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FACTORS INFLUENCING PURCHASE INTENTION TOWARDS FIGS-BASED PRODUCTS

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ABSTRACT

Malaysia is the only country where we can have all-year-round production of figs because of their climate, and still get the best quality figs, which have silky, sweet, sappy flesh. Never the lest in this modern era, the society doesn't know well about the benefits of common figs. The truth is common figs have many benefits that can be used in the healing of diseases. The main purpose of this study is to identify factors of purchase intention towards figs-based products. Therefore, this study aims to examine the relationship between knowledge, awareness and perceived quality of common fig products among consumers with purchase intention. This quantitative approach was conducted using census sampling by distributing 300 questionnaires to the consumers. As a result, a Cronbach alpha of 0.9 was attained and can be proceeded to make future analysis. The analysis was employed to explain the relationship between the independent and dependent variables. Based on paragraph, there is a positive relationship between knowledge, awareness, perceived quality and purchase intention. In conclusion, this study will be used as a guidance and assistance towards the industries involved in products related to fig fruits.

KEYWORDS – Benefits, Health Problem, Purchase Intention, Product Base Figs

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CHAPTER I

INTRODUCTION

FACTORS INFLUENCING PURCHASE INTENTION TOWARDS FIGS-BASED PRODUCTS

1.1 INTRODUCTION

Ficus carica L., commonly known as the fig, originated in northern Asia Minor and spread with the Greeks and the Romans throughout the Mediterranean region. Spanish Franciscan missionaries brought the fig to southern California in 1520, leading to the variety known as the Mission fig. Evidence shows the fig to be in abundance in both China and England by this time as well. Fig, (Ficus carica), plant of the mulberry family (Moraceae) and its edible fruit. The common fig is indigenous to an area extending from Asiatic Turkey to northern India, but natural seedlings grow in most Mediterranean countries; it is cultivated in warm climates. In the Mediterranean region the fig is so widely used, both fresh and dried, that it is called "the poor man's food." The fruit contains significant amounts of calcium, potassium, phosphorus, and iron. Moraceae, the mulberry family of the rose order (Rosales), with about 40 genera and some 1,000 species of deciduous or evergreen trees and shrubs, distributed mostly in tropical and subtropical regions. On the basis of the Dietary Reference Intakes (DRI) data, published by the Food and Nutrition Board of the U.S. Institute of Medicine and the nutrient composition of dried figs they can be demonstrated to be a superior source of minerals and vitamins. Figs are sodium free as well as fat and cholesterol free.

Fig fruits contain at least 17 types of amino acid, among which aspartic acid and glutamine are the highest one. Dried figs also contain relatively high amounts of crude fibers, higher than those of all other common fruits. More than 28% of the fiber is of the soluble type, which has been shown to aid in the control of blood sugar and blood cholesterol and in weight loss. Dried figs also contain one of the highest concentrations of polythenols among the commonly consumed fruits and beverages. Common fig come in different colours, varier from dark purple to green. Fig also the most abundant fruits in the mediterranean diet. Mediterranean diet includes proportionally high consumption of olive oil, legumes, unrefined cereals, fruits and vegetables that health factor for reducing all-cause mortality and the risk of chronic disease.

Figs hold a position of symbolism in many world religions, including Christianity, Islam, Hinduism, Judaism and Buddhism, representing fertility, peace, and prosperity. The prophet Mohammed reportedly identified the fig as the one fruit he would most wish to see in paradise. At-Tin (Ficus carica L.) of family Moraceae is commonly known as edible fig. This plant has been mentioned in the Holy Qur'an (in Sura'At-Tin') only once. Islamic scholars have different views regarding the interpretation of the plant At-Tin. Most of them have interpreted it in the meaning of common fig in their interpretation on the Holy Qur'an. According to some authorities the fig means Mosque of Syria or Mountain of Syria or Mosque of Nuh which was built upon the Mountain Al-Judi. Some commentators say that At-Tin signifies a mountain nearby to which 'Jerusalem' is situated and that is the place of birth of Hazrat Essa (Alaihi Salaam). The fruit of Ficus carica (Fig) has been widely used in traditional medicine as laxative, anthelmintic, demulcent, emollient, galactogogue, vermifuge, nutritive, stimulant for the brain, poultice for gumboils and for the treatment of anemia, dental abscesses, heart-disease, haemorrhoids, osteoporosis and tumours. Consequently, fig has been

extensively studied for its biological activities and has been shown antibacterial, antifungal, antiviral, antiwart, anticancer, antidiabetic, anti-inflammatory and antioxidant properties. These alternatives appear to have potential for both local consumption and export markets. Our results also indicate extensive diversity among Turkish figs permitting marketing of a broad range of fresh fig traits. (Oguzhan Çalişkan, 2007).

Malaysia is the only country where we can have all-year-round production of figs because of our climate, and still get the best-quality figs, which have silky, sweet, sappy flesh," Ridzuan says. "I have proven that it's possible to grow figs three times a year, and I'm now pushing for four times a year. Planting fig plants is quite easy. They can either be planted direct into the soil or in pots around the house compound. The Malaysian climate is very suitable for fig planting, he said. And the fruit can be made available throughout the year. (By Ahmad A Talib February 4, 2018)

Following the government's focus on the agricultural sector, the Malaysian food processing industry has become an important part of the agro-based industry. The Malaysian Agricultural Research and Development Institute (MARDI) has been established since 1969 and it is a statutory body under the Ministry of Agriculture and Agro-based Industry Malaysia which has been mandated to conduct research in agriculture, food and agro-based industries. Among the objectives is to lead the agricultural technology and food processing in increasing agricultural productivity.

1.2 PROBLEM STATEMENT

Agriculture is a wide industry in the local economy. The agricultural industry, which includes enterprises engaged in growing crops, raising fish and animals, and logging wood, encompasses farms, dairies, hatcheries and ranches. The cultivation of common fig has been part of the agricultural industry for many years. Even though this is the case, the cultivation of common fig is not very well known in Malaysia industry. Common fig which originated in Northern Asia Minor is lacking the awareness among the consumers. With the fruit itself being low in percentage in awareness, the knowledge about common fig-based products is close to zero.

Consumers are probably aware of the significance of common fig but they are clueless about the exact benefits of it. Because of the lack of exposure to this information, consumers continue to stay in the dark instead of being enlightened. Due to the lack of knowledge, consumers do not have any interest to make a purchase or find products that are made of common fig. Common fig is type of fruit that could help cure diabetes, high blood pressure, psoriasis etc. If this fact is known to consumers, common fig could be a good replacement to other fruits in the industry. This proves that consumers lack the knowledge about the fruit.

Moreover, one of the reasons why common fig is not acknowledged is because consumers are mostly more interested in other fruits such as berries, apples, oranges etc. These fruits are widely known because they are highly and actively cultivated locally and internationally. These fruits are also much easier to find at supermarkets or hypermarkets hence the reason why consumers are most likely to be more interested in them. Due to this difficulty, consumers' perceived quality of the fruit is unknown.

Furthermore, the largest producer of common fig is Turkey leading with 26% of the world total in 2017. The common fig can only be obtained if the fruits are imported from the largest producers. Local

producers only cultivate the fruit as a hobby and is yet to be implanted commercially. This makes it more difficult for consumers to purchase common fig at the local markets. They could probably find the imported ones but at a high price. This problem would lead to lesser purchase intention of common figs-based products.

Consumers are less aware about the existence of common fig because there is lack of exposure about the industry. By widening the cultivation of common fig and commercializing it, consumers would be more aware and can be educated easier about the benefits and significance of it.

Furthermore, producers in the agricultural industry are lacking in knowledge if Malaysia has the potential for common fig to be commercialized. Due to this problem, they tend to hesitate and can only cultivate it as a hobby or as a small business. Since common fig is still pretty new and unknown in Malaysia, local producers are afraid if the cultivation of the fruit could bring them profits and survive in the competitive market. This is because the common fig industry could be risky to producers if there is no demand.

In conclusion, through the study, the result could help producers to identify if there is any demand in the market.

1.3 RESEARCH OBJECTIVE

The lack of awareness towards common figs can help the producers to develop the effective methods to advertise their common figs-based products to the potential market. The objectives of the research are:

1. To identify the factors that contribute to purchase intention
2. To determine the major factors that contribute to purchase intention
3. To examine the relationship between factors (consumer awareness, consumer knowledge, perceived quality) and purchase intention

1.4 RESEARCH QUESTION

Based on the objectives of the study that have been stated, therefore our research questions are as follows:

1. What are the factors that contribute to purchase intention?
2. What are the major factors that contribute to purchase intention?
3. What is the relationship between factors (consumer awareness, consumer knowledge, perceived quality) and purchase intention?

