chickens that are needed and they also benefit from this study. By using this strategy, chicken prices can be well controlled and chicken suppliers will also feel more secure.

Furthermore, the aim of this research is to find out what strategies are appropriate to encourage chicken suppliers to lower the price of chicken to a cheaper one. This aims to ensure that the price of chicken is properly supervised and controlled so as not to cause problems to chicken suppliers, traders and buyers regarding the price of chicken. In addition, to curb the problem of increasingly expensive chicken prices.

## 5.6 Limitation of research

There are several limitations faced by researchers in the process of completing a research study. One of the primary data collection processes is quite difficult.

The first limitations faced by the research in the process of solving this research. Most limitations occur during the data collection process because the respondents of this study are chicken suppliers in Melaka, so it may be difficult for the researcher to collect data from the usual research that can be done get data from any group of people. Fortunately, researchers are still able to solve the process of collecting data and completing this research study by distributing questionnaires to respondents use google forms.

The second limitation faced by researchers in the process of completing a research study is that people do not cooperate to fill out the google form. When only communicating online through "whatsapp" and through phone calls causes difficulty in getting information. In addition, to get information is also quite slow and had to wait for a long period of time. In addition, the researcher faced a problem where when contacting the respondent and sending a google form, the researcher did not get a response from some respondents. Some of them chose to answer the questionnaire faster without understanding questionnaire so as not to spend too much time on it. All these problems can lead to lack of data accuracy that may cause inaccuracy of the data and results of this study.

## 5.7 Recommendations for future research

In future research, researchers can change the choice of research methodology is using qualitative. By using this method, the researcher can focus on chicken suppliers. This is because it can help other researchers find information on strategies to attract chicken suppliers to lower the price of chicken. It also helps researchers get different results and new information from previous research.

In addition, for future studies, the researcher suggested to make a survey through face-to-face techniques. The researcher cannot verify whether the respondents actually read the questionnaire or if they just marked randomly box without understanding what they want to achieve. As a result of this situation, incorrect data may be generated. To ensure that the sample size is not affected, researchers may benefit from using mechanisms that distribute surveys directly questionnaires or researchers using the interview method

In addition, researchers need to enlarge the scope of the study to facilitatedata collection. For example, the researcher can choose respondents from any state or place because it can help the researcher focus on the respondents and the data to be collected and also easy to analyze.

This proposal is built for future research so that it can help chicken suppliers produce more livestock without increasing the selling price. In addition, traders and buyers will not be affected by the sudden price increase because the price of chicken has been controlled from the breeding center.

## 5.8 Conclusion

In conclusion, this study focuses on strategies to attract chicken suppliers to lower the price of chicken. Furthermore, this chapter explores the implications of this study to explain what the research contributes to future research. Finally, it is identify the limitations of the study and make recommendations for future researchers who would like to do a study on a topic similar to this one. So it can be seen that the strategy to attract chicken suppliers to lower prices is government make a contract with chicken suppliers. This strategy is very significant in knowing which is more significant among the four strategies.

## Gantt Chart FYP 1

Activity	Weeks															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Choose the suitable title			■	■												
Research objective, research question					■	■										
Theories and concepts used						■	■	■								
Literature review									■	■	■					
Independent & Dependent Variable									■	■	■					
Summary literature review											■					
Introduction chapter 3												■	■			
Method been used													■	■	■	
Draft questionnaires															■	■

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**APPENDIX B****Section A : Demographic Information**

This section is related to your demographic information. Please (/) only one relevant answer and the information will be kept confidential.

1. Do you think the price of chicken is too expensive these days?

Yes

No

2. Gender

Male

Female

3. Age

20 - 30

31 - 40

41 - 50

51 - 60

4. Race

Malay

Chinese

Indian

If other, please specify :

5. Employment status

Employed

Unemployed

6. Current household income (Monthly)

< 1500

3000-5000

> 1500

5100 and above

7. Marital status

Single

Divorce

Married

8. How many people, including yourself, live in your household?

1 - 3 people

7- 10

4 - 6 people

**Section B : Strategies to attract chicken suppliers to lower the price of chicken.**

Please indicate the level of agree or disagree by circle the answer from 1 (strongly disagree) to 5 (strongly agree)

**Price of organic food**

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Saya rasa kami boleh dapatkan makanan organik dengan harga yang lebih murah  (I think we can get a organic food in cheaper price)	1	2	3	4	5
2	Saya boleh mendapatkan makanan organik dari negara lain  (I can get organic food from other countries)	1	2	3	4	5
3	Saya percaya pertanian organik di Malaysia dapat menjimatkan kos penghantaran  (I believe that organic farming in Malaysia can save on shipping costs)	1	2	3	4	5
4	Saya percaya makanan organik di Malaysia dikawal selia oleh kerajaan  (I believe that organic food in Malaysia is regulated by the	1	2	3	4	5

	government)					
5	Saya boleh mendapatkan makanan organik daripada pembekal yang dipercayai  (I can source organic food from trusted suppliers)	1	2	3	4	5
6	Saya fikir kita boleh menukar makanan organik yang mahal kepada yang lebih murah  (I think we can convert expensive organic food into cheaper ones)	1	2	3	4	5
7	Saya fikir kita boleh membuat sistem penggiliran makanan organik untuk ayam. Jadi makanan organik diberikan dalam jumlah yang sedikit  (I think we can make an organic feed rotation system for chickens. So organic food is given in small amounts)	1	2	3	4	5

### Floating price of chicken and eggs

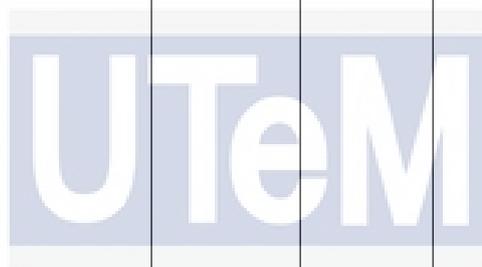
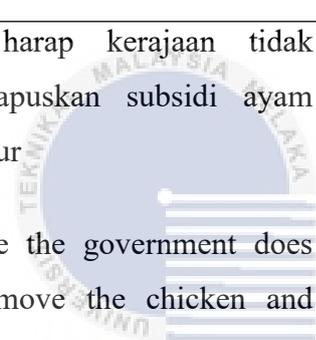
No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	<p>Saya rasa kerajaan perlu membuat penguatkuasaan yang lebih ketat berhubung harga ayam</p> <p>(I think the government needs to make stricter enforcement regarding the price of chicken)</p>	1	2	3	4	5
2	<p>Saya rasa kerajaan boleh melakukan pemerhatian di kawasan penjualan ayam dengan lebih kerap</p> <p>(I think The government can conduct observations in chicken sales areas more often)</p>	1	2	3	4	5
3	<p>Saya rasa kerajaan harus menetapkan harga apungan pada kadar yang berpatutan</p> <p>(I think the government should set the floating price at a reasonable rate)</p>	1	2	3	4	5
4	<p>Saya rasa untuk mengapungkan harga ayam dan telur adalah sesuai tetapi perlu mengawal harga syiling</p> <p>(I think to float the chicken and egg price is appropriate but</p>	1	2	3	4	5

	need to control the coin price)					
5	<p>Saya merasakan penjualan ayam pada harga terapung perlu dilakukan secara konsisten bagi membantu peniaga mengawal harga produk</p> <p>(I feel that the sale of chicken at floating prices should be done consistently to help traders control product prices)</p>	1	2	3	4	5
6	<p>Kerajaan perlu berbincang dengan penternak ayam terlebih dahulu untuk mendapatkan persetujuan mengenai harga apungan yang berpatutan dan adil kepada semua</p> <p>(The government needs to discuss with chicken farmers first to get agreement on a reasonable float price that is fair to all)</p>	1	2	3	4	5
7	<p>Saya bersetuju harga terapung dilakukan untuk mengawal kenaikan harga barang</p> <p>(I agree that floating prices are done to control the rising prices of goods)</p>	1	2	3	4	5

### Subsidies of chicken and eggs

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Saya rasa kerajaan patut beri subsidi bersasar kepada petani  (I think the government should provide targeted subsidies to farmers)	1	2	3	4	5
2	Saya percaya kita boleh mendapat geran daripada kerajaan  (I believe we can get a grant from the government)	1	2	3	4	5
3	Saya boleh membekalkan ayam dengan harga yang murah sekiranya mendapat bantuan daripada kerajaan  (I can supply chicken at a cheap price if we get help from the government)	1	2	3	4	5
4	Saya harap subsidi bantuan kewangan ini dapat membantu penternak ayam  (I hope that this financial assistance subsidy will help the chicken farmers)	1	2	3	4	5
5	Saya harap kerajaan melonggarkan syarat memohon subsidi untuk	1	2	3	4	5

	<p>penternak ayam</p> <p>(I hope the government relaxes the conditions for applying for subsidies for chicken farmers)</p>					
6	<p>Saya setuju jika tempoh subsidi ayam dilanjutkan untuk tempoh yang lama</p> <p>(I agree if the chicken subsidy period is extended for a long period)</p>	1	2	3	4	5
7	<p>Saya harap kerajaan tidak menghapuskan subsidi ayam dan telur</p> <p>(I hope the government does not remove the chicken and egg subsidy)</p>	1	2	3	4	5



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### Government makes a contract with chicken suppliers

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Saya fikir adalah baik untuk mengadakan kontrak dengan kerajaan  (I think it is good to have an contract with government)	1	2	3	4	5
2	Saya rasa lebih selamat di bawah kerajaan  (I feel safer under the government)	1	2	3	4	5
3	Saya perlu mengeluarkan kuantiti ayam dan telur yang mencukupi untuk orang ramai kerana kami terikat dengan kontrak  (I have to produce sufficient quantity of chickens and eggs for the public because we are bound by the contract)	1	2	3	4	5
4	Kerajaan menetapkan beberapa kelayakan sebelum memeterai kontrak di bawah kerajaan  (The government sets several qualifications before entering into a contract under the government)	1	2	3	4	5

5	<p>Saya harus menjaga pengeluaran ayam dan telur supaya ayam yang dihasilkan sihat dan mencukupi</p> <p>(I should take care of the production of chickens and eggs so that the chickens produced are healthy and sufficient)</p>	1	2	3	4	5
6	<p>Saya rasa kerajaan boleh membantu kita dari segi menyediakan teknologi yang lebih canggih dan kemudahan yang baik</p> <p>(I think the government can help us in terms of providing more sophisticated technology and good facilities)</p>	1	2	3	4	5
7	<p>Saya percaya kerajaan mengawal setiap pembekal ayam ini</p> <p>(I believe the government controls each of these chicken suppliers)</p>	1	2	3	4	5

### Section C : Lower price of chicken

Please indicate the level of agree or disagree by circle the answer from 1 (strongly disagree) to 5 (strongly agree)

No	Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Saya menawarkan harga borong yang lebih murah kepada peniaga ayam  (I offer cheaper wholesale prices to chicken traders)	1	2	3	4	5
2	Saya percaya harga ayam kini lebih terkawal  (I believe that chicken prices are now more under control)	1	2	3	4	5
3	Saya pasti harga ayam sekarang lebih murah  (I'm sure the price of chicken is cheaper now)	1	2	3	4	5
4	Saya rasa harga ayam perlu diukur dari semasa ke semasa  (I think the price of chicken should be measured from time to time)	1	2	3	4	5
5	Saya percaya penurunan harga ayam membantu penternak ayam	1	2	3	4	5

	(I believe that lowering chicken prices helps chicken farmers)					
6	Saya percaya harga pasaran ayam tidak melebihi harga pasaran syiling  (I believe the market price of a chicken does not exceed the market price of a coin)	1	2	3	4	5

APPENDIX C

