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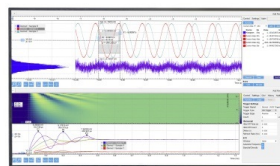
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# The Relationship of Perceived Behavioural Control Toward Intention of Consumer in Application of Organic Fertilizers in Selangor

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**Abstract.** The purpose of this study is to identify the relationship between perceived behaviour control of consumers towards intention of consumer toward the application of organic fertilizers in Selangor. A simple random sampling technique was applied in selecting 86 consumers at MAHA event located at MAEPS, Serdang, Selangor. The consumers were asked to answer the questionnaire which distributed to them to get the data. The data were then analysed by using the software of SPSS version 21.0. Based on the result of statistical tests, the perceived behaviour control had a statistically significant association with the intention of consumers toward application of organic fertilizers in Selangor. From this study, it shows that the consumer is more intent to use healthy product such as organic fertilizers in order to choose a healthy lifestyle on themselves and also on the environment.

## INTRODUCTION

Nowadays, the development of agricultural technology makes people more efficiently run the activities in their life and care about the environment [1]. The technology mostly used these days are organic fertilizers [2] and chemical fertilizers. Organic fertilizers come from different type and raw material. Many types of organic fertilizers such as dung, dirt of sludge, biogas slurry, residues and etc. [3]. Organic fertilizers were said to be a good fertilizer in providing good nitrogen content to the plants. But the organic fertilizers need to be mineralized first before the application in order to prevent loss of leaching [4]. Organic fertilizers were known widely that it contains lot of benefit.

Products of agriculture have great impact in consumers daily live especially concerning the food as main product from agriculture industry. But during these days and period, fluctuations occurs on the agricultural products which may be due to the unsuitable use of chemical fertilizers such as Nitrogen, Phosphorus, and Potassium (NPK) fertilizer throughout the years which exceed the capacity of the soil [5]. From the study done by [6], by using chemical and organic fertilizers, the dry matter content of the plant also increases more compare to the plant that are not using any of the fertilizers.

More understanding and knowing the soil limitations which related to the uses of fertilizer need to be done along with correct farming strategies need to be done through decentralization participations planned from farmer or consumer [5]. This is due to the effect of improper chemical fertilizer uses by the consumers which may be due to lack information about the fertilizers. According to [7], the go green program was implementing in which all of food products are organic. The usage of organic fertilizer is not a new matter [8]. Consumer are willing to pay more for organic product which is well known to the farmers and more organic fertilizer is being used in grown food production.

From the study done by [9], perception of the consumer such as yield-increasing, quality- improving, had made more consumer prefer to invest on organic fertilizers, while increase in cost in investing on chemical fertilizers was worth it. This shows that, perceived behaviour control of the consumer to invest on the type of fertilizers used can affect the consumer intention based on their perception and also on their past experience. More than that, [9] also wrote that amount chemical fertilizers investment does not affect by the perception of concern on green environment,

soil refining effect, and the organic fertilizer's slow effect which all of this may or may not be already experience by the consumers.

Consumer of fertilizers are mainly needed to have a good quality and quantity of crop product not only as a food supply but also for income. Thus, the consumers need to invest on good fertilizers decision which affect their crop production. The evaluation ranking of consumers' interests towards fertilizer attribute characteristics showed that consumer intention before deciding to buy or use fertilizer will consider nutrient content, form of fertilizer and availability of products. [9] said in their study about perception, risk attitude and organic fertilizers investment that more consumer's fertilizer decisions were affected by varieties of jointed factors and most of the study focus on the observable characteristic compared to the psychological element attitude.

## METHODOLOGY

The aim of this study is to identify the relationship between perceived behaviour of consumers towards the intention of consumer in application of organic fertilizers. The survey was conducted at MAHA (Malaysian Agriculture, Horticulture and Agritourism) 2018 in Kuala Lumpur. The data were collecting by distributing the questionnaire randomly to 86 respondents. [10] stated that the sample size as small as 50 found to provide the valid results. Therefore, 85 respondents were sufficient for this study. In this survey, the software of Statistical Package for the Social Sciences (SPSS) version 21.0 or well-known as IBM SPSS Statistics, had been used in data analysis based on our questionnaires data. The analysis used were descriptive analysis and correlation analysis.