1.5 SCOPE OF STUDY

This is study is about the purchase intention of people living in TTDI Jaya, Shah Alam. The scope of discussion of this study refers to all the residents of TTDI Jaya.

1.6 SIGNIFICANCE OF STUDY

> **Consumer**

- New alternative to enjoy the benefits of common figs

> **Company**

- Afta Benefigs will be able to identify the opportunities to enter the market

- Provide knowledge about the potential market to Afta Benefigs

- Develop the economy of the country in agriculture sector

1.7 LIMITATION OF STUDY

- Respondents hesitate to spare time to complete questionnaires that might not concern them

- Respondents are not interested in giving cooperation because they do not plan to try common fig-based products

1.8 DEFINITION OF TERMS

Purchase intention

In simplest of terms, purchase intention is the likelihood of a customer buying the same product again based on their purchase history. Or it can also be the need of a product which is driving the customer towards a purchase. Basically, the customer is now intent on buying a product and therefore is a prime potential. Retaining such customers is very important as they are likely to shift immediately to another brand because they are in the "Evaluation of alternatives" stage. Obviously, the customer will have their own ideas or their own previous experience on what they want to purchase. For a seller or a business, purchase intention is something that will affect their sales very much. It is very much like a foodie choosing a favourite restaurant over the others because he likes the food there better, (Hitesh Bhasin, 2018).

Consumer knowledge

Consumer knowledge is defined as the research an organisation has about the needs and wants of their consumers. Consumer knowledge helps an organisation to align its business in line with customer expectation and helps the organisation to build strong customer relationship. Also consumer knowledge is how much customer is aware about the product. This can be divided into two types: product familiarity and product knowledge.

Consumer awareness

Consumer awareness is an act of making sure the buyer of consumer is aware of the information about products, goods, services, and consumer rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. Let us learn more about Consumer rights, responsibilities and consumer awareness in detail.

Perceived quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is, first, a perception by customers. It thus differs from several related concepts.

Product

A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted.

Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented, (Bennett & Coleman, 2020)

Figs

A fig is a soft sweet fruit that grows in hot countries. It is full of tiny seeds and is often eaten dried, (Houghton Mifflin Harcourt, 2010). There are more benefits about common figs such as helpful in treating a range of medical concerns, from diabetes to eczema (Natalie Butler, 2016). Other than that, the sweet, mild flavour and multiple uses, figs are low in calories and have no fat. One large, raw fig has just 47 calories.

1.9 CONCLUSION

In conclusion, this research is basically study on determinants of common fig (Ficus Carica L.). The research is to identify the background of fruit and the efficacy of the common figs. It also identifies relationship between factors which is consumer awareness, consumer knowledge, perceived quality and purchase intention.

CHAPTER II
LITERATURE REVIEW

2.1 INTRODUCTION

Literature review is a collector of published information on a particular area of research such as article, journal and case studies. Literature review is done at first stage of research to search and select relevant research related to common fig or scientific name is ficus carica l. This chapter will clarify awareness of consumers toward common fig-based product.

2.2 DEPENDENT VARIABLE

PURCHASE INTENTION

According to Keller (2001) purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors. Many factors intended to purchase intention which is customer knowledge, consumer awareness and perceive quality.

In addition, according to (Kamins & Marks, 1991) consumers will have a higher purchase intention with a familiar brand. Likewise, if a product has higher brand awareness it will have a higher market share and a better quality evaluation (Dodds, et al., 1991; Grewal, et al., 1998). Beside that Hsu (2000) mentioned that an awareness brand will have a higher purchase intention than a less awareness brand. Furthermore, Garretson and Clow (1999) suggest that perceived quality will influence consumer purchase intention, and Monore (1990) indicates that perceived quality will positively influence purchase intention through perceived value. According to the statement Ho (2007) also asserts that the higher the perceived quality and perceived value of the private brand foods, the higher buying intention to consumers. In addition, (Chang and Wu 2006) conclude that perceived quality and purchase intention are positively related. Brand loyalty is a repurchase commitment that promises consumers will repurchase their favorable brands in the future, and they will not change their loyalty under any circumstance, Oliver (1999). Aaker (1991), Assael (1998), and Wang and Kan (2002) also mention that consumers must have positive feelings to a brand, and then they will produce purchase intention.

2.3 INDEPENDENT VARIABLE

CONSUMER KNOWLEDGE

Knowledge is a familiarity, awareness, or understanding of someone or something, such as facts, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering, or learning.

According to Alkaabi et al (2011) the information of benefits for common figs are a kind of fruit or food favourite of the Prophet s.a.w. Fruit picking common figs among Muslims throughout the world including Malaysia is gone foreigners. From a science point of view, fruit common figs contain high energy, carbohydrates, minerals, vitamins, proteins, and fiber.

In addition to common figs are high in vitamins and minerals, "Common figs are a rich source fiber, which is 6.4% to 11.5% depending on the type and level of entry" - (Al-Shahib & Marshall, 2002). Take it 100 grams of common figs daily can satisfy 32% of daily fiber intake is recommended - Marlett et al (2002). "Fiber has a lot therapeutic benefits include lowering the level blood cholesterol and the risk of many diseases chronic illnesses such as diabetes, hypertension, cancer colon, and heart disease" (Marlett et al., 2002; Cummings et al., 1992).

Knowledge can influence human decisions or actions (McEarcherm & Warnaby 2008 and Liang & Xiangyu 2008). The relationship between knowledge and consumer's behaviour can best be explained by Ajzen's theory of Planned Behaviour (TPB). Based on TPB, individual attitudes and beliefs are shaped by knowledge. Therefore, a study that investigates the impact of knowledge on human behaviour is implicitly be underlies by the Planned Behaviour Theory. According to McEarchern and Warnaby (2008), knowledge can be divided into system knowledge, action-related knowledge and effective knowledge. Each form of knowledge leads to a definite amount of influence on human decision-making. "System knowledge" refers to the knowledge of how systems or process operates; "action-related knowledge" relates the behavioural options and/or possible courses of actions; and "effective knowledge" refers to knowledge of potential benefits or certain behaviours. As far as consumers' rights are concerned, all form of knowledge (system, action-related or effective knowledge) can affect consumers' defensive behaviours.

CONSUMER AWARENESS

Awareness is the ability to directly know and perceive, to feel, or to be cognizant of events. More broadly, it is the state of being conscious of something. Another definition describes it as a state where in a subject is aware of some information when that information is directly available to bring to bear in the direction of a wide range of behavioural actions.

According to the research from (Lena Worthmann, Ulrich Enneking & Diemo Daum, 2017) the acceptance of nutrition and health claims for common figs is more attractive to consumer if they gain better understanding of the benefits and its relevance to human health. The inspection was done to the consumer and the result claims presented received higher rates after the consumer reading an explanatory text about the common figs.

As already mentioned by (Cox et al.) there is at first a need to promote the common figs to overcome knowledge deficits in the relevant population. To point out the advantages of common figs for consumers, different possibilities for retailers are available, like package design, labelling and branding, similarly to other recent innovations in the fruits market.

According to (Keller, 1993; Macdonald & Sharp, 2000) brand awareness plays an important role in purchase intention because consumers tend to buy a familiar and well-known product. Brand awareness can help consumers to recognize a brand from a product category and make purchase decision (Percy & Rossiter, 1992). Brand awareness has a great influence on selections and can be a prior consideration based in a product category (Hoyer & Brown, 1990). Brand awareness also acts as a critical factor in the consumer purchase intention, and certain brands will accumulate in consumers' mind to influence consumer purchase decision. A product with a high level of brand awareness will receive higher consumer preferences because it has higher market share and quality evaluation (Dodds et al., 1991; Grewal et al., 1998).

PERCEIVED QUALITY

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is, first, a perception by customers.

According to Zieman (2015) fig farmer Ridzuan Abdullah is on a mission to popularise figs and to show that Malaysia is the only country where you can grow it all year round. Most Malaysians have never eaten a fresh fig in their lives, while some have only tasted the dried ones. If only more people were like Ridzuan Abdullah, who is a passionate grower and promoter of the fruit, we would all eat figs all year round, Zieman (2015).

According to Ridzuan Abdullah (2015) he plants 700 varieties of figs, which come from all over the world. "I never knew it was so easy to grow figs because you can do it on the ground or (by using) containers. Just make sure they get enough sun, heat, and water because figs only require well-drained, fertile soil with plenty of moisture". Fresh figs are perishable, so it is important to store them well. They will remain in good condition for eight days (if you keep them well), but would only last one to two days if left outside. However, when frozen, they can be maintained for several months, Ridzuan Abdullah (2015).

In the cognitive-affective model, researchers recognize perceived quality as a cognitive response to a product which influences product purchase (Kumar et al., 2009). In the field of marketing, the construct of perceived quality has been widely acknowledged as the primary driver of purchase intention (Jacoby and Olson, 1985). Perceived quality also provides value to consumers by providing them with a reason to buy and by differentiating the brand from competing brands (Thelen et al. 2006). Thus, quality is defined as judgment about the overall excellence or superiority of a product or service as quality can be defined in terms of the moment at which the consumer receives information or cues about the characteristics of the products while shopping for or consuming it. It also means that the perception of quality varies depending on a range of factors such as the moment at which the consumers make the purchase or consume a product, and the place where it is bought or enjoyed (Dodds et al., 1991).

2.4 RELATIONSHIP DEPENDENT VARIABLE WITH INDEPENDENT VARIABLE

2.4.1 RELATIONSHIP BETWEEN CONSUMER KNOWLEDGE WITH PURCHASE INTENTION

According to Davies et al., 1995, the most frequent motive to purchase organic food is because of consumers' perception that organic food is healthy to them. Health concern appears as the most important reason for purchasing and consuming organic food (Tregear et al., 1994; Wandel and Bugge, 1997; Magnusson et al., 2003: Padel and Foster, 2005). Previous researches done by Lockie et al, 2002: Grankvist & Biel, 2001; has identified interest in health as a primary motive for the purchase of organic food. In addition, health consciousness has been found to predict attitudes, intention and purchase of organic food (Magnusson et al, 2003: Magnusson et al, 2001). Fotopoulus and Krystallis (2002) have their own opinion towards health consciousness that has given impact in purchase intention of organic food. The matter of increased health care through proper nutrition is a key factor influencing consumption choice. Mohd Rizaimy Shaharudin; Jacqueline Junika Pani; Suhardi Wan Mansor & Shamsul Jamel Elias.

2.4.2 RELATIONSHIP BETWEEN CONSUMER AWARENESS WITH PURCHASE INTENTION

Grewal, Krishnan, Baker and Borin (1998) conclude that brand awareness and perceived quality have a positive and significant relationship in a bicyele brand study. Many researches also maintain that the higher the brand awareness is, the higher perceived quality is (Monore, 1990; Dodds and Grewal, 1991: Wall, Liefeld, & Heslop, 1991: Lo, 20023; L.in, 2006). Kan (2002) further suggest that the higher the brand awareness is, the higher the consumers' quality evaluation is. Besides, Aaker and Keller (1990) mentioned that a brand with high awareness and good image can promote brand loyalty to consumers, and the higher the brand awareness is, the higher brand trust and purchase intention are to consumers. Peng (2006) indicates that brand awareness has the greatest total effects on brand loyalty. When businesses develop a new product or a new market, they should promote their brand awareness in order to receive the best result because brand awareness is positively related to brand loyalty (Aaker & Keller, 1990; Peng, 2006; Wu, 2002; Chou, 2005). Chang and Wildt (1994) submit that values can facilitate loyalty. Parasuraman and Grewal (2000) propose that the more positive customer transaction perceptions are, the stronger customer loyalty is. Sirdeshmukh, Sigh and Sabol (2002) also deem that value will bring a positive influence toward customers, Wu (2007) identifies that the perception of consumers will increase or reduce brand loyalty. Judith and Richard (2002) further indicate that perceived quality and brand loyalty have a highly connection, they will positively influence purchase intention. Chi, Yeh and Chiou (2009) a new view and evidence to the study of brand loyalty that customer perceived quality will influence brand trust and brand affect, and further to influence brand attitude and purchase behaviour. Thus, perceived quality and brand loyalty are positively correlated, and brand loyalty will increase if perceived quality increases.

2.4.3 RELATIONSHIP BETWEEN PERCEIVED QUALITY WITH PURCHASE INTENTION

Price premiums, the excess prices paid over and above the "fair" price that is justified by the "true" value of the product (Rao and Burgen, 1992; cited in Vlosky et al., 1999), may be indicators of consumers' demand for that product (Tse, 2001), However, the premium values were greatly dependent on the food itself, different cultivation methods, way of handling that guarantees risk minimization and ete (Gil et al., 2000). The consumer perceived that organic food has the value and benefits and that's why they are willing to pay more for the price. Hutchins and Greenhalgh, 1997

noted that approximately half of the consumers of their sample were willing to pay more for organic foods, the majority of them reaching levels of 10-20 percent. Meier-Ploeger and Woodward, 1999 claimed that 52 percent of the German consumers of their sample were willing to pay more for organic fruits and vegetables. 34 percent for animal products and 39 percent for grain products. Canavari et al., 2003 mentioned that the proposed premium price for organic peaches and apples was accepted by 65.8 percent of the Italian respondents of their survey. On the other hand, Gil et al., 2000 concluded that in Spain only likely and actual Spanish organic consumers were willing to pay premium of 15-25 percent for organic food.

2.5 HYPOTHESIS

- There is a relationship between consumer awareness and purchase intention
- There is a relationship between consumer knowledge and purchase intention
- There is a relationship between perceived quality and purchase intention

2.6 RESEARCH FRAMEWORK
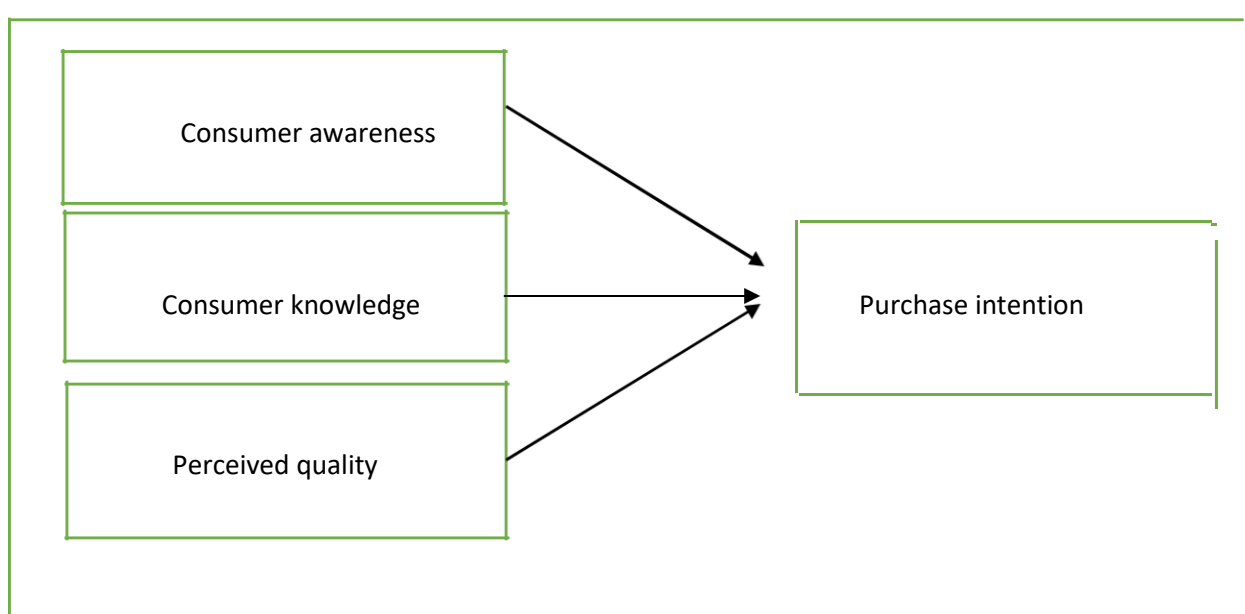
FIGURE 2.6: Framework

Source: Singh (2012)

3.1 INTRODUCTION

This chapter discusses the methodology of research, whereby the appropriate method is used in obtaining the level of consumers' awareness in Shah Alam, including feedback the researches have received in order to achieve the research objectives.

According to the Fourth Edition of the Oxford Wordpower Dictionary, methodology is defined as the system that includes the methods and principles used in an activity or discipline. Methodology can also be defined as the method or discipline used during a particular study to achieve a certain objective. Research, however, is defined as investigation and careful examination (Iskandar 1996). Methodology is summarized as a technique of designing, collecting and analysing data in order to produce evidence that can support a study. The methodology explains the way a problem is investigated and the reason behind why that method and technique is used. The purpose of methodology is to help understand more broadly, in detail, about the application of a method by description of a research process.

This chapter begins with an introduction to the concept of methodology is used in conducting this research. Next, it explains the research design, sample procedures and data collection techniques. A questionnaire was made by the researchers to collect data from the respective respondents in Shah Alam.

3.2 RESEARCH DESIGN

This is a descriptive research with purpose to obtain and collect information by surfacing a questionnaire set to individual samples that are chosen from population that has been selected to studied on. Besides, the researchers have defined the meaning of data by correlating the results from the statistical experiments they have done. A survey is best used when it comes to collecting relevant data from the population chosen by the researchers.

- Quantitative method

    The approach of this study is based on quantitative studies. The researches chose this quantitative study approach because it is appropriate to answer the research question which was built so that the research objectives could be achieved. Babbie (2007) states that quantitative studies will facilitate data analysis to be carried out, to check the authenticity of citied data and to reinforce the understanding of the phenomenon studied. According to Merican (2005), a quantitative study will be used if the study requires explanations in the numeric form.

    In addition, quantitative research is a study that uses quantitative data or data. Quantitative data can be measured, through the measurement process and requires measuring tools such as questionnaires and tests. The sample size for this study was greater than the qualitative study.

According to Van Dalen Fatah (1993), descriptive research is not a limited study of data collection but it includes surveys asking questions and reporting answers to the situation at that time to a study that provides detailed statements about the relationship between variables.

3.3 RESEARCH INSTRUMENTATION

Generally, the research instrument can be any tool or method for obtaining and collecting research data. According to Najib (1999), good instruments should have characteristics such as objective, reliability and utilization.

Chua (2006)'s research in measuring, observing or documenting quantitative data indicates that the research instrument is used. The research instrument can help in obtaining the information needed to answer the research questions. The research instrument used must coincide with the needs of the study and it can be self-constructed, using existing instruments and modifying or incorporating existing instruments as previously described, this study will fully utilize the questionnaire as a research instrument.

According to Sekaran and Bougie (2013), the questionnaire is an appropriate way to collect data as it is easy to use, easy to manage, save time and facilitate data processing steps. Sekaran and Bougie (2013) also states the types and forms of questions in a questionnaire will determine the quality of the questionnaire. The researchers want to observe the purchase intention towards common fig-based products of people living in Shah Alam. Then feedback from the sample through their approval can be assessed using the Likert Scale. Based on Sekaran and Bougie (2013) once more, a Likert Scale is the best method to use as it can produce feedback related to objects, events or people being studied. Therefore, the researchers use the Likert Scale to see how far the respondents agree with certain statements. The Likert scale improvement level is to be used in this study is as follows:

Score	Level	Symbol
1	STRONGLY DISAGREE	SD
2	DISAGREE	D
3	NEUTRAL	N
4	AGREE	A
5	STRONGLY AGREE	SA

Table 3.3.1 Likert Scale's Score Level (Sekaran and Bougie 2013)

Minimum Score	Interpretation
1.00-2.33	Low
2.34-3.67	Moderate
3.68-5.00	High

Table 3.3.3 Interpretation table (Landell, 1997)

3.4 QUESTIONNAIRE

In this study, the main purpose is to investigate the purchase intention of people living in Shah Alam towards common fig-based products. This study examines several questions to be addressed to the respondents. This study uses a questionnaire with Likert scale to facilitate data collection. Likert scales or frequency scales use fixed choice responses, then are formatted and designed to measure attitudes or opinions (Bowling, 1997, Burns & Grove, 1997).

The questionnaire is divided into five sections, Section A, B, C, D and E. Section A is about the background of the respondents and Section B, C, D and E are the questions that will be asked to the respondents. Thus, the questions in Section B are addressed to the respondents about the purchase intention of people in Shah Alam towards common fig-based products. In order to make the respondents to answer easily, the questions used simple words to help them understand the questions better.

- Questionnaire is a compulsory instrument.

Construct	Item	Sources
Purchase intention	1. I am willing to go out of my way to obtain common fig 2. I am willing to pay more on common fig 3. I have seriously thought of buying more common fig-based product 4. I would like to consume common fig as much as possible 5. I have a firm intention to buy common fig based product in the future	Adopted from Jeger, Ham & Leko, n.d (2019)
Consumer awareness	1. I am frequently pay attention to common fig 2. I am aware that common fig are in the market 3. I am aware common fig is a healthy food 4. i am aware that there is tea made from figs 5. i am aware of dried figs in the agricultural industry 6. I am aware that fig has produce fig juice in the market 7. I have positive perception on common fig	Adopted from Lena Wortman (2018) Jacob K. Agbenorhevi (2018) Herman E. Lutterodt (2018)
Consumer knowledge	1. I pay attention to common fig nutrition 2. I know that common fig has varieties type	Lena Wortman (2018) Dr. Jyoti D.Vora (2017)

	3. I know common fig has many benefits consume the product	
	4. I get it fig has a variety or recipe that can be used based on the product	Healthline (2005)
	5. I have a knowledge about common fig	Ayisaa Adams1 (2018)
Perceived quality	1. I know that fig has superior quality antioxidant.	Healthline (2005)
	2. I belief in common fig are safe to consume	
	3. I know fig has the taste, colour and nutritional properties of fruit	Robert Veberic (2008)
	4. I understand fig has optimum nutrition and environmental quality	
	5. I agreed that the consumption of fig has no harmful effect	Francis Alemawor (2008)

3.5 POPULATION

Population refers to the whole of mankind, events or matters that are studied by researches Sekaran, 2003). Based on the research objectives and research questions, we, as researchers have chosen people who live in TTDI Jaya, as many as 1400 people, where 300 will be selected as the population of this research.

Based on the research objectives and research questions, we, as researchers have chosen people who live in TTDI Jaya, as many as 1400 people, where 300 people will be selected as the population of this research.

3.6 SAMPLING

Appropriate use of methods and sufficient respondents are required to obtain samples that represent a population. The selected sample size also plays an important role. The researchers referenced Roscoe (1975), stating in the study that the minimum sample size between 30-500 is adequate.

3.6.1 SAMPLING TECHNIQUE

This study is a quantitative research. Therefore, the researchers have chosen sampling techniques intended for use in this study. This type of sampling is carried out when the researchers have determined the respondent criteria beforehand to answer the questionnaire. The sampling technique used to conduct the survey is simple random sampling where the researchers selected a group of subjects (sample) for study from a larger group (population). According to Voorhis & Morgan (2007), 200 respondents are sufficient for this study to be conducted to obtain the results to be analysed. In this study, researchers are keen to see the purchase intention of people living in TTDI Jaya towards figs-based products.

3.6.2 SAMPLE SIZE

The sample sizes that will be selected are the people living in TTDD Jaya. Based on Zamboni (2010), sample size measures that number of individual samples measured or observations used in a survey or experiment. In statistics, sample size is generally represented by the variable "n". Krejcie and Morgan table is used in determining the sample size.

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size　　　　Source: Krejcie & Morgan, 1970

Table 3.6.3 Krejcie & Morgan

3.7 DATA COLLECTION METHOD

This method was a step that required research to ensure the research was conducted accordingly. It helped the researchers to gain information related to the research. Primary data is the most common data that can be collected.

```
┌─────────────────────────┐
│  Distributing printed and │
│  online questionnaires to │
│        respondents        │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│   Respondents answer the  │
│  questionnaires distributed, │
│      printed and online   │
└─────────────────────────┘
             │
             ▼
┌─────────────────────────┐
│   Collecting the answered │
│       questionnaires      │
└─────────────────────────┘
```
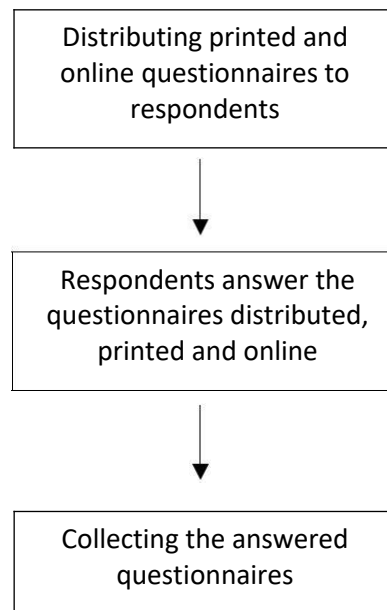
Figure 3.7.1 Data collection process

This chart shows in detailed for every research conducted accordingly. This process shows how long respondents take to answer the questionnaires and would be given ample time to answer all the questions. Its purpose is to ensure that the respondents have enough time to give the most accurate answer to produce an accurate result.

It also shows how researchers applied methods in collecting data. There are two types of data which is primary data and secondary data. For this research, the researchers used primary data and questionnaire to collect data from the respective respondents from randomly picked people around TTDI Jaya.

3.7.2 PRIMARY DATA

The collection of primary data is vital in helping to gain research information. This helps to solve and simplify every problem statement. There are several methods that can be used to obtain primary data and one of it is through a questionnaire. This method comes in the form of a set of questions like a survey and is an instrument used in ensuring the research can be conducted. Primary data is data that can be obtained directly from the respondents.

Primary data is identified as the raw data or data without fabrication, which has just been collected from the source and has not gone through any kind of statistical adjustments like sorting and tabulation. The term primary data may sometimes be used to refer to first-hand information (Imdadullah, 2004). In this research methodology, the research will be done when the data is obtained from the respondents in TTDI Jaya. This method is chosen by the researchers because the outcome of the results is more evident.

3.7.3 SECONDARY DATA

Secondary data is data collected from a source that has already been published in any form. The review of literature in any research is based on secondary data. It is collected by someone else for some other purpose. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Secondary data is essential since it is impossible to conduct a new survey that can adequately capture past change and/or developments. For this particular research, the researchers' source of secondary data is literature review and data provided by the company (Afta Benefigs).

3.8 DATA ANALYSIS METHOD

Data analysis for a research depends on the research design that is conducted. According to the study done by the researchers, data analysis that was applied is descriptive where it only involves statistical description only. Najib (1999) states that data analysis through descriptive statistics are used to explain sample pools such as frequency, percentage, mean, median and mode. Data collection is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes.

The data gained from the questionnaires use descriptive statistics that is processed by using **SPSS 21.0 for Windows** program.

3.9 PILOT TEST

Wisdom & Leavitt (2015) defined pilot study as "a small-scale version or trial run in preparation for a particular major study". According to Turner (2010), pilot test is necessary as it will assist a research in determining whether there are flaws, limitations or other weaknesses that allow researchers to make necessary revision prior to the full-scale implementation of the study. The pilot test is conducted well before the questionnaires are distributed to the 300 respondents. In Simon and Jim (2011) proposed that 10%-20% of the sample size for the actual is sufficient to conduct a pilot study. Therefore, 30 people are selected randomly for pilot test of this study. The accuracy of the pilot test will be tested using Cronbach's Alpha. The value of Cronbach's Alpha greater than 0.7 is considered reliable (Nunnally, 1978).

3.9.1 VALIDITY & RELIABILITY

Testing reliability and validity is the important step in the scale development process. The researchers have conducted pilot survey for statistical variability of the scale. Cronbach's Alpha is the most commonly used measure of reliability.

Reliability refers to the extent, to which scale produces consistent results if repeated measurements are made (Sinha P., 2000). It is concerned with consistency among multiple measures of variability. Reliability represents the systematic variance of the constructs, (Olery and Vokurka, 1998). The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument to be reliable (Joppe, 2000).

3.9.2 DESCRIPTIVE ANALYSIS

Descriptive analysis was employed to understand the overall profiles or respondents. Descriptive analysis was not used to analyse gender, race, education and income level. For this data, frequencies and percentage was used for computation.

3.9.3 REGRESSION ANALYSIS

Multiple regression analysis is a statistical technique that can be used to analyse the effect of two or more independent variables on a single interval-scaled dependent variable (Zikmund, 2000). In selecting suitable applications of multiple regressions, there are three primary issues to be considered. The following are the assumptions that were incorporated in the test.

a. Normality

Normality test was performed by getting by using a histogram and plotting the normal probability plot (p-p plot). If the histogram appears to at least resemble a bell shape curve and all the residuals were located along the diagonal line of p-p plot, it was assumed that the normality requirement has been met.

b. Homoscedasticity

The condition that occurs when the error variances produced by a regression model is constant. Homoscedasticity or equal variance was verified through the scatter plots of regression of standardized residual versus regression of standardized predicted values.

c. Independence of Error Term

Independence of Error Term means the predicted value is independent of other predicted values. Durbin-Watson statistics was used to validate the independence of error term assumption. Value of Durbin-Watson should fall between 1.50 and 2.50, which implies no auto-correlation problem.

d. Multicollinearity

Multicollinearity is when two or more of the independent variables of a multiple regression model are highly correlated. Problems of multicollinearity among predictors can result in an overestimation of the standard deviation of the regression coefficients. Tolerance above .1, Variance Inflation Factor (VIF) value below 10 and condition index below signifies no major multicollinearity issues.

e. Outliers

Casewise diagnostics was run to identify any outlier in the sample. Any cases that fell above the standard deviation value of 2.50 would be dropped.

CHAPTER IV

ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter represents the result of the study from the statistical analysis conducted on the collected data and hypothesis testing. In the first part of this chapter the presentation would be on the characteristics of respondent profiles. The goodness measured is determined by analysing factor analysis, reliability analysis on the measurement and descriptive analysis. The final part of this chapter would be focused on hypothesis testing, correlation testing, multiple regression analysis and hierarchical regression.

4.2 SAMPLES AND PROFILES

A total of 300 responses were obtained from 300 questionnaires.

The respondents comprised mainly of females, 199 respondents (66.3%) and 101 males (33.7%). 88.3%

(265) of the respondents were Malays, 8.0% (24) were Chinese, 3.0% (9) were Indians whereas other races comprised of 0.7%.

Among the respondents, students have the highest percentage which is 62% (186). Respondents working in the government sector comprised of 24.3% (73) of the total. While respondents working in the private sector comprised of 11.7% (35) and others comprised of 2.0% (6). Next, 78.7% (236) respondents' status is single, while 20.7% (62) of the respondents are married and 0.7% (2) of the respondents are others.

1.3% of the respondents are age 12 until 17, 62.7% respondents are within 18 until 23, 20.0% respondents are 24 until 29 years old, 5.7% respondents are within 30 until 35, 5.0% of the respondents are 36 to 42 and the balance of 5.3% are over 42.

Profile of the Respondents

Respondent's Demographic		Frequency	Percentage (%)
Gender	Male	101	33.7
	Female	199	66.3
Age	12-17	4	1.3
	18-23	188	62.7
	24-29	60	20.0
	30-35	17	5.7
	36-41	15	5.0
	>42	16	5.3
Race	Malay	265	88.3
	Indian	9	3.0
	Chinese	24	8.0
	Others	2	0.7
Status	Single	236	78.7
	Married	62	20.7
	Others	2	0.7
Occupation	Student	186	62.0
	Government sector	73	24.3
	Private sector	35	11.7
	Others	6	2.0
Income	0-RM1000	167	55.7
	RM1001-RM2500	38	12.7
	RM2600-RMRM3500	52	17.3
	>RM3600	43	14.3

Table 4.1

The table shows that 79.0% of the respondents know about common figs while the other 21.0% do not know about the fruit. Over half (55.3%) of the respondents have tried common fig and 44.7% have not tried it. Next, 54.7% respondents prefer buying fresh fruits out of others, 22.3% prefers juice, 17.7% prefers tea and the remaining 5.3% comprised of others.

Majority of the respondents, 76.0%, have the intention to buy common figs-based product while 24.0% do not have any intention to do the same. The table also shows that 66.4% of the total respondents do not have any of the diseases stated, 10.7% have blood pressure, 3.3% have heart attack and the balance 19.7% are obese. 74.7% of the respondents think common figs do not help them recover from the disease and 25.3% remaining think common figs do help.

Respondent's General		Frequency	Percentage (%)
Do you know about common figs?	Yes	237	79.0
	No	63	21.0
Have you tried common fig before?	Yes	166	55.3
	No	134	44.7
Which kind of common fig-based product are you most likely to buy?	Fresh fruit	164	54.7
	Juice	67	22.3
	Tea	53	17.7
	Others	16	5.3
Do you have any intention of buying common figs-based products?	Yes	228	76.0
	No	72	24.0
Do you have any kind of disease below?	No	199	66.4
	Blood pressure	32	10.7
	Heart attack	10	3.3
	Obesity	59	19.7
Does fig help you recover from your disease?	Yes	224	74.7
	No	76	25.3

Table 4.2

4.3 RELIABILITY OF MEASUREMENT

The quality data collected from questionnaire surveys was important to produce accurate and good results. A preliminary test was carried out to ensure that the data was free from any mistakes before further research was conducted so that consistent decisions could be made. To test the reliability of the questionnaire instrument, it was tested using the SPSS Version 21.0 for Windows software. The reliability of the study variable instrument is higher at the score of 0.7 and above that is the score approaching 1.

Summary of Reliability Analysis

Variables	Number of items	Number of items discarded	Cronbach's alpha
Purchase intention	5	-	.926
Consumer awareness	7	-	.907
Consumer knowledge	5	-	.862
Perceived quality	5	-	.936

Table 4.3

Table 4.3 shows the value of Cronbach's Alpha coefficient for all items according to purchase intention, consumer awareness, consumer knowledge and perceived quality of people living in TTDI Jaya as shown in the table above is higher than the minimum level of 0.7 as proposed by Nunnally (1978). Therefore, questionnaire items showed satisfactory internal consistency to continue in further statistical analysis.

4.4 Descriptive Analysis

Descriptive statistic

	N	Minimum	Maximum	Mean	Std. Deviation
I am willing to go out of my way to obtain common fig	300	1	5	3.88	.759
I am willing to pay more on common fig	300	1	5	3.79	.706
I have seriously thought of buying more common fig based product	300	1	5	3.92	.822
I would like to consume common fig as much as possible	300	1	5	4.00	.923
I have a firm intention to buy common fig based product in the future	300	1	5	4.06	.954
Valid N (listwise)	300				

Table 4.4.1 descriptive statistics for Purchase Intention

Descriptive statistic

	N	Minimum	Maximum	Mean	Std. Deviation
I am consistently pay attention to common fig	300	1	7	3.81	.896
I am aware that common fig are in the market	300	1	7	4.21	.906
I am aware common fig is a healthy food	300	1	7	4.33	.789
I am aware that there is tea made from figs	300	1	7	3.87	.916
I am aware of dried figs in the agricultural industry	300	1	7	3.90	.915
I am aware that fig has produce fig juice in the market	300	1	7	4.09	.949

	N	Minimum	Maximum	Mean	Std. Deviation
I have positive perception on common fig	300	1	7	4.35	.749
Valid N (listwise)	300				

Table 4.4.2 descriptive statistics for Consumer Awareness

Descriptive statistic

	N	Minimum	Maximum	Mean	Std. Deviation
I pay attention to common fig nutrition	300	1	5	4.04	.843
I know that common fig has varieties of type	300	1	5	3.80	.991
I know common fig has many benefits consume the product	300	1	5	4.27	.807
I get it fig has a variety or recipe that can be used based on the product	300	1	5	4.02	.892
I have a knowledge about organic food	300	1	5	4.09	.899
Valid N (listwise)	300				

Table 4.4.3 descriptive statistics for Consumer Knowledge

Descriptive statistic

	N	Minimum	Maximum	Mean	Std. Deviation
I know that fig has superior quality antioxidant.	300	1	5	4.19	.881
I belief in common fig are safe to consume	300	1	5	4.34	.765
I know fig has the taste, colour and nutritional properties of fruit	300	1	5	4.33	.776
I understand fig has optimum nutrition and environmental quality	300	1	5	4.29	.785

I agreed that the consumption of fig has no harmful effect	300	1	5	4.31	.741
Valid N (listwise)	300				

Table 4.4.4 descriptive statistics for Perceived Quality

4.5 MULTIPLE REGRESSION 1

	PI	CA	CK	PQ
Purchase intention	1.00			
Consumer awareness	.771	1.00		
Consumer knowledge	.787	.840	1.00	
Perceived quality	6.97	.827	.740	1.00

Table 4.5 Pearson's Correlation Coefficients of the Study Variables

variable	Standard beta
Consumer awareness	.287***
Consumer knowledge	.454***
Perceived quality	.124*
F	195.432
R2	.665
Adjusted R2	.661

Table 4.6 Result of Multiple Regression I

Note: ***p<.01, **p<0.5, *p<.10

Figure 4.1 Result of Multiple Regression

Histogram

Dependent Variable: p_intention

Mean = 5.16E-15
Std. Dev. = 0.995
N = 300
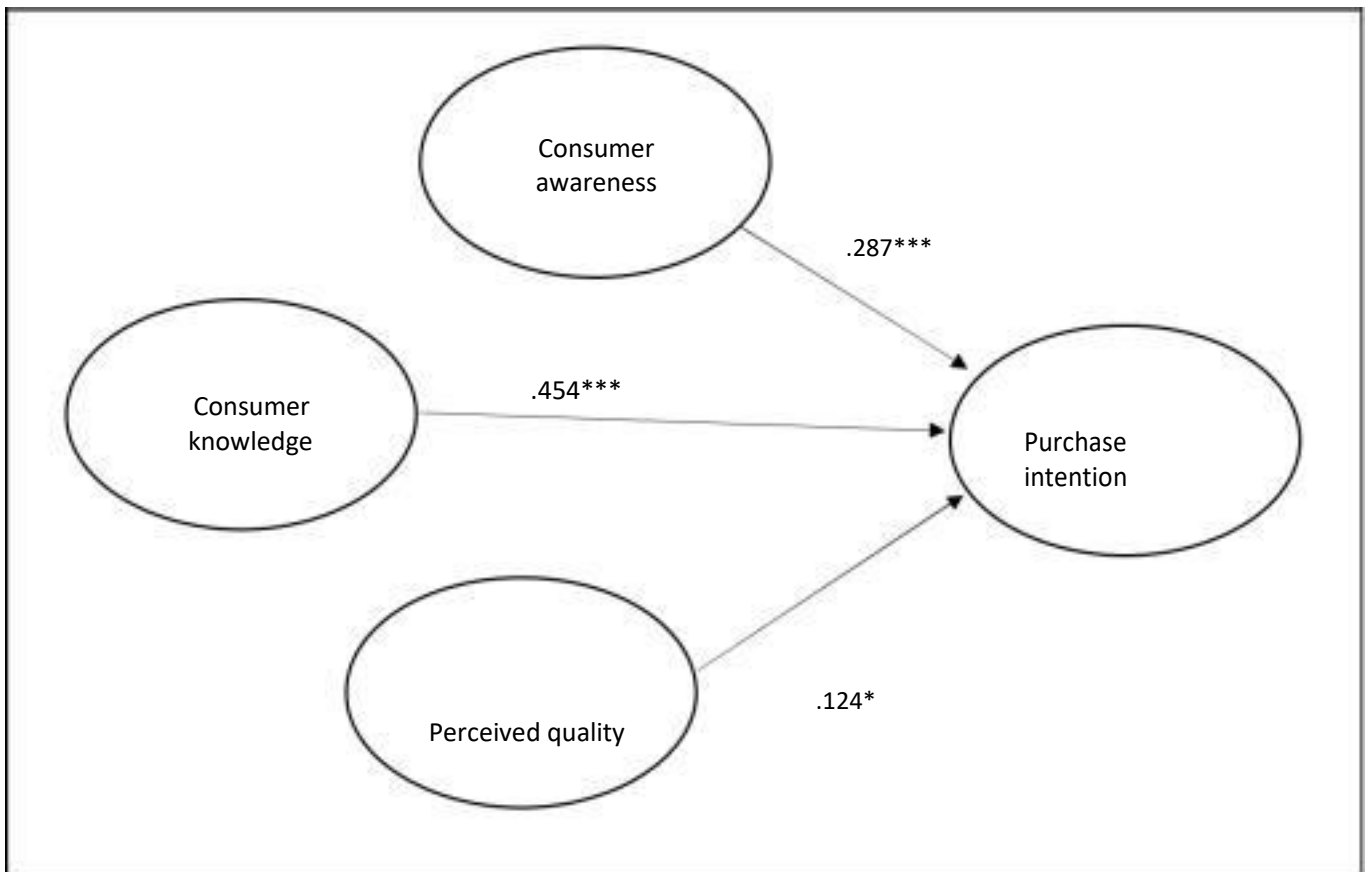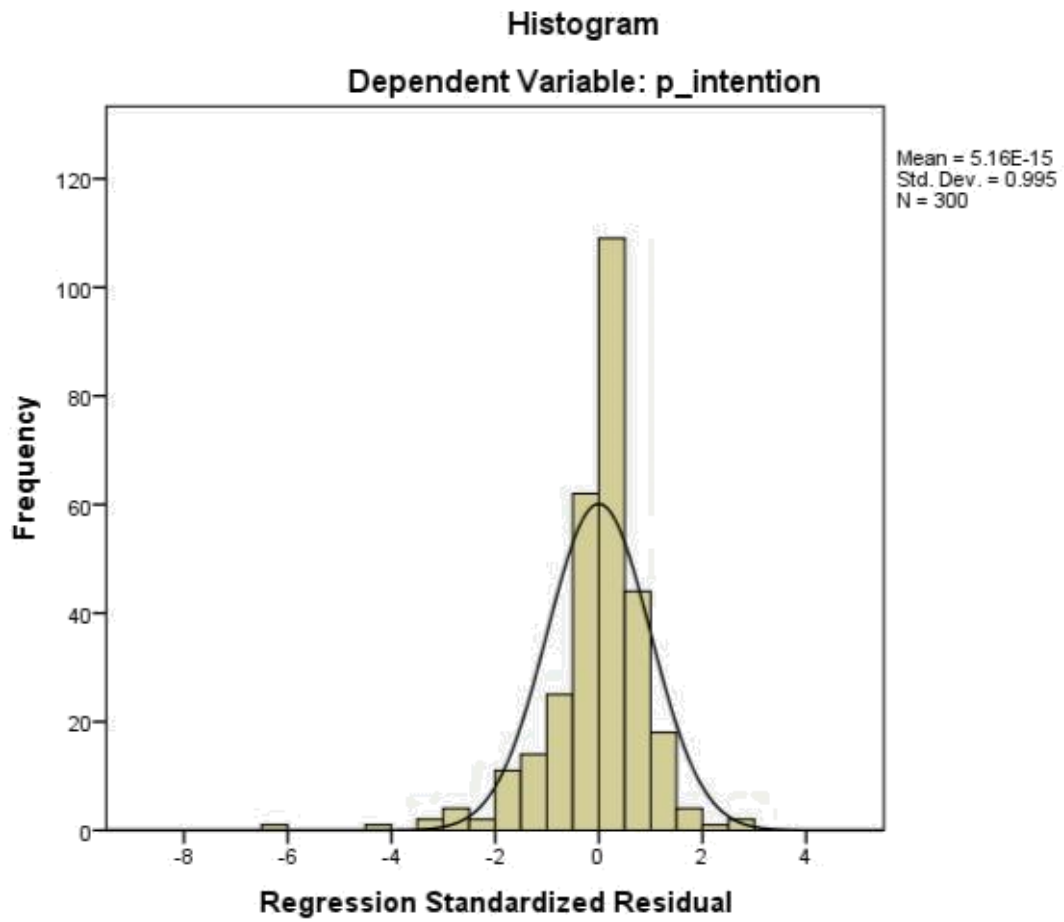
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: p_intention
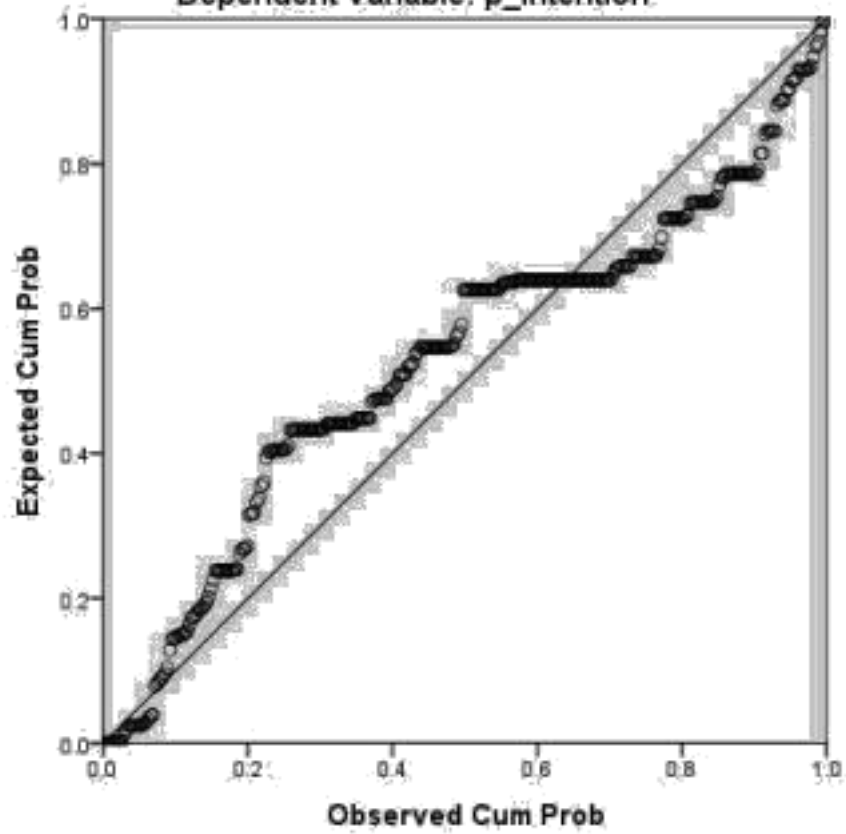
5.1 INTRODUCTION TO CHAPTER

This chapter summarizes the research of entire chapter of the studys and will be discussed in this chapter. In general, this research was conducted to study and conduct factors influencing purchase intention towards figs-based products on consumer living in TTDI Jaya, Shah Alam. In this chapter, will be the summary of statistical analysis which consist descriptive analysis, scale of measurement and inferential analysis that are analysed and interpreted in previous chapter which is chapter four. Furthermore, the summary of research findings in discussed including research recommendation for future purposes.

5.2 DISSCUSION AND IMPLICATION

Table Summary of Research Objectives, Hypothesis and Results

Research Objective	Hypothesis	Result	Rejected/Accepted
To identify the relationship between consumer awareness with purchase intention	**H1:** There is relationship between consumer awareness with purchase intention	r: 0.287 (p < 0.01) p: 0.012	ACCEPTED

To identify the relationship between consumer knowled ship with purchase intention	**H2:** There is relationship between consumer knowledge with purchase intention	r: 0.454 (p<0.5) p: 0.000	ACCEPTED
To identify the relationship between perceived quality with purchase intention	**H3:** There is relationship between perceived quality with purchase intention	r: 0.124 (p<0.10) p: 0.001	ACCEPTED

<u>Source</u>: Develop in the research

As a result of the research, the result obtained from consumer awareness, consumer knowledge and perceived quality. Among the dependent variable, perceived quality is higher due to the fact that one's attitude is the dominant factor that supports the factors influencing purchase intention towards figs-based products among consumer. With evidence provided, by the high mean state of the response that is answered by the respondent.

5.3 SUMMARY OF RESEARCH FINDINGS

This research was based on the objectives which are to investigate the factors influencing purchase intention towards figs-based products and to determine dominant factors that contributed to factors influencing purchase intention towards figs-based products.

After the analysis of Pearson correlation analysis, multiple regression analysis and reliability test, results have shown that all of the four independent variables include consumer awareness, consumer knowledge and perceived quality have positive significant relationship with purchase intention. In addition, linear regression analysis has shown that the relationship between purchase intention is a positive significant relationship. Furthermore, few necessary improvements actions to be taken by farmer or fruit seller of common figs have been suggested in this chapter

The study has shown that the purchase intention has a strongest positive relationship with perceived quality according to Cronbach's alpha. Perceived quality was the most salient determinant of consumer awareness. This is line with the research conducted by Rao and Burgen (1992), Vlosky et al (1999),Tse (2001) and Gil et (2000). This indicates that the higher the perceived quality is, the higher purchase intention. This because, consumer perceived that organic food has the value and benefits and that's why they are willing to pay more for the price. This indicates that concise care in planting provide by modern farmers will definitely result in produce quality fruits.

5.4 RECOMANDATION TOWARDS PURCHASE INTENTION OF PRODUCT BASED FIGS IN TTDI JAYA, SHAH ALAM

Based on the research that was conducted, there were a recomandation that can be forwarded towards purchase intention in TTDI Jaya, Shah Alam to improve the purchasing of product based figs, especially from the target market. One of it would be facilities and online system should be available to maintain and guarantee continuous quality. However improvements should be kept up to date often in order to improve their purchase intention.

In term of facilities, the researchers recommended AFTA management to build more greenhouse at their farm at Felda Sungai Tengi, so that they can produce more figs based product in the future. A lot of people can buy and experience the taste of figs based product if they had produce enough.

In term of online system, the researchers also recommended the information about figs based product to be update continuously. providing quick access to relevant information focused on the quality of figs itself. Based on the collected questionaires data, many of them don't know about figs quality. For example, the use of online platform such as official company website, facebook, Instagram and youtube channel can be useful to create knowledge among customers.

AFTA Benefigs management should be also ensure the right way in producing product based figs to avoid unforeseen circumstances. The researchers also recommended improvement to be done in term service and packaging.

The researchers hoped that the recommendations would be considered by the AFTA Benefigs company and conducted in order to increase the purchasing of figs based product in order to improve purchase intention towards figs based product.

5.5 RECOMMENDATION TOWARDS FUTURE RESEARCH

This research was done to conduct a survey on factors influencing purchase intention towards figs-based products on resident of the TTDI Jaya, Shah Alam only. This survey was conducted by distribute 500 questionnaires to the resident living in TTDI Jaya, Shah Alam. With that, it is recommended that this research is widened by obtaining opinions from workers, housewives and students that living in that area. Besides that, this research can also be further extended by examining other factors.

5.6 CONCLUSION

In conclusion, the researchers have achieved the three objectives which are successfully investigating factors that influencing purchase intention towards figs-based products in TTDI Jaya, Shah Alam. Besides that, the researchers also determined the dominant factor that causes customer purchase intention, which is consumer awareness. A total of 300 responses obtained from 300 questionnaires. Based on (Watt, et al,. 2002), the overall responses rate for online surveys 39% we distributed as many as 183 printed. For the remaining 300 respondents that we needed, we distributed as many as 300 questionnaires to be distributed to all the resident in TTDI Jaya, Shah Alam. In total, the researchers accumulated 300 respondents.

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FACTORS THAT INFLUENCE PURCHASE INTENTION TOWARDS PRODUCT BASED FIGS

Dear respondent,

With reference to the above, we are pleased to inform you that we are conducting a survey that examine the factors that influence purchase intention towards product based figs. Currently we are in the process of collecting data for writing our study as a requirement for our course. Accordingly, this questionnaire has been designed to collect certain information from the consumer at TTDI Jaya, Shah Alam.

We would appreciate if you could extend your support by participating in the survey which is an integral part of our study project. This study is under the course of DPM5063 Introduction to Marketing Research at Politeknik Sultan Salahuddin Abdul Aziz Shah. The results from this research is for academic and not for commercial purposes.

This questionnaire should not take more than 15 minutes to be completed. Kindly spare some of your valuable time to complete this questionnaire. We would also like to assure you that your response would be kept strictly confidential.

Thank you in advance for your cooperation and for further information, please do not hesitate to contact us.

Sincerely yours,

Nurhanis Zahirah Binti Azhar

Hanan Nasuha Binti Osman

Nur Syahira Umaira Bt Abdul Malek

Muhammad Amir Yusof Bin Sanushi

PART 1: GENERAL QUESTIONS

Please **TICK (/)** your answer and your answers will be kept strictly confidential.

1. Do you know about common figs??
   - ☐ Yes
   - ☐ No

2. Have you tried common fig before?
   - ☐ Yes
   - ☐ No

3. Which kind of common fig based product are you most likely to buy?
   - ☐ Fresh fruit
   - ☐ Juice
   - ☐ Tea
   - ☐ Others (Please Specify: _____)

4. Do you have any intention of buying common figs based products?
   - ☐ Yes
   - ☐ No

5. Do you have any kind of disease below?
   - ☐ No
   - ☐ Blood pressure
   - ☐ Heart attack
   - ☐ Obesity

6. Does fig help you recover from your disease?
   - ☐ Yes
   - ☐ No

PART 2: CONSUMER PREFERENCES

This section is seeking your opinion about consumer preferences for common fig in Shah Alam. Respondents are asked to determine whether they agreed or disagreed with each question stated using five like scale [(1) = strongly disagree, (2) = disagree, (3) = slightly disagree, (4) = agree, (5) = strongly agree] response framework. Please **CIRCLE** one number per question to determine whether you agree or disagree with the following questions.

1. **PURCHASE INTENTION**

Code	Questions	Strongly disagree	Disagree	Either disagree	Agree	Strongly agree
PI 1	I am willing to go out of my way to obtain common fig	1	2	3	4	5
PI 2	I am willing to pay more on common fig	1	2	3	4	5
PI 3	I have seriously thought of buying more common fig based product	1	2	3	4	5
PI 4	I would like to consume common fig as much as possible	1	2	3	4	5
PI 5	I have a firm intention to buy common fig based product in the future	1	2	3	4	5

2. CONSUMER AWARENESS

Code	Questions	Strongly disagree	Disagree	Either disagree	Agree	Strongly agree
CA 1	I am consistently pay attention to common fig	1	2	3	4	5
CA 2	I am aware that common fig are in the market	1	2	3	4	5
CA 3	I am aware common fig is a healthy food	1	2	3	4	5
CA 4	I am aware that there is tea made from figs	1	2	3	4	5
CA 5	I am aware of dried figs in the agricultural industry	1	2	3	4	5
CA 6	I am aware that fig has produce fig juice in the market	1	2	3	4	5
CA 7	I have positive perception on common fig	1	2	3	4	5

3. CONSUMER KNOWLEDGE

code	questions	Strongly disagree	Disagree	Either disagree	Agree	Strongly agree
CK 1	I pay attention to common fig nutrition	1	2	3	4	5
CK 2	I know that common fig has varieties of type	1	2	3	4	5
CK 3	I know common fig has many benefits consume the product	1	2	3	4	5
CK 4	I get it fig has a variety or recipe that can be used based on the product	1	2	3	4	5
CK 5	I have a knowledge about organic food	1	2	3	4	5

4. **PERCEIVED QUALITY**

Code	Questions	Strongly disagree	Disagree	Either disagree	Agree	Strongly agree
PQ 1	I know that fig has superior quality antioxidant.	1	2	3	4	5
PQ 2	I belief in common fig are safe to consume	1	2	3	4	5
PQ 3	I know fig has the taste ,colour and nutritional properties of fruit	1	2	3	4	5
PQ 4	I understand fig has optimum nutrition and environmental quality	1	2	3	4	5
PQ5	I agreed that the consumption of fig has no harmful effect	1	2	3	4	5

PART 3: DEMOGRAPHIC QUESTION

For demographic profile in this section, we would like you to fill in some of your personal details. Please **TICK** (**/**) your answer and your answers will keep strictly confidential.

1. Gender
   - ☐ Male
   - ☐ Female

2. Age
   - ☐ 12-17
   - ☐ 18-23
   - ☐ 24-29
   - ☐ 30-35
   - ☐ 36-41
   - ☐ >42

3. Race
   - ☐ Malay
   - ☐ Indian
   - ☐ Chinese
   - ☐ Others (Please Specify: _____)

4. Marital status
   - ☐ Single
   - ☐ Married
   - ☐ Others (Please Specify: _____)

5. Occupations
   - ☐ Students
   - ☐ Government sector
   - ☐ Private sector
   - ☐ Others (Please Specify: _____)

6. Income
   - ☐ 0- RM1000
   - ☐ RM1000-RM2500
   - ☐ RM2600-RM3500
   - ☐ >RM3600

Gantt Project Planner

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE
Find suitable company and Do SWOT analysis	1	2	2	2	**10%**
Discuss the objective and research question	2	3	3	3	**25%**
Search journal for literature review	3	4	4	4	**35%**
Prepare questinnaire	4	5	4	4	**40%**
Collect data from respondent	5	6	5	5	**55%**
Do the data analysis	6	7	7	7	**60%**
Prepare proposal	7	7	7	7	**75%**
Prepare report	8	9	8	8	**85%**
Prepare slide and presentation	9	9	9	9	**90%**
Submit	10	10	10	10	**100%**

Period Highlight: 1 — Plan Duration, Actual Start, % Complete