## RESULTS AND DISCUSSIONS

### Descriptive Analysis

Based on the Table 1, majority of the respondent are female with 51 persons (59.30%) compared with male 35 persons (40.70%). For age majority of the respondents in range of 21-30 years old with 46 persons (53.50%) and followed by age 31-40 years old with 21 persons (24.40%) and age 41-50 years old with 9 persons (10.50%). Majority of the respondents are Malay with 63 persons (73.30%), followed by Indian, Chinese and others with 13 persons (15.10%), 7 persons (8.10%) and 3 persons (3.50%) respectively. For educational level, most respondent are degree holder with 49 persons (57.00%), followed by diploma with 15 persons (17.40%), primary level and others education level are same frequency with 2 persons (2.30%). Some of respondent have educational level of secondary level with 9 persons (10.50%), STPM/STAM with 6 persons (5.80%), international school with 1 person (1.20%) and postgraduate with 3 persons (3.50%). Majority of respondent are employed with 37 persons (43.00%). followed by student with 36 persons (41.90%). Some of respondent are unemployed and others with 5 persons (5.80%) and 8 persons (9.30%) respectively. For monthly income, majority of the respondent is with monthly income of below RM1500 with 35 persons (40.70%). About 27 persons (31.40%) with monthly income RM1500-RM3000, 14 persons (16.30%) with monthly income RM3000-RM4000, and 1 person with monthly income of above RM10000. For marital status, majority respondent is single with 49 persons (57.00%), followed by married with 36 persons (41.90%). For exposure to chemical fertilizer, most respondent choose 'Yes' with 65 persons (75.60%) followed by respondent that choose 'No' with 21 persons (24.40%). for exposure to organic fertilizer, majority respondent chooses 'Yes' with 70 persons (81.40%) and respondent choose 'No' with 16 persons (18.60%).

TABLE 1. Demographic profile of respondents

Characteristics	Frequency	Percentage (%)
<b>Age</b>		
< 20 years old	4	4.70
21-30 years old	46	53.50
31-40 years old	21	24.40
41-50 years old	9	10.50
> 50 years old	6	7.00
<b>Gender</b>		
Male	35	40.70
Female	51	59.30

**TABLE 1.** Demographic profile of respondents (Continued...).

Characteristics	Frequency	Percentage (%)
<b>Race</b>		
Malay	63	73.30
Chinese	7	8.10
Indian	13	15.10
Others	3	3.50
<b>Educational level</b>		
Primary level	2	2.30
Secondary level	9	10.50
International school	1	1.20
STPM/STAM	6	5.80
Diploma	15	17.40
Degree	49	57.00
Postgraduate	3	3.50
Others	2	2.30
<b>Occupations</b>		
Employed	37	43.00
Student	36	41.90
Unemployed	5	5.80
Others	8	9.30
<b>Monthly income</b>		
<RM1500	35	40.70
RM1500-RM3000	27	31.40
RM3000-RM10000	14	16.30
>RM10000	1	1.20
Others	9	10.50
<b>Marital status</b>		
Single	49	57.00
Married	36	41.90
Others	1	1.20
<b>Exposure to chemical fertilizer</b>		
Yes	65	75.60
No	21	24.40
<b>Exposure to organic fertilizer</b>		
Yes	70	81.40
No	16	18.60

### Relationship Between Perceived Behaviour Control and Intention of Consumers Towards Application of Organic Fertilizers

The result shows in Table 2 stated that there is a statically significant correlation between those variables because it is less than 0.01. The reasonable behaviour of the consumer when making decision or choice was by having information on the price of the things and their function. The access for this factor was its accessible of adequate knowledge regarding the functions which can help with the decision-making process.

**TABLE 2.** Relationship between perceived behaviour control and intention among consumers towards organic fertilizers.

	INTENTION	PERCEIVED BEHAVIOR CONTROL
Intention:		
Pearson correlation	1	0.306**
Sig (2-tailed)		0.004
N	86	86
Perceived behavior control:		
Pearson correlation	0.306**	1
Sig (2-tailed)	0.004	
N	86	86

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

## CONCLUSIONS

In conclusion, 86 respondents were selected during the survey in collecting the data. Perceived behavioural control show significance values of over 0.01 correlation towards the intention of consumers in application of organic fertilizers. Based on this study, the government can have better understanding on the intention of the consumers regarding the uses of the fertilizers. Therefore, the government can make or plan any programs such as talks which related to the uses of fertilizers on the health and environments.

